

COURSE TITLE: Travel and Tourism I

Course Description:

Travel and Tourism I focuses on creating travel itineraries, planning trips and events, reviewing travel trends, developing marketing plans, and creating budgets. In addition, content standards emphasize the importance of advocacy and the impact it has on the travel and tourism industry.

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 | Introduction to Travel and Tourism | 25 |
| 3 | Economics of Travel and Tourism | 15 |
| 4 | Marketing Travel and Tourism | 25 |
| 5 | Operations Management | 25 |
| 6 | Client Management | 25 |
| 7 | Legal Issues | 10 |

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: Introduction to Travel and Tourism

Content Standards

1. Research the historic development of the travel and tourism industry, and the impact the industry has made on local economies.
2. Explain the difference between travel and tourism.
3. Describe the roles of various suppliers in the travel and tourism industry.
Examples: tour operators, cruise lines, travel insurance providers, hotels
4. Describe current trends in the travel industry.
Examples: short-term rentals, hostels, volunteerism tourism, ecotourism, medical tourism, space travel
5. Describe how various travel and tourism organizations promote communities to increase tourism utilizing communication skills and enhanced presentations.
Examples: destination marketing organization, tourism organization, convention and visitor bureau
6. Gather and share information on cultural, environmental, and social factors that impact the travel and tourism industry.
Examples: hurricane, oil spill, pandemic, war
7. Describe market segments within the travel and tourism industry, including social, medical, military, educational, religious, fraternal, and corporate sectors.
8. Describe how technology is utilized in the travel and tourism industry.
Examples: social media platforms, reservation software, event management software
9. Compare travel via water, surface, and air transportation, including cost, time required, advantages, and limitations.

/Unpacked Learning Objectives

Students know:

- The historical evolution and key components of the travel and tourism industry.
- The economic impact of tourism on local economies, including factors like employment, infrastructure, and revenue.
- The definition of travel vs. the concept of tourism Suppliers in travel and tourism include airlines, hotels, tour operators, and attractions.
- That suppliers in travel and tourism include airlines, hotels, tour operators, and attractions.
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- The current trends in the travel industry.
- Travel and tourism organizations utilize communication skills to effectively convey the unique features and attractions of communities to potential tourists.
- Cultural, environmental, and social factors shape travel choices.
- Technology plays a crucial role in enhancing the efficiency of booking and reservation processes within the travel and tourism industry.
- Can compare the different types of transportation including cost, time, advantages and disadvantages.

Students are able to:

- Conduct thorough research on the historic development of the travel and tourism industry and its impact on local economies.
- Differentiate between the definition of travel and the concept of tourism.
- Identify and evaluate the roles of suppliers in the travel and tourism industry.
- Analyze the impact of supplier decisions on customer satisfaction and industry competitiveness.
- Describe current trends in the travel industry.
- Analyze and evaluate promotional strategies of travel organizations to increase tourism.
- Gather and describe information on cultural, environmental, and social factors that impact the travel and tourism industry.
- Describe market segments within the travel and tourism industry, including social, medical, military, educational, religious, fraternal, and corporate sectors.
- Describe technology's role in travel bookings and reservations.
- Compare the advantages and disadvantages of different modes of transportation within the tourism industry.

Students understand:

- Tourism impacts local economies, influences employment, infrastructure development, and revenue generation.
- To travel is the act of moving from one place to another, for leisure, business, or personal reasons and the concept of tourism is the activity of traveling to different destinations for recreation, leisure, or cultural experiences.
- Various suppliers, like accommodation providers, transportation services, tour operators, and attractions, play pivotal roles in the travel and tourism industry.
- The current trends in the travel industry.
- Travel and tourism organizations strategically utilize communication skills to promote communities as desirable destinations for tourists.
- Cultural, environmental, and social factors intricately shape the travel and tourism industry, influencing destination choices and experiences.
- Market segments within the travel and tourism industry encompass diverse sectors, including social, medical, military, educational, religious, fraternal, and corporate segments.
- Technology plays a pivotal role in streamlining booking processes, enabling travelers to research, compare, and book flights, accommodations, and activities online.
- The different modes of transportation in the travel industry.

