

Travel and Tourism II

Unit: 1	Economics and Travel of Tourism
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. Summarize the economic impact of business and pleasure in the tourism industry. 2. Explain the importance of forecasting travel and tourism data. 3. Describe the scope of the attractions industry. 4. Analyze diverse transportation, lodging, cruise, attraction, and food service options to produce a customized travel package.
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. Determine how state of the economy impacts the tourism industry. 2. Analyze the importance of forecasting travel and tourism data. 3. Assess the scope of the attractions industry. 4. Compare different types of diverse travel packages based on their contents.
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Essential Question(s):	<p>What is the importance of the hospitality and tourism industry to the U.S. economy? What factors contribute to the growth of the tourism industry? Why is forecasting travel and tourism data important? What is the scope of the attractions industry? How is a travel package customized?</p>
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
<p>I. Economics and Travel and Tourism A. Economic Impact of Business and Pleasure in the Tourism Industry</p>	<p>Brainstorming Session: Students share their traveling experiences and relate how their experiences may have impacted the economy.</p> <p>Outside Assignment/Math: Students ask three adults how many vacation days per year they spend traveling. As a class, students average their findings. Is the average greater or less than what the students thought it would be?</p>	<p>Lead Questions</p> <p>Guidelines fro Activity Lead Questions</p>

<p>B. Importance of Forecasting Travel and Tourism Data</p>	<p>Travel Magazine Article: Students research the impact of the economy on the travel and tourism industry. After completing their research, they write an article summarizing their findings for a travel magazine. Report Out.</p> <p>Graphic Organizer: Students use a graphic organizer to illustrate the factors that contribute to the expected growth of the tourism industry. They include information on dual family income, baby boomers, health, leisure time, transportation options, the Internet, and niche markets. Share Out.</p> <p>Critique of Articles: Students read and critique articles relating to forecasting travel and tourism data. Report Out.</p>	<p>Lead Questions Guidelines for Activity Computers Web sites Internet References Rubric</p>
<p>C. Scope of the Attractions Industry</p>	<p>Brainstorm Session: Ask the following questions to motivate students about this unit. What are factors that contribute to the growth of tourism? Why do people travel? What are some different types of tours? What special accommodations might be needed for senior citizens who travel? What are the definitions for: disposable income, Niche Market, geotourism, ectourism, and agritourism?</p> <p>PowerPoint Presentation: Scope of the Attractions in the Travel and Tourism Industry</p>	<p>Guidelines for Activity Rubric Computers Internet Web sites References Graphic Organizer Design Lead Questions</p> <p>Guidelines for Activity Computers Internet Web sites Industry Magazines Rubric Lead Questions</p> <p>Lead Questions</p> <p>PowerPoint Presentation Computer CTX Lead Question</p>

Research Report:

Students select a type of attraction offered in the Travel and Tourism Industry. They develop a PowerPoint presentation on the attraction. Report Out.

Attraction Project:

You are to assume the role of tourism manager for a convention and visitor's bureau of a city located in the Pacific Northwest. The city is headquarters for major industries, sports teams, and cultural venues. Features also include shopping, mountain and forest scenery, and a busy harbor. The city is a popular tourist destination for visitors from Asia, but a few tourists from other parts of the world visit.

Activity: The president of the convention bureau has asked you to prepare some ideas to increase tourism from countries around the world and within the U.S.

Evaluation: You will be evaluated on how well you meet the following performance indicators:

- Describe the nature of the travel and tourism industry.
- Explain the nature of travel and tourism marketing.
- Discuss the interdependence of travel and tourism industry segments.
- Describe the cyclical/seasonal nature of tourism.
- Describe geographic factors that foster travel and tourism.

Students create a brochure to promote the city to potential tourists. Share Out.

Guidelines for Activity

Rubric

Computers

Internet

Web sites

Lead Questions

Rubric for PowerPoint Presentation

Guidelines for the Activity

Rubric

References

Computers

Internet

Web sites

Art Supplies

Lead Questions

<p>D. Producing a Customized Travel Package</p> <ol style="list-style-type: none"> 1. Transportation 2. Lodging 3. Cruises 4. Attractions 5. Food service options 	<p>PowerPoint Presentation: Producing Customized Travel Packages</p> <p>Guest Speaker: A travel agent discusses the travel and tourism industry and his/her role in creating travel packages to meet the needs of clients.</p> <p>Artwork: Students design a poster that celebrates airline travel. They use airline terminology on the posters. Display the poster in class. Share Out.</p> <p>History: Students use the Internet to access the Web site of the National Park Service to learn about aviation history related to the Wright brothers in Dayton, Ohio. Then answer the following questions: What did the Wright brothers invent? What three historic places related to aviation and the Wright brothers can you visit while in Dayton? Report Out.</p> <p>Reward Program Students: Students create a rewards program for people who use public transportation or carpools. Ask the students to describe the advantages and disadvantages of using trains and subways as a mode of transportation. How can these types of transportation be used by clients?</p> <p>Quick Write: Students provide feedback on the importance of transportation providers. They identify the</p>	<p>PowerPoint Presentation Computer CTX Lead Questions</p> <p>Lead Questions</p> <p>Guidelines for Activity Rubric Computers Internet Web sites Travel Magazines Lead Questions Art Supplies Poster Board</p> <p>Guidelines for Activity Rubric Computers Internet Web sites Travel Magazines Lead Questions</p> <p>Guidelines for Activity Rubric Computers Internet Web sites Travel Magazines Lead Questions</p> <p>Guidelines for Activity Rubric Computers</p>
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different types of transportation. (Air, Ground, Water). Also, they discuss the impact of the cruise industry on the travel and tourism industry. Share Out.

Transportation Activity:

Students use the Internet or other resources to research a trip on a riverboat, yacht, or cruise ship. They select one of the trips investigated and plan a customized travel package for a client. They must include the destination and cost. Report Out.

Disney Land/World Activity:

Students research the Disney Corporation to determine the customized travel packages that they offer to potential customers. They describe the packages available related to:

- Transpiration
- Lodging
- Cruises
- Attractions
- Food service options
- Costs

Teacher Demonstration:

The teacher demonstrates how to plan a trip to New York City for a client based on the client's wants and interests.

Customized Travel Packages:

Students are provided with client profiles. They develop customized travel packages that include transportation, lodging, cruises, attractions and food service operations for clients. They create travel flyers to describe in the travel packages. Share Out.

Internet
Web sites
Travel Magazines
Lead Questions

Guidelines for Activity
Rubric
Computers
Internet
Web sites
Travel Magazines
Lead Questions

Guidelines for Activity
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Computers
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Lead Questions
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Examples

Guidelines for Activity
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Travel Magazines
Lead Questions

	<i>Throughout the course, students will develop customized travel packages for individuals, families, and groups.</i>	
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Unit Assessment:	Outside Assignment, Travel Magazine Article, Brainstorm, Role Play, Artwork Posters, History, Graphic Organizer, Critique of Articles, Research Report, PowerPoint Presentation, Attraction Activity, Guidelines for Activity, Quick Write, Reward Program Activity, Transportation Activity, Disney Land/World Activity, Customized Travel Packages, Class Participation, and Rubrics
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Unit/Course CTSO Activity:	FCCLA STAR Event: Illustrated Talk- Develop a presentation about the challenges people face as they try to balance work, family and recreation.
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Unit/Course Culminating Product:	Attraction Activity Customized Travel Packages
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Course/Program Credential(s):	<input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input checked="" type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input checked="" type="checkbox"/> Other: Academy of Travel and Tourism
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Travel and Tourism II

Unit: 2	Management of Travel and Tourism
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 5. Compare maintenance issues related to the recreation, amusement, sports, and attractions industries. 6. Describe procedures for selecting, promoting, and conducting specialty tours for clients. 7. Describe admission and traffic control procedures used in the tourism industry. <p style="margin-left: 40px;">Examples: admission—tickets, membership traffic control—managing large groups, parking vehicles</p>
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. Examine the differences in maintenance issues which affect various travel and tourism venues. 2. Determine the components that are necessary to promote and conduct specialty tours for clients. 3. Analyze the different procedures used to manage admission strategies and traffic control.
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Essential Question(s):	<p>How do maintenance, admissions and traffic control issues affect the quality of services in a variety of travel and tourism operations?</p> <p>What procedures are used to select, promote, and conduct specialty tours for clients?</p> <p>What control procedures should be used by the tourism industry for admission and traffic?</p>
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
<p>II. Management of Travel and Tourism</p> <p style="margin-left: 20px;">A. Maintenance Issues Relating to Recreation, Amusement, Sports, and Attractions Industries</p>	<p>Brainstorming/Buzz Sessions: Students discuss various tourism or event venues that they have experienced.</p> <p>PowerPoint Presentation: Management and Maintenance Issues</p> <ul style="list-style-type: none"> • Recreation • Amusement • Sports • Attractions 	<p>Lead Questions</p> <p>PowerPoint Presentation</p> <p>Computer</p> <p>CTX</p> <p>Lead Questions</p> <p>Examples</p>

<p>B. Planning Specialty Tours for Clients</p> <ol style="list-style-type: none"> 1. Selecting 2. Promoting 3. Conducting 	<p>Quick Write: Students write a short paper on the various maintenance issues related to various venues.</p> <p>Scenarios: Students are provided with scenarios on an event or attraction. Based on the information included in the scenario, students describe the maintenance issues associated with the situation and what needs to be done to ensure safety of customers and employees.</p> <p>PowerPoint Presentation: Planning Specialty Tours</p> <ul style="list-style-type: none"> • Selecting Tours • Promoting Tours • Conducting Tours <p>Simulation Tour: Students promote and conduct a tour of their school for a new student.</p> <p>Tour Activity: In groups of four, students plan a tour of their town or city for specified clients. Each group presents their Tour to the class. The class votes on their choice. The winning group conducts the tour for the class. Share Out.</p>	<p>Guidelines for Activity Rubric Computers Internet Web sites References</p> <p>Guidelines for Activity Rubric Computers Internet Web sites References Scenarios Lead Questions</p> <p>PowerPoint Presentation Computer CTX Lead Questions Examples</p> <p>Guidelines for Activity Rubric Computers Internet Web sites Permission from Principal Notification to Teachers</p> <p>Guidelines for Activity Rubric Computers Internet Web sites References Contacts with City/Town Officials Arrangements for Tours Permission Slips</p>
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<p>C. Admission and Traffic Control Procedures</p>	<p><i>Students will plan specialty tours for clients throughout the course.</i></p> <p>Buzz Session: Students discuss events or attractions they have attended. They describe the admission and traffic control procedures used.</p> <p>Research Report: Students research the admission and traffic control procedures used by various events and attractions as they plan and conduct the activity. Report Out.</p> <p>Guest Speaker: An Event Planner discusses the issues of admission and traffic control in conducting an event.</p> <p>Admission and Traffic Control Procedures Activity: Students plan the admission and traffic control procedures for a major school event, for example football games, graduation, etc. Report Out.</p>	<p>Lead Questions</p> <p>Guidelines to Activity Rubric Computer Internet References Web sites</p> <p>Arrangements for Guest Speaker Lead Questions</p> <p>Guidelines to Activity Rubric Computer Internet References Web sites Lead Questions</p>
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<p>Unit Assessment:</p>	<p>Quick Write, Scenarios, Simulation Tour, Tour Activity, Admission and Traffic Control Procedures Activity, Class Participation, and Rubrics</p>
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<p>Unit/Course CTSO Activity:</p>	<p>FCCLA STAR Event - Focus on Children: Sponsor and organize a family fun night including tickets, parking and other management related activities.</p>
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<p>Unit/Course Culminating Product:</p>	<p>Tour of School for New Students Tour of Town/City Tour Activity Admission and Traffic Control Procedure Plan</p>
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Course/Program Credential(s): Credential Certificate Postsecondary Degree University Degree
 Other: Academy of Travel and Tourism

Travel and Tourism II

Unit: 3	Marketing of Travel and Tourism
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 8. Describe the impact of market segmentation, seasonality, and collaboration with other entities on designing marketing plans for the tourism industry. 9. Analyze different venues in hospitality and tourism with regard to merchandizing programs and products. 10. Critique other industries that have products or services relevant to a tourism package to gain awareness of their role and the tourism provider's role in delivering a seamless product to a client. 11. Explain community elements essential to maintain cooperative travel and tourism development. 12. Critique the various market sub-sectors and the general interests of each to design travel and tourism promotional packages. 13. Evaluate various communication techniques and media venues for the purpose of selecting the most effective manner to convey information to a target audience, including the prospective customer, the general public, a disgruntled customer, or a special needs population. 14. Explain the concepts and techniques of selling products and services in the travel and tourism industry.
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. Determine how market segmentation, seasonality, and collaboration with other businesses impact marketing for the travel and tourism industry. 2. Evaluate hospitality and tourism venues in regard to merchandising programs and products. 3. Contrast other industries that have products and services that may be included in a tourism package. 4. Determine elements in the community that are essential to travel and tourism development. 5. Analyze the various sub-sectors and general interests that impact the design of travel and tourism promotional packages. 6. Determine communication techniques and media venues that are used to convey information to clients. 7. Explain the concepts and techniques of selling products and services in the travel and tourism industry.
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Essential Question(s):	<p>What are the various ways to market the travel and tourism industry in order to maximize sales and services? How are other industries that have products and services relevant to tourism packaging? What community elements are essential to travel and tourism development? What communication techniques and media are used in the travel and tourism industry to convey information to clients? What are the techniques of selling products and services in the travel and tourism industry?</p>
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
<p>III. Marketing of Travel and Tourism</p> <p>A. Designing Marketing Plans for the Tourism Industry</p> <ol style="list-style-type: none"> 1. Impact of market segmentation 2. Seasonality 3. Collaboration with other entities <p>B. Merchandizing Programs and Products for Different Venues</p>	<p>Teacher Talk: The teacher discusses the various aspects of marketing the travel and tourism industry.</p> <p>PowerPoint Presentation: Designing Marketing Plans</p> <ul style="list-style-type: none"> • Impact of market segmentation • Seasonality • Collaboration with other entities <p>Teacher Multimedia Presentation: The teacher shares sample promotional and marketing techniques used in the travel and tourism industry.</p> <p>Research Report: Students research the various venues and attractions related to the travel and tourism industry to identify promotional and marketing techniques used. Report Out.</p> <p>PowerPoint Presentation: Merchandizing Programs and Products for Different Venues</p> <p>Merchandising Program Activity: Students select and research various venues and describe the programs and products merchandized. Share Out.</p> <p>Merchandising Program and Products: In groups of four, students select a venue or attraction related to the travel and tourism industry. They determine merchandize that will</p>	<p>Lead Questions</p> <p>PowerPoint Presentation Computer CTX Lead Questions</p> <p>Lead Questions Examples</p> <p>Guidelines for Activity References Computers Web sites Internet Rubric</p> <p>PowerPoint Presentation Computer CTX Lead Questions</p> <p>Guidelines for Activity References Computers Web sites Internet Rubric</p> <p>Guidelines for Activity References Computers Web sites</p>

<p>C. Delivering a Seamless Product to:</p> <ol style="list-style-type: none">1. Other industries that have products.2. Other industries that offer services.	<p>be sold at the activity. They draw pictures of their merchandise on posters and describe the cost of the merchandise. Share Out.</p> <p>Research Project: Students design a marketing plan for the tourism industry including impact of market segmentation, seasonality, and collaboration with other entities. Students provide an oral and visual presentation of marketing plan.</p> <p>Guest Speaker: A marketing/sales specialist discusses the procedures for marketing venues and attractions related to the travel and tourism industry.</p> <p>Teacher Talk: The teacher discusses what is meant by delivering a seamless product to a client.</p> <p>Seamless Product Report: Students research industries that have products and services that are used to create a tourism package that is a seamless product provided to the client. Report Out.</p> <p>Seamless Product Activity: Using their research from the Seamless Product Report, students create a tourism package for specific clients that are seamless. Share Out.</p>	<p>Internet Rubric Art Supplies Posters</p> <p>Guidelines for Activity References Computers Web sites Internet Rubric</p> <p>Arrangements for Guest Speaker Lead Questions</p> <p>Lead Questions</p> <p>Guidelines for Activity References Computers Web sites Internet Rubric</p> <p>Guidelines for Activity References Computers Web sites Internet Rubric</p> <p>Lead Questions</p>
<p>D. Community Elements Essential to Maintain Cooperative Travel and Tourism</p>	<p>Teacher Talk: The teacher discusses how community elements are essential in promoting and creating business for the travel and tourism industry.</p>	<p>Lead Questions</p>

	<p>Local Community Activity: Students identify elements in their own community that could be utilized to promote and create travel and tourism within their town or city. Report Out.</p>	<p>Guidelines for Activity Rubric Computers Internet Web sites References Chamber of Commerce Directory Telephone Director Local Newspaper Lead Questions</p>
<p>E. Designing Travel and Tourism Promotional Packages 1. Market sub-sectors 2. General interests sub-sectors</p>	<p>PowerPoint Presentation: Designing Travel and Tourism Promotional Packages</p> <ul style="list-style-type: none"> Market Sub-sectors General Interests Sub-sectors <p>Buzz Session: Students discuss market sub-sectors and the general interest sub-sectors in their own community that can be used to design and promote travel and tourism.</p> <p>Teacher Demonstration: The teacher demonstrates to students how market sub-sectors and general interests sub-sectors can be used to design and promote travel and tourism in Birmingham, Alabama.</p> <p>Activity on Sub-Sectors and General Interests Sub-Sectors: Students select a major city in the U.S. or in another country. They identify market sub-sectors and general interests that can be used to promote travel and tourism in their selected city. Share Out.</p>	<p>PowerPoint Presentation Computer CTX Lead Question Examples</p> <p>Lead Questions</p> <p>Lead Questions Examples</p> <p>Guidelines for Activity Rubric Computers Internet Web sites References Lead Questions</p>
<p>F. Communication Techniques and Media Venues to Convey Information to a Target Audience 1. Prospective customer</p>	<p>PowerPoint Presentation: Conveying Information to Clients</p> <ul style="list-style-type: none"> Communication Techniques 	<p>PowerPoint Presentation Computer CTX Lead Questions</p>

<p>2. General public 3. Disgruntled customer 4. Special needs population</p>	<ul style="list-style-type: none"> • Media Venues • Targeted Audiences <p>Travel Tip Sheet: Students create a “Tip Sheet” for employees to use in communicating with clients and using media venues to get their travel and tourism messages out to their audiences. Share Out.</p> <p>Scenarios: Students are provided with scenarios that include information on a new travel promotion that their travel agency is going to use in the next few weeks. They determine how they can get the message out to both their clients and other potential audiences. Students present their solutions. The class discusses each scenario after each student’s presentation.</p> <p>Role Play Situations: Students create role play situations where a travel agency has to communicate to clients information about their travel and tourism services and tour packages. The situations include role playing communicating with prospective customers, the disgruntled customer, and special needs populations. Students trade situations. Students role play situations. The class discusses each role play situation as to the appropriate communication skills or non-appropriate communication skills used in the situation.</p>	<p>Examples</p> <p>Guidelines for Activity Computer Internet Web Sites References Rubric Lead Questions</p> <p>Guidelines for Activity Rubric Computers Internet Web sites References Lead Questions Chamber of Commerce Directory Telephone Directory</p> <p>Guidelines for Activity Rubric Computers Internet Web sites References Role Play Situations Lead Questions</p>
<p>G. Selling Products and Services</p>	<p>Brainstorming Session: Students discuss what products and services travel agencies have to sell both to their clients and sub-sectors.</p>	<p>Lead Questions</p>

	<p>PowerPoint Presentation: Selling Products and Services</p> <ul style="list-style-type: none"> • Concepts • Techniques <p>Selling Tip Sheet: Students research and write a “Tip Sheet” for employees in a travel agency to use to sell products and services offered by the agency. Share Out.</p> <p>Role Play: Students role play situations where they are selling travel and tourism products and services.</p> <p>Marketing Project: Students create their own travel agency. They describe how they will market their products and services. They will address the following in their project:</p> <ul style="list-style-type: none"> • Identify different venues in hospitality and tourism with regard to merchandising programs, products, and services. • Identify other industries that have products and services relevant to developing seamless travel packages. • Identify community elements that can be used for travel and tourism development. • Identify market sub-sectors and their general interests sub-sectors that can be used to create promotional packages. • Identify what communication techniques 	<p>PowerPoint Presentation Computer CTX Lead Questions Examples</p> <p>Guidelines for Activity Rubric Computers Internet Web sites References Lead Questions</p> <p>Guidelines for Activity Rubric Computers Internet Web sites References Lead Questions</p> <p>Guidelines for Activity Rubric for Activity Computers Internet Web sites References Lead Questions Guidelines for Presentation Rubric for Presentation</p>
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	<p>and media venues are used to convey information.</p> <ul style="list-style-type: none"> • Identify what products and services they will sell. • Identify techniques they will use to sell their products and services. • Develop a promotional package to market their travel and tourism agency. • Develop a promotional package to market a travel package to prospective clients. • Create a brochure about their travel agency to distribute in the community. • Create a travel brochure on their travel package to be distributed to prospective clients. <p>Students will present their marketing project to the class.</p>	
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Unit Assessment:	Research Reports, Merchandising Program Activity, Merchandising Program and Products, Seamless Product Activity, Local Community Activity, Activity on Sub-Sectors and General Interests of Sub-Sectors, Travel Tip Sheet, Scenarios, Role Play Situations, Marketing Project, Class Participation, and Rubrics
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Unit/Course CTSO Activity:	FCCLA STAR Event: Interpersonal Communications- Survey concerns and needs of teens and parents in the travel and tourism industry FCCLA STAR Event: Career Connections- Marketing and sales
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Unit/Course Culminating Product:	Tips Sheets Marketing Project and Presentation
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Course/Program Credential(s): <input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input checked="" type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input checked="" type="checkbox"/> Other: Academy of Travel and Tourism
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Travel and Tourism II

Unit: 4	Safety and Security of Travel and Tourism
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 15. Organize safety and security information for individuals and groups in multiple environments to minimize risks, including political and social climate of an area, possible natural environmental hazards, health hazards, and terrorism emergency situations.
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. Analyze the safety and security issues that encompass individuals and groups in multiple environments to minimize risks, including political and social climate of an area, possible natural environmental hazards, health hazards, and terrorism emergency situations. 2. Organize safety and security information for individuals and groups for safe and secure travel and tourism.
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Essential Question(s):	What safety and security issues should be implemented to ensure the well being of travelers in various risk environments?
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
IV. Safety and Security of Travel and Tourism A. Safety and Security Information for Individuals and Groups	<p>Teacher Talk: Teacher discusses the importance of clients feeling safe and secure when traveling or touring.</p> <p>Guest Speaker: Homeland Security Official, i.e., U.S. Coast Guard Communications Officer, or City/Town Official discuss safety and security issues related to travel and tourism.</p> <p>Research Project: Students research safety and security issues that a travel agency should be aware of so that when planning travel and tourism for clients and groups safety and security will be of utmost importance.</p>	<p>Lead Questions</p> <p>Arrangements for Guest Speaker Guided questions</p> <p>Guidelines for Activity Rubric Computers Internet</p>

	<p>The report should incorporate such issues as political and social climate, natural environmental hazards, health hazards, and possible terrorism activities. After providing an overview of such issues, students select a foreign country and city/town in the country and discuss the issues in relation to planning a client's travel to the area. Students present their reports to the class.</p> <p>Guest Speaker: A travel agent discusses what precautions they take when planning travel and tourism for clients that address safety and security of travelers.</p> <p>Safety and Security Manual: Students develop a Safety and Security Manual that includes information for individuals and groups in multiple environments to minimize risks, including political and social climate of an area, possible natural environmental hazards, health hazards, and terrorism emergency situations. Report Out.</p> <p>Scenarios: Students are provided with scenarios of safety and security issues that need to be addressed by a travel agent when planning travel and tourism for clients. Share Out.</p> <p>Client Safety and Security Tip Sheet: Students create a Client Safety and Security Tip Sheet that addresses safety and security issues that relate to travel and tourism. Share Out.</p>	<p>Web sites References Lead Questions Guidelines for Presentation Rubric for Presentation</p> <p>Arrangements for Guest Speaker Lead Questions</p> <p>Guidelines for Manual Rubric Manual Materials- 1" binder etc. Computers Internet Web sites References</p> <p>Guidelines for Manual Rubric Manual Materials- 1" binder etc. Computers Internet Web sites References Scenarios</p> <p>Guidelines for Manual Rubric Manual Materials- 1" binder etc. Computers Internet Web sites References</p>
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Unit Assessment:	Research Report, Safety and Security Manual, Tip Sheet, Scenarios, Class Participation, and Rubrics
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Unit/Course CTSO Activity:	FCCLA STAR Event: Career Investigation- Homeland Security FCCLA Chapter Service Project: Develop Community Safety and Security Manual for Travelers
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Unit/Course Culminating Product:	Safety and Security Manual Tips Sheet
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Course/Program Credential(s): <input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input checked="" type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input checked="" type="checkbox"/> Other: Academy of Travel and Tourism
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Travel and Tourism II

Unit: 5	Legal Issues and Travel and Tourism
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Content Standard(s) and Depth of Knowledge Level(s):	Students will: 16. Describe legal implications and regulations of travel agents.
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Learning Objective(s) and Depth of Knowledge Level(s):	Students will: 1. Examine the liabilities and regulations that affect travel agents.
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Essential Question(s):	What are the legal responsibilities and regulations that affect travel agents?
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
V. Legal Issues and Travel and Tourism A. Legal Implications and Regulations of Travel Agents	<p>Teacher Talk: The teacher discusses the legal implications and regulations that must be followed in a travel agency and implemented by travel agents.</p> <p>Research Report: Students conduct research and write a report on the legal issues and regulations for national and international travel as well as in the management of a travel agency that must be followed by the agency and travel agents. Students select a foreign country and determine laws and regulations mandated by the country for travel and tourism. They create a poster that identifies regulations mandated for travel in the foreign</p>	<p>Guided Questions Arrangements for Guest Speaker</p> <p>Guidelines for Activity Computers Internet References Web sites References Lead Questions</p>

	<p>country. Also, they address what regulations impact the traveler or tourist. Share Out.</p> <p>Guest Speaker: A Travel Agent discusses legal implications and regulations mandated in operating a travel agency.</p> <p>Tip Sheets: Students develop a “Tip Sheet” for travel agents. It describes the legal implications and regulations that impact their work. Also, they develop a “Tip Sheet” for a client that addresses any regulations that apply to travel and/or tourism. Share Out.</p> <p>Case Studies: Students are provided with situations where legal issues and regulations impact the work of a travel agent. Students determine how the travel agent responds to the situations based on legal implications and regulations. Students discuss each situation and the response.</p>	<p>Arrangements for Guest Speaker Lead Questions</p> <p>Guidelines for Activity Computers Internet References Web sites References Lead Questions</p> <p>Guidelines for Activity Computers Internet References Web sites References Lead Questions Case Studies</p>
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Unit Assessment:	Research Report, Tip Sheets, Case Studies, Class Participation, and Rubrics
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Unit/Course CTSO Activity:	<p>FCCLA STAR Event Career Investigation - Travel Agent</p> <p>FCCLA STAR Event Applied Technology - Analyze the legal responsibilities of a travel agent.</p>
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Unit/Course Culminating Product:	<p>Research Report</p> <p>Tip Sheets</p>
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<p>Course/Program Credential(s): <input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input checked="" type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input checked="" type="checkbox"/> Other: Academy of Travel and Tourism</p>

Travel and Tourism II

Unit: 6	Technology
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 17. Develop content for a service-based Web site. 18. Explain technical systems utilized in travel and tourism. Examples: global distribution system, computer reservation system
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. Examine the various technological systems that are used in the travel and tourism industry. 2. Develop technological skills by planning and designing a service based Web site.
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Essential Question(s):	<p>What technology is available for the travel and tourism industry? How is technology used in a travel agency to ensure quality service? How can consumers utilize technology to plan and make arrangements for their travel and tourism?</p>
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
<p>VI. Technology A. Develop a Service-based Web Site</p>	<p>10 + 5 Discussion: The teacher discusses how technology has impacted the travel and tourism industry.</p> <p>Virtual Fieldtrip: Students participate in USF Libraries. International: Resources Virtual Fieldtrips. Share Out.</p>	<p>Lead Questions</p> <p>Guidelines for Activity Rubric Computers Internet Web sites References Lead Questions</p>

<p>B. Technical Systems Utilized in Travel and Tourism</p> <ol style="list-style-type: none"> 1. Global distribution system 2. Computer reservation system 	<p>Research Report and Power Point Presentation: Using the Internet, students surf travel agencies to critique their Web site and determine how the site uses technology to convey information for prospective clients. Students prepare a PowerPoint presentation on the Web site selected.</p> <p>Teacher Demonstration: Teacher demonstrates how to develop a service-based Web site for a travel agency.</p> <p>Collaborative Learning: Using their computer skills, students develop a service- based Web site for a travel agency. Share Out.</p> <p>Visual and Oral Presentation: Showcase Web site</p> <p>PowerPoint Presentation: Technical Systems Utilized in the Travel and Tourism Industry</p>	<p>Guidelines for Activity Rubric Computers Internet Web sites References Lead Questions Guidelines for Presentation Rubric for Presentation</p> <p>Computer Software Internet Web sites References Lead Questions</p> <p>Guidelines for Activity Rubric Computer Internet References</p> <p>Guidelines for Activity Rubric Computers Internet Web sites References Lead Questions Guidelines for Presentation Rubric for Presentation</p> <p>PowerPoint Presentation Computer CTX Lead Questions</p>
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	<p>Field Trip: Students participate in a field trip to a travel agency. They observe the technology used in the travel agency. Share Out.</p> <p>Technology Report: Students research and report on the technical systems used in the travel and tourism industry. Share Out.</p> <p>Student Skills with Technology:</p> <ul style="list-style-type: none"> • Demonstrate knowledge in computer applications. • Operate electronic mail applications within a workplace setting. • Examine types of computerized systems used to manage hospitality service operations and guest service. <p>Using Technology to Book Travel: Students go to Web sites of national agencies to plan and book travel. Students complete the process used on the Web site. <u>They do not complete the last step that automatically books the reservation.</u></p> <p><i>Throughout the course, students will be using client profiles and technology to make travel and tourism plans and reservations.</i></p>	<p>Arrangements for Field Trip Permission Slips</p> <p>Guidelines for Activity Rubric Computers Internet Web sites References Lead Questions</p> <p>Guidelines for Activity Rubric Computers Internet Web sites References Lead Questions</p> <p>Guidelines for Activity Rubric Computers Internet Web sites References Lead Questions</p>
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Unit Assessment:	Virtual Fieldtrip, Web site, Research Report and PowerPoint Presentation, Collaborative Learning, Visual and Oral Presentation, Technology Report, Student Skills with Technology, Using Technology to Book Travel, Class Participation, and Rubrics
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Unit/Course CTSO Activity:	FCCLA STAR Event Focus on Children - Develop a Stranger-Danger Web site for virtual travelers.
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Unit/Course Culminating Product:	Service-based Web site Research Report and PowerPoint Presentation Technology Report Using Technology to Book Travel
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Course/Program Credential(s): Credential Certificate Postsecondary Degree University Degree
 Other: Academy of Travel and Tourism