

COURSE TITLE: Travel and Tourism II

Course Description:

Travel and Tourism II builds on the content of Travel and Tourism I, focusing on economics, marketing, operations, safety and security, and local and regional tourism. Standards are designed to enable students to gather and utilize data to forecast industry trends; utilize marketing techniques to achieve an organization's tourism goals; and explain the vital roles of group, convention, and meeting planning to create jobs now and in the future. In addition, standards are written to enhance students' understanding of how travel and tourism affect local, state, and regional economies.

Potential Certifications/Credentials:

Alabama Certified Employee (ACE) / Certified Front Desk Representative / Certified Guest Service Professional / Certified Hospitality and Tourism Professional (must pass the final exam for Year 1 and Year 2, complete 100 hours of work experience, and then apply for credential) / ServSafe Manager

Course Scope and Sequence

Topic #	Topic Title	Estimated Hours
1	Foundational Standards	15
2	Economics of Travel and Tourism	20
3	Marketing Travel and Tourism	30
4	Operations Management	30
5	Client Management	30
6	Legal Issues	15

Plans of Instruction

Foundational Standards

Supporting–will be taught throughout the course as needed for the unit.

- F1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
- F2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
- F3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
- F4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
- F5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.
- F6. Investigate various applicable professional organizations within the hospitality and tourism industry.

Topic 2 Title: Economics of Travel and Tourism

Content Standards

1. Research and summarize the impact of business travel, group tourism, and individual or family tourism on the state's economy.
2. Explain the importance of using travel and tourism data to project future tourism development, supporting the explanation with statistics and examples from trusted industry sources.

Examples: STR to report hotel lodging uses, AirDNA to report data for vacation rentals and short-term rentals

Unpacked Learning Objectives

Students know:

- How business travel impacts the state's economy by stimulating various sectors such as hospitality, transportation, and entertainment.
- How group travel impacts the state's economy by stimulating various sectors such as hospitality, transportation, and entertainment.
- How individual and family travel impacts the state's economy by stimulating various sectors such as hospitality, transportation, and entertainment.
- How to examine data on travel patterns, expenditure, and demographics, policymakers and businesses can make informed decisions regarding infrastructure development, marketing strategies, and resource allocation to support sustainable tourism growth.

Students are able to:

- Analyze the economic impacts of business travel, group tourism, and individual or family tourism on the state's economy.
- Evaluate the significance of utilizing travel and tourism data in forecasting future tourism development.

Students understand:

- Business travel contributes significantly to the state's economy by fostering partnerships, facilitating deal-making, and attracting investment.
- Group tourism stimulates local businesses such as hotels, restaurants, and attractions, generating revenue and employment opportunities within the state.
- Individual or family tourism bolsters the economy through spending on accommodations, dining, entertainment, and souvenirs, supporting local businesses and livelihoods.
- Utilizing travel and tourism data is crucial for projecting future tourism development as it provides insights into trends, preferences, and market dynamics.

Driving/Essential Question	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? How do business travelers contribute to the U.S. economy?
Exemplar High Quality Task	Students will complete a research report detailing the importance of hospitality and tourism to the U.S. economy, factors that contribute to tourism growth, the importance of forecasting travel and tourism data and how business travelers contribute to the U.S. economy.

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts and Activities	Equipment, Technology and Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
<p>Identify the factors that impact the travel industry.</p> <p>Compare and contrast the factors that impact the travel industry.</p>	<p>Formative: List and summarize the factors that impact the travel industry.</p>	<p>View the video Economic impacts of the travel industry as well as Social impacts of the travel industry.</p> <p>View factors affecting the tourism industry and compare and contrast the impact those have on the travel industry.</p>	<p>Science: Research and propose solutions to reduce negative impacts and enhance positive influences of these factors.</p> <p>ELA: Create a Venn Diagram to identify the similarities and differences between factor impacts.</p> <p>Social Studies: Research and create a detailed list of the factors that impact the travel industry within an identified region of the United States, especially the Southeast.</p> <p>Social Studies: Create a comparison and contrast chart of the factors that impact the travel industry</p>	<p>Computer with Current Operating System Internet Access YouTube: Home The Telford Langley School</p>

			<p>Math: Math Activity 1: Factors Impacting the Travel Industry</p> <p>Math: Math Activity 2: Analyzing Data on Travel Industry Factors</p> <p>Math: Math Activity 3: Simulation of Travel Industry Factors</p>	
<p>Analyze travel data.</p> <p>Forecast tourism development based on data.</p> <p>Identify trusted industry sources.</p>	<p>Summative: Research Report:</p> <ul style="list-style-type: none"> • Importance of hospitality and tourism to the U.S. economy • Factors that contribute to tourism growth • Importance of forecasting travel and tourism data • How business travelers contribute to the U.S. economy 	<p>Analyze travel data and forecast tourism development using the Travel Data and Forecasts website.</p> <p>Explore the ITA website, recognizing that it is the official U.S. government source for data and analysis on international travel to and from the US.</p>	<p>Science: Collect data and construct a graph/graphs comparing the number of travelers to different factors such as weather, season, activities available, etc. Use this data to construct a CER chart with a forecast on future tourism for the area.</p> <p>ELA: Write a reflective paragraph summarizing the ITA website.</p> <p>Social Studies: Use data from the past ten years and create a report to forecast tourism development for an assigned location.</p> <p>Math: Math Activity 1: Analyzing Travel Data</p> <p>Math: Math Activity 2: Forecasting Tourism</p>	<p>Computer with Current Operating System Internet Access Travel Data and Forecasts ITA</p>

			Development Based on Data Math: Math Activity 3: Identifying Trusted Industry Sources	
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Key Vocabulary

business travel, group tourism, individual tourism, family tourism, economy, travel, tourism, tourism development, reflective, summarize

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

As students begin to plan careers, they must have opportunities to visit, tour, and work at local industries and businesses. Real-world experiences such as cooperative education, internships, apprenticeships, job shadowing, and Supervised Agricultural Experience (work-based, service-based, and project-based learning) are beneficial to enhance classroom learning. Continuous feedback from students and supervisors provides further assessment of the program and facilitates changes necessary to satisfy industry needs. Students should begin to or continue to develop and enhance student SAEs throughout this course. Simulated workplace will also be utilized in the classroom to help develop knowledge of real-world work environments.

CTSO Connection:

FCCLA Event Management
 FCCLA Hospitality, Tourism and Recreation

Certification/Credential Connection:

Certified Front Desk Representative / Certified Guest Service Professional

Topic 3 Title: Marketing of Travel and Tourism

Content Standards

3. Design marketing materials that showcase market segments and seasonality for the travel and tourism industry.
4. Explain how different venues within the travel and tourism industry merchandize their products and services.
5. Describe elements essential to developing and sustaining travel and tourism within a community or region.
Examples: adequate infrastructure (safe roads, clean hotels), safe and unique attractions, employees who are professional, welcoming, and excited about what their community has to offer.
6. Select effective communication techniques and media outlets to convey information for specific audiences, including out-of-town visitors, disgruntled customers, special needs populations, and the general public.
7. Create and upload content for a travel and tourism website and social media, utilizing resources that would make the information appealing to the target audiences.

Unpacked Learning Objectives

Students know:

- Understanding seasonality is crucial as travel trends fluctuate based on factors like weather, holidays, and cultural events.
- Designing marketing materials involves tailoring content and visuals to appeal to specific market segments, highlighting unique experiences and offerings.
- Merchandising in this context involves tactics such as advertising, packaging, pricing, and presentation to attract customers.
- Effective merchandising in the travel and tourism industry aims to capture the attention of potential travelers and persuade them to choose a particular destination, accommodation, or activity.
- The importance of local culture and infrastructure in attracting tourists.
- Marketing strategies and preservation efforts maintain destination appeal.
- Government policies and community involvement influence industry sustainability.
- Economic benefits and challenges require strategic planning and responsible practices.
- Technology enhances travel experiences, while collaboration fosters sustainable development.
- The importance of selecting appropriate media outlets for disseminating information to different audience groups.
- How to create engaging content for a travel and tourism website and social media platforms.
- How to utilize resources effectively to make the information appealing to target audiences.

- How to tailor content to suit the preferences and interests of different demographic groups.

Students are able to:

- Design marketing materials that showcase market segments and seasonality for the travel and tourism industry.
- Analyze various strategies employed by different venues within the travel and tourism industry to merchandise their products and services effectively.
- Describe elements essential to developing and sustaining travel and tourism within a community or region.
- Select effective communication techniques tailored to diverse audiences, such as out-of-town visitors, disgruntled customers, special needs populations, and the general public.
- Identify suitable media outlets for disseminating information to various target groups, ensuring optimal reach and engagement.
- Create engaging content for a travel and tourism website and social media platforms.
- Utilize various resources to enhance the appeal of the information to the target audiences.

Students understand:

- Understanding market segments and seasonality enables businesses in the travel and tourism industry to develop targeted marketing strategies, optimize resource allocation, and capitalize on opportunities for growth and profitability.
- Different venues within the travel and tourism industry employ various merchandising strategies to promote their products and services effectively.
- Merchandising in travel and tourism involves showcasing experiences, destinations, accommodations, and activities in appealing ways to attract customers.
- Effective marketing strategies play a crucial role in promoting travel and tourism within a community or region.
- Effective communication entails selecting suitable techniques and media outlets for diverse audiences, including out-of-town visitors, disgruntled customers, special needs populations, and the general public.
- Effective content creation for travel and tourism websites and social media involves identifying the preferences and interests of the target audience.

Driving/Essential Question	What are the various ways to market the travel and tourism industry to showcase each segment and highlight seasonality? Why do venues utilize different strategies to merchandise their products and services effectively? Why are community or regional elements essential to travel and tourism development and sustainability? Which communication techniques are used in the travel and tourism industry to convey information to diverse audiences? What media outlets are suitable for disseminating information to ensure optimal engagement? What does effective content creation for travel and tourism websites and social media involve?
Exemplar High Quality Task	Students will create promotional marketing posts targeting specific segments and seasons, visual comparison charts of merchandising tactics, merchandising approaches multimedia presentation, social media resources that appeal to target audiences and a travel and tourism website acting as unit portfolio.

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts and Activities	Equipment, Technology and Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
Design marketing materials for a travel magazine promoting destinations targeting specific market segments and seasons.	Formative: Promotional marketing posts targeting specific market segments and seasons	Explore the 2023 Marketing Playbook: Proven Tips and Strategies for Seasonal Planning before designing promotional marketing posts targeting specific market segments and seasons. Final posts can be shared out via Flipgrid or other digital sharing platform.	Science: Collect data from tourism groups and organizations similar to a chamber of commerce to construct graphics identifying targets. ELA: Create a marketing package for your travel magazine using Canva - poster, brochure, social media posts, etc. Social Studies: Use data on an assigned region or location to design marketing materials for a travel magazine targeting specific marketing segments and seasons.	Computer with Current Operating System Internet Access Three Girls Media Flip

			<p>Math: Math Activity 1: Market Segmentation and Target Audience Analysis</p> <p>Math: Math Activity 2: Designing Seasonal Marketing Campaigns</p> <p>Math: Math Activity 3: Analyzing Marketing Campaign Effectiveness</p>	
<p>Prepare a visual comparison chart detailing merchandising tactics across various sectors of the industry.</p> <p>Create a multimedia presentation on the merchandising approaches of different travel and tourism establishments.</p>	<p>Formative: Visual comparison chart of merchandising tactics</p> <p>Formative: Merchandising approaches multimedia presentation</p>	<p>Create a presentation in Canva on the merchandising approaches of different travel and tourism establishments.</p>	<p>Science: Research the best type of graphic/chart to use in presenting different types of information.(bar graph - at least one non-numeric variable)</p> <p>ELA: Peer Review on student presentations.</p> <p>Social Studies: Research merchandising tactics used in the past twenty years across various sectors of the industry to create a presentation on assigned travel and tourism establishments</p> <p>Math: Math Activity 1: Visual Comparison Chart of Merchandising Tactics</p>	<p>Computer with Current Operating System Internet Access Presentation software</p>

			<p>Math: Math Activity 2: Multimedia Presentation on Merchandising Approaches</p> <p>Math: Math Activity 3: Comparative Analysis of Merchandising Tactics</p>	
Select effective communication mediums for various audiences.	Formative: Social media resources that appeal to target audiences	Select and create captivating social media travel and tourism resources that appeal to target audiences using one of the following: Template Designs	<p>ELA: Create a Canva Infographic on the do's and don'ts of appealing to an audience through social media.</p> <p>Math: Math Activity 1: Understanding Communications Mediums</p> <p>Math: Math Activity 2: Role Playing Scenarios</p> <p>Math: Math Activity 3: Creating a Communication Plan</p>	Computer with Current Operating System Internet Access Canva: Visual Suite for Everyone
<p>Create a captivating travel and tourism website utilizing resources that appeal to target audiences.</p> <p>Create captivating travel and tourism social media content utilizing resources that appeal to target audiences.</p>	Summative: Travel and Tourism Website	<p>Create a travel and tourism website utilizing one of the resources that appeal to target audiences Website templates: Template 1, Template 2, Template 3, Template 4</p> <p>The website will act as a portfolio for the unit showcasing the:</p>	<p>Science: Identify ecological areas of interest, national parks, bodies of water, sanctuaries, wildlife refuge/rehabilitation centers.</p> <p>Social Studies: Analyze travel and tourism websites to create a Fakebook post for an assigned location to appeal to a variety of target audiences.</p>	Computer with Current Operating System Internet Access Canva: Visual Suite for Everyone

		<ul style="list-style-type: none"> ● Promotional marketing posts for segments and seasons ● Comparison chart of merchandising tactics ● Merchandising approaches multimedia presentation ● Social media resources that appeal to target audiences 	<p>ELA: Complete Peer Reviews on student websites.</p> <p>ELA: Write a self-reflection on the website process.</p>	
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Key Vocabulary

seasonality, market segments, marketing materials, venue, merchandize, products, services, sustainable tourism, infrastructure, destination management, cultural preservation, effective communication, media outlets, audiences, target audiences, social media, self-reflection

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

As students begin to plan careers, they must have opportunities to visit, tour, and work at local industries and businesses. Real-world experiences such as cooperative education, internships, apprenticeships, job shadowing, and Supervised Agricultural Experience (work-based, service-based, and project-based learning) are beneficial to enhance classroom learning. Continuous feedback from students and supervisors provides further assessment of the program and facilitates changes necessary to satisfy industry needs. Students should begin to or continue to develop and enhance student SAEs throughout this course. Simulated workplace will also be utilized in the classroom to help develop knowledge of real-world work environments.

CTSO Connection:

FCCLA Event Management
FCCLA Hospitality, Tourism and Recreation

Certification/Credential Connection:

Certified Front Desk Representative / Certified Guest Service Professional

Topic 4 Title: Operations Management

Content Standards

8. Summarize the information included on a Request for Proposal (RFP) for potential travel suppliers.
9. Develop a festival and events planning guide.
10. Explain the importance of timely resolution of maintenance issues at facilities, including lodgings, attractions, and venues for recreation, amusements, sports, and conventions.
11. Summarize the elements of a risk management plan, including plans for minimizing travel risks, avoiding safety hazards, and handling emergencies.
12. Establish safety and security plans for a given event, including procedures to minimize risks and health hazards and to deal with emergency situations.
Examples: unruly crowds, terrorism, shooting incidents, inclement weather

Unpacked Learning Objectives

Students know:

- The purpose of a Request for Proposal (RFP) is to solicit bids from potential travel suppliers for providing specific services or products related to travel.
- RFPs typically include detailed information about the organization issuing the RFP, including its background, objectives, and requirements.
- How to create a festival and events planning guide.
- Timely resolution of maintenance issues is crucial for ensuring the safety and comfort of individuals using facilities.
- The importance of developing a risk management plan to mitigate potential hazards and uncertainties associated with travel.
- Strategies for minimizing travel risks.
- How to develop safety and security plans tailored to specific events.
- Procedures to minimize potential risks and health hazards associated with the event.
- Strategies to effectively deal with emergency situations that may arise during the event.

Students are able to:

- Analyze the key components outlined in a Request for Proposal (RFP) for potential travel suppliers.
- Identify the primary objectives and requirements specified within the RFP.
- Develop a festival and events planning guide.

- Analyze the impact of delayed maintenance on visitor experience, safety, and overall satisfaction within various recreational and convention settings.
- Summarize the key components of a risk management plan, delineating strategies for identifying, assessing, and mitigating potential risks.
- Devise measures for minimizing travel risks.
- Formulate proactive strategies for avoiding safety hazards.
- Develop comprehensive safety and security plans tailored to specific events, considering potential risks and health hazards.

Students understand:

- The RFP provides clear instructions on how potential travel suppliers should respond, including format and deadline.
- Effective festival and event planning involves thorough research, detailed timelines, budgeting, communication, marketing, flexibility, safety measures, evaluation, collaboration, and sustainability practices.
- Timely resolution of maintenance issues at facilities is crucial for ensuring the smooth functioning of lodgings, attractions, and venues for recreation, amusements, sports, and conventions.
- Prompt maintenance contributes to the overall safety and enjoyment of guests and visitors.
- A risk management plan encompasses strategies and protocols designed to identify, assess, and mitigate potential risks associated with travel.
- Effective safety and security measures contribute to the overall success and smooth execution of the event.
- Procedures to minimize risks and health hazards are integral parts of event planning.

Driving/Essential Question	<p>What does a Request for Proposal (RFP) provide for potential travel suppliers?</p> <p>What are the components of a festival and events planning guide?</p> <p>Why is timely resolution of maintenance issues crucial for lodging, attractions, venues for recreation, amusements, sports, and conventions?</p> <p>How are risk management plans designed?</p> <p>What safety and security issues should be implemented to ensure the well being of travelers in various risk environments?</p>
Exemplar High Quality Task	<p>Students will complete a written reflection on the importance and impact of the RFP process, festival and event planning guides, a risk management presentation plan and an emergency response plan.</p>

Map of Student Learning by Learning Objective

Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts and Activities	Equipment, Technology and Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
<p>Identify items needed for a request for proposal submission.</p> <p>Write a reflection on the importance and impact of the RFP process.</p>	<p>Formative: Written reflection on the importance and impact of the RFP process.</p>	<p>View How to Write an RFP Video.</p> <p>Reflect on the importance and impact of the RFP process and identify items needed for a request for proposal. RFP Templates and Toolkits can be used as a guide.</p>	<p>ELA: Complete Peer Review on student proposals.</p> <p>ELA: Convert written reflections into media presentations with Google Slides or Canva.</p> <p>Social Studies: Create an infographic on items needed for a request for proposal submission that is based on data from the past ten years.</p> <p>Math: Math Activity 1: Understanding RFP Components</p> <p>Math: Math Activity 2: RFP Submission Mock Exercise</p>	<p>Computer with Current Operating System Internet Access YouTube: Home Global Business Travel Association</p>

			Math: Math Activity 3: Reflecting on the RFP Process	
Create a festival and events planning guide.	Formative: Festival and event planning guides	Create a festival and event planning guide using a template: Festival Planning Template Event Planning Guide	ELA: Complete Peer Review on student planning guides. Social Studies: Research a given location, create a festival and events planning guide for an assigned city, location, region, or state. The guide must include data for multiple target audiences. Math: Math Activity 1: Research and Brainstorming Math: Math Activity 2: Developing the Planning Guide Math: Math Activity 3: Presentation and Feedback	Computer with Current Operating System Internet Access Canva: Visual Suite for Everyone
Explain the elements of a risk management plan.	Summative: Risk management presentation plan	Complete a presentation explaining the elements of a risk management plan using one of the following templates: Risk Management Presentation Plan Risk Assessment Template	ELA: Convert written presentation plan into a media video with Canva . Social Studies: Research and create a graphic organizer on the elements of a risk management plan.	Computer with Current Operating System Internet Access Canva: Visual Suite for Everyone

			<p>Math: Math Activity 1: Identifying Risks</p> <p>Math: Math Activity 2: Risk Assessment and Prioritization</p> <p>Math: Math Activity 3: Developing Risk Mitigation Strategies</p>	
Develop a step-by-step emergency response plan tailored to a specific event.	<p>Summative: Emergency response plan</p>	<p>Review potential Natural Disasters. As a class The BC Emergency Management Framework will be discussed identifying the four pillars of emergency management; namely, mitigation, preparedness, response and recovery.</p> <p>Create an emergency response plan with steps tailored to a specific event. Potential templates include CDC Emergency Action Template or Ready.gov Emergency Response Plan</p>	<p>Science: Demonstrate fire and water safety, basic first aid techniques, and evacuation plans, including maps. Create a list of all hazardous materials along with instructions on handling and disposal and procedures for exposure. Identify any safety equipment that might be required such as eye wash stations.</p> <p>ELA: Quizlet Presentation identifying the key vocabulary for emergency response plan.</p> <p>Math: Math Activity 1: Identifying Potential Emergencies</p> <p>Math: Math Activity 2: Developing Emergency Response Procedures</p>	<p>Computer with Current Operating System Internet Access Natural Disasters Overview CDC Ready.gov Tourism Industry Association</p>

			Math: Math Activity 3: Creating a Comprehensive Emergency Response Plan	
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Key Vocabulary

request for proposal, travel suppliers, planning guide, festival, events, maintenance, facilities, lodging, attractions, venues, recreation, amusements, conventions, risk management plan, travel risks, safety hazards, emergencies, safety plan, security plan, hazards

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

As students begin to plan careers, they must have opportunities to visit, tour, and work at local industries and businesses. Real-world experiences such as cooperative education, internships, apprenticeships, job shadowing, and Supervised Agricultural Experience (work-based, service-based, and project-based learning) are beneficial to enhance classroom learning. Continuous feedback from students and supervisors provides further assessment of the program and facilitates changes necessary to satisfy industry needs. Students should begin to or continue to develop and enhance student SAEs throughout this course. Simulated workplace will also be utilized in the classroom to help develop knowledge of real-world work environments.

CTSO Connection:

FCCLA STAR Events: Event Management, FCCLA Hospitality, Tourism and Recreation

Certification/Credential Connection:

Certified Front Desk Representative / Certified Guest Service Professional / ServSafe Food Manager

Topic 5 Title: Client Management

Content Standards

13. Explain steps for organizing, promoting, and conducting familiarization tours for travel business clients.
14. Create a travel package proposal for a business client, a group client, or an individual client, including transportation, lodging, attractions, food services, and other amenities.

Unpacked Learning Objectives

Students know:

- The steps for organizing, promoting, and conducting familiarization tours for travel business clients.
- How to tailor travel packages to suit the specific requirements of business, group, or individual clients.

Students are able to:

- Explain the steps involved in organizing familiarization tours for travel business clients.
- Develop customized travel itineraries for business clients, group clients or individual clients, encompassing transportation arrangements, lodging selections, recommended attractions, dining options, and additional services to enhance the group's experience.

Students understand:

- The importance of the steps for organizing, promoting and conducting familiarization tours for travel business clients.
- Crafting a travel package requires thorough consideration of transportation, lodging, attractions, food, and amenities.
- Lodging choices should prioritize location, amenities, and pricing for client comfort.
- Activities should cater to client interests to enhance satisfaction.
- Food services should include local cuisine and accommodate dietary needs.
- Coordinated logistics and responsive customer support ensure a seamless experience.
- Additional amenities and personalized touches add value and exceed expectations.
- Safety measures throughout instill trust and confidence in the service provider.

Driving/Essential Question	How are familiarization tours for business clients organized, promoted and conducted? What services should be considered when customizing travel itineraries? How do travel package proposals differ for a business client, a group client, or an individual client?
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Exemplar High Quality Task	Students will create a presentation on familiarization tours for business clients and client travel itineraries for a business client, a group client and individual client.
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Plan familiarization tours, including selecting destinations, arranging transportation and accommodations, and scheduling activities for business clients.	Summative: Presentation on familiarization tours for business clients	View the FAM Video Overview . Students will then research How to Conduct a FAM Tour . Create a presentation on familiarization tours identifying the steps involved in organizing familiarization tours while highlighting destinations, arranging transportation, accommodations and scheduling activities for business clients.	<p>ELA: Convert written presentation plan into a training media video with Canva for teaching purposes.</p> <p>Social Studies: Research and create an infographic on how to plan familiarization tours, including selecting destinations, arranging transportation and accommodations, and scheduling activities for business clients.</p> <p>Math: Math Activity 1: Selecting Destinations</p> <p>Math: Math Activity 2: Arranging Transportation and Accommodations</p>	Computer with Current Operating System Internet Access YouTube Idaho Commerce

			Math: Math Activity 3: Scheduling Activities	
<p>Create a detailed itinerary for a business client including transportation, accommodations, and activities.</p> <p>Create a detailed itinerary for a group client including transportation, accommodations, and activities.</p> <p>Create a detailed itinerary for an individual client including transportation, accommodations, and activities.</p>	<p>Formative: Client travel itineraries for a business client, a group client and individual client.</p>	<p>Act as a travel agent and plan a travel itinerary for a client based on a given scenario. The itinerary should include the following:Transportation arrangements</p> <ul style="list-style-type: none"> ● Lodging selections ● Recommended attractions ● Dining options ● Additional services to enhance the traveler(s)experience 	<p>ELA: Write a self-reflection on the itinerary creation process.</p> <p>Math: Math Activity 1: Creating an Itinerary for a Business Client</p> <p>Math: Math Activity 2: Creating an Itinerary for Group Clients</p> <p>Math: Math Activity 3: Creating an Itinerary for Individual Clients</p>	<p>Computer with Current Operating System Internet Access</p>

Key Vocabulary

familiarization tours, travel business clients, transportation, lodging, attractions, food services, amenities, self-reflection

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

As students begin to plan careers, they must have opportunities to visit, tour, and work at local industries and businesses. Real-world experiences such as cooperative education, internships, apprenticeships, job shadowing, and Supervised Agricultural Experience (work-based, service-based, and project-based learning) are beneficial to enhance classroom learning. Continuous feedback from students and supervisors provides further assessment of the program and facilitates changes necessary to satisfy industry needs. Students should begin to or continue to develop and enhance student SAEs throughout this course. Simulated workplace will also be utilized in the classroom to help develop knowledge of real-world work environments.

CTSO Connection:

FCCLA STAR Events: Event Management, FCCLA Hospitality, Tourism and Recreation

Certification/Credential Connection:

Certified Front Desk Representative / Certified Guest Service Professional

Topic 6 Title: Legal Issues

Content Standards

15. Describe legal requirements and regulations that affect the travel and tourism industry.

Examples: obtaining owners' authorization before using photography and content, regulating masks on public transportation during a pandemic, prohibiting weapons on flights

Unpacked Learning Objectives

Students know:

- Legal requirements governing travel and tourism encompass a variety of areas including safety standards, consumer protection, and environmental regulations.
- Regulations regarding travel and tourism often vary between countries and regions, necessitating an understanding of both local and international laws.

Students are able to:

- Identify and explain key legal requirements governing the travel and tourism industry.
- Interpret regulations pertaining to various aspects of travel and tourism, such as transportation, accommodation, and tour operations.

Students understand:

- Legal requirements in the travel and tourism industry encompass various regulations and statutes set forth by local, national, and international governing bodies.
- Compliance with legal standards is essential for ensuring the safety, security, and well-being of travelers, as well as maintaining the integrity of the industry.

Driving/Essential Question	What are the governing travel and tourism legal requirements for safety standards, consumer protection, and environmental regulations? What are the regulations regarding travel and tourism and why do they vary between countries and regions, necessitating an understanding of both local and international laws?
Exemplar High Quality Task	Students will complete a research report on the Legal Regulations that affect the Travel and Tourism Industry.

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Unpacked Learning Objective SWBAT	Potential Subtasks for Assessments Formative/Summative	Potential Learning Activities Link to Differentiation Examples	Integrated and Related Academic Content: ELA, Math, Science, and/or Social Studies Concepts and Activities	Equipment, Technology and Materials Equipment List by CTE Cluster Link to Helpful Tech Tools
Identify and describe legal regulations that affect the travel and tourism industry.	<p>Summative: Legal Regulations that affect the Travel and Tourism Industry Research Report</p>	<p>Discuss: To enforce laws, Congress has established several federal regulatory agencies. What major impact can these agencies have on a company's marketing performance?</p> <p>Research legal regulations that affect the travel and tourism industry by viewing the National Travel and Tourism Office - International Trade Administration.</p> <p>Research Report: Use Bureau of Land Management Travel and Tourism Action Plan to write a research report about the Bureau of Land Management, identifying</p>	<p>Science: Analyze case studies or examples of how environmental regulations influence tourism operations and development and develop strategies for balancing environmental protection with tourism.</p> <p>ELA: Write an argumentative essay on the one legal regulation you believe has the most negative impact on the tourism industry using your research as support.</p> <p>Social Studies: Research and create a list that describes legal regulations that have been developed in the past twenty years that affect the travel and</p>	<p>Computer with Current Operating System Internet Access National Travel and Tourism Office Bureau of Land Management: Home</p>

		<p>and describing the legal regulations for safety standards, consumer protection, and environmental regulations explaining why they vary between countries and regions, necessitating an understanding of both local and international laws.</p>	<p>tourism industry. Students may be assigned local, state, and federal regulations to research.</p> <p>Math: Math Activity 1: Researching Legal Regulations</p> <p>Math: Math Activity 2: Case Study Analysis</p> <p>Math: Math Activity 3: Scheduling Activities</p>	
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Key Vocabulary

regulations, argumentative

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

As students begin to plan careers, they must have opportunities to visit, tour, and work at local industries and businesses. Real-world experiences such as cooperative education, internships, apprenticeships, job shadowing, and Supervised Agricultural Experience (work-based, service-based, and project-based learning) are beneficial to enhance classroom learning. Continuous feedback from students and supervisors provides further assessment of the program and facilitates changes necessary to satisfy industry needs. Students should begin to or continue to develop and enhance student SAEs throughout this course. Simulated workplace will also be utilized in the classroom to help develop knowledge of real-world work environments.

CTSO Connection:

FCCLA STAR Events: Event Management, FCCLA Hospitality, Tourism and Recreation

Certification/Credential Connection:

Certified Front Desk Representative / Certified Guest Service Professional