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| Driving/Essential Question | What are the differences between business and leisure travelers? Why is it projected that the travel and tourism industry will continue to grow? What factors impact the travel and tourism industry? What information is important when planning a travel itinerary for a client? What are the career and entrepreneurial opportunities available in the travel and tourism industry? How does a travel agent build a clientele for a travel business? What travel and tourism terminology is important for a travel agent to know? How is technology reshaping the travel and tourism industry? |
| Exemplar High Quality Task | Students will create a historical development timeline, travel vs. tourism comparison chart, industry supplier list, industry trends presentation, travel organizations Padlet, discovering tourism infographic, market segments webquest, types of travel transportation infographic, unit test and/or 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 |
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| Identify key components of the historical development of the travel and tourism industry. | Formative: Historical Development Infographic History of Tourism Kahoot Summative: Prepare a timeline identifying the key components of history of | View the following: History of Tourism Video History of Travel and Tourism Video After viewing the content, students will complete the Historical Development Infographic | Science: Create a graph to compare distances traveled away from home in the last 50 years and the length of time traveled. ELA: Quizlet Presentation identifying the key | Computer with Current Operating System Internet Access Canva Kahoot Youtube Sutori |

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| | <p>the industry using a Sutori or Canva timeline template.</p> | <p>Evaluate learning progress: History of Tourism Kahoot</p> | <p>historical components of the industry.</p> <p>Social Studies: Research and create an infographic of the key components of the historical development of the travel and tourism industry in the state of Alabama over the past 100 years.</p> <p>Social Studies: Research and create a detailed list of the key components of the historical development of the travel and tourism industry in various regions within Alabama over the last fifty years.</p> <p>Math: Complete Math Activity 1: Exponential Growth of Tourism</p> <p>Math: Complete Math Activity 2: Calculating Inflation-Adjusted Travel Costs</p> <p>Math: Complete Math Activity 3: Statistical Analysis of Tourism Impact</p> | |
| <p>Compare and contrast the terms of travel and tourism.</p> | <p>Formative: Travel vs. Tourism</p> <p>Summative:</p> | <p>Research travel and tourism: The Difference Between Travel and Tourism</p> | <p>Science: Create a Venn diagram with these terms.</p> | <p>Computer with Current Operating System Internet Access Canva</p> |

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| | <p>Knowledge could be assessed at the end of the unit test.</p> | <ul style="list-style-type: none"> Complete formative assessment Travel vs. Tourism | <p>ELA: Create a Venn Diagram to identify the similarities and differences between travel and tourism.</p> <p>Math: Complete Math Activity 1: Timeline Analysis and Calculations</p> <p>Math: Complete Math Activity 2: Budgeting for a Historical Travel Experience</p> <p>Math: Complete Math Activity 3: Analyzing Tourism Data Over Time</p> | <p>Pina Travels: Home</p> |
| <p>Identify various suppliers and their roles in the travel and tourism industry.</p> | <p>Formative: Industry Supplier List</p> <p>Summative: Knowledge could be assessed at the end of the unit via test or compiled in a unit portfolio.</p> | <p>Develop an industry supplier list after reviewing the following websites: Travel Pulse Travel Suppliers List 18 Key Travel Agency Suppliers</p> <ul style="list-style-type: none"> Complete formative assessment Industry Supplier List | <p>ELA: Canva Infographic on the suppliers and their roles in the industry.</p> <p>ELA: Write an expository paragraph on one of the main suppliers in the industry.</p> <p>Social Studies: Identify the economic impact of various suppliers and their roles in the travel and tourism industry.</p> <p>Math: Complete Math Activity 1: Analyzing Revenue Shares of Travel Suppliers</p> | <p>Computer with Current Operating System Internet Access TravelPulse: Travel News, Offers, Guides and Insights Travel Suppliers Canva</p> |

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| | | | <p>Math: Complete Math Activity 2: Cost Analysis of Travel Packages</p> <p>Math: Complete Math Activity 3: Forecasting Future Demand for Travel Services</p> | |
| Identify and explain current trends in the travel industry. | <p>Formative: Presentation on current trends in the travel industry</p> <p>Summative: Knowledge could be assessed at the end of the unit via test or compiled in a unit portfolio.</p> | Create and present a presentation on current trends in the travel industry. | <p>Science: Use market research data to construct a graphic of current trends.</p> <p>ELA: Canva Infographic on the current trends and do presentations.</p> <p>ELA: Peer Review on informative presentation.</p> <p>Social Studies: Research and create an infographic on current trends in the travel industry, especially in the state of Alabama.</p> <p>Math: Complete Math Activity 1: Analyzing Tourist Arrival Data</p> <p>Math: Complete Math Activity 2: Budgeting for Eco-Friendly Travel</p> <p>Math: Complete Math Activity 3: Survey Analysis on Travel Preferences</p> | Computer with Current Operating System Internet Access Presentation platforms such as Google Slides or Canva |

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| <p>Identify different travel organizations.</p> <p>Identify how communities can be promoted by various presentation methods.</p> | <p>Formative: Flipgrid presentations</p> <p>Summative: Knowledge could be assessed at the end of the unit via test or compiled in a unit portfolio.</p> | <p>Research the different travel organizations worldwide using: Travel Organization List. Each group will be assigned a specific region. Groups will create a video of their findings and upload it to Padlet to share out with the class.</p> | <p>ELA: Write an expository essay on a researched organization.</p> <p>ELA: Google Slides Presentation on promoting a specific region/community.</p> <p>Social Studies: Research and create a list that identifies the development of different travel organizations over the past thirty years.</p> <p>Math: Complete Math Activity 1: Classifying Travel Organizations and Analyzing Their Data</p> <p>Math: Complete Math Activity 2: Promoting a Community Using Statistical Data</p> <p>Math: Complete Math Activity 3: Budget Analysis for Community Tourism Development</p> | <p>Computer with Current Operating System Internet Access Canva Sign in - Flip</p> |
| <p>Identify cultural factors that influence the travel and tourism industry.</p> <p>Identify environmental factors that influence the travel and tourism industry.</p> | <p>Formative: Discovering Tourism Infographic</p> <p>Summative: Knowledge could be</p> | <p>Research cultural, environmental and social factors that influence the travel and tourism industry and compile their findings on an infographic such as Discovering Tourism.</p> | <p>Science: Review weather and climate data for an area. Chart/graph factors like, temperature, wet/dry season, times more likely for severe weather events.</p> | <p>Computer with Current Operating System Internet Access Canva Discovering Tourism</p> |

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| <p>Identify social factors that influence the travel and tourism industry.</p> | <p>assessed at the end of the unit via test or compiled in a unit portfolio.</p> | | <p>ELA: Canva Video group presentation explaining cultural, environmental, and social influences on a chosen region/community.</p> <p>ELA: Peer review on video presentation.</p> <p>Social Studies: Create a Prezi, Powerpoints, or video that identifies cultural and social factors that influence the travel and tourism industry, especially within the state of Alabama.</p> <p>Social Studies: Research and create graphic organizers to demonstrate how organizations use social, cultural, and environmental factors to influence businesses in an assigned city, area or region, especially within the state of Alabama.</p> <p>Math: Complete Math Activity 1: Analyzing the Impact of Cultural Factors on Tourism</p> <p>Math: Complete Math Activity 2: Evaluating</p> | |
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| | | | Environmental Factors in Tourism Math: Complete Math Activity 3: Assessing Social Factors in Tourism | |
| Describe different market segments and how each affects the travel and tourism industry. | Formative: Webquest Summative: Segments of the Travel Industry Quizlet | Perform a webquest on Market Segments in Tourism to identify and describe the different market segments and how each affects the travel and tourism industry. | Science: Locate or create a graph for a favorite destination showing months and estimated tourists. Come up with factors to support why certain months are more heavily traveled, i.e. weather, migration patterns, events. Are some areas being overlooked? ELA: Google Slides Presentation on market segment effects. Social Studies: Research and create a list that describes different market segments and how each has affected the travel and tourism industry in the last twenty years. Math: Complete Math Activity 1: Identifying and Analyzing Market Segments | Computer with Current Operating System Internet Access Market Segments in Tourism Segments of the Travel Industry Quizlet |

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| | | | <p>Math: Complete Math Activity 2: Market Segment Spending Analysis</p> <p>Math: Complete Math Activity 3: Forecasting Market Segment Growth</p> | |
| <p>Identify current and predict future technology trends that will shape the travel and tourism industry.</p> | <p>Formative: Padlet on technology trends in the industry.</p> | <p>Participate in a field trip to a Travel and Tourism agency in their local area. Observe the newest technology being used in the industry. Compile their knowledge on a Padlet once returning to the classroom.</p> | <p>ELA: Create a flowchart to identify current tech trends and predict future trends with researched evidence.</p> <p>Social Studies: Research current and predict future technology trends that will shape the travel and tourism industry within an assigned geographic region or state, especially Alabama. Groups will create a visual presentation based on their findings.</p> <p>Math: Complete Math Activity 1: Analyzing the Impact of Current Technology Trends</p> <p>Math: Complete Math Activity 2: Predicting Future Technology Trends</p> <p>Math: Complete Math Activity 3: Evaluating the Potential of Emerging Technologies</p> | <p>Computer with Current Operating System Internet Access Padlet: Beauty will save the work</p> |

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| <p>Compare and contrast the factors that define the different types of travel transportation.</p> | <p>Formative: Comparison and contrast infographic</p> <p>Summative: Knowledge could be assessed at the end of the unit via test or compiled in a unit portfolio.</p> | <p>Research the Types of Travel Transportation and compare and contrast their findings using a digital template from Canva</p> | <p>Science: Create a table to compare the cost, time commitment, and pros and cons of different modes of travel to include water, surface (bus, train, and/or car), and air transportation.</p> <p>Math: Complete Math Activity 1: Cost Analysis of Different Travel Transportation</p> <p>Math: Complete Math Activity 2: Time Efficiency Analysis of Travel Transportation</p> <p>Math: Complete Math Activity 3: Environmental Impact Analysis of Travel Transportation</p> <p>ELA: Write an expository paragraph (compare and contrast) identifying the different types of travel transportation.</p> <p>Social Studies: Research how different types of travel have changed in the past one hundred years to create a comparison-contrast graphic organizer.</p> | <p>Computer with Current Operating System Internet Access Types of Travel Transportation Canva</p> |
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Key Vocabulary

historic development, local economies, tourism, travel, wholesalers, tour operators, destination management companies, global distribution systems, trends, tourism organizations, communication, cultural factors environmental factors, social factors, market segments, social market, medical market, military market, educational market, religious market, fraternal market, corporate sector, technology, transportation, water transportation, air transportation, surface transportation: train, car, bus, expository, flowchart, predict

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 3 Title: Economics of Travel and Tourism

Content Standards

10. Explain how government policies can influence or impact travel and tourism.

Examples: CDC warnings, mandates, terrorism updates, rules regarding gasoline shortages

11. Explain the impact of the travel and tourism industry on national, state, and local economies.

Unpacked Learning Objectives

Students know:

- Government policies significantly shape travel and tourism by controlling visa requirements, safety advisories, taxation, and environmental regulations.
- The travel and tourism industry is a significant economic contributor, impacting national, state, and local economies through revenue generation, job creation, and infrastructure development.
- Sustainable tourism practices are crucial for balancing economic benefits with environmental and cultural preservation.
- External factors such as economic fluctuations, disasters, and political instability can affect the industry's economic impact on all levels.

Students are able to:

- Analyze historical and current government policies affecting travel and tourism.
- Evaluate the economic implications of government regulations on the travel and tourism industry.
- Analyze the multifaceted economic impact of the travel and tourism industry at national, state, and local levels.

Students understand:

- Government policies play a crucial role in shaping the landscape of travel and tourism.
- Regulations regarding visas, entry requirements, and border controls directly affect the ease of travel for tourists.
- The travel and tourism industry plays a vital role in driving economic growth and development on national, state, and local levels.
- The industry contributes significantly to job creation, providing employment opportunities across various sectors such as hospitality, transportation, and entertainment.

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| Driving/Essential Question | How do government policies influence or impact travel and tourism? What are the impacts of the travel and tourism industry on national, state, and local economies? |
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| Exemplar High Quality Task | Students will create a travel policies report, economic concepts in travel and tourism presentation and economic concepts industry report. |
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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 |
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| Identify governmental policies that affect travel. | <p>Formative: Fact Sheet</p> <p>Summative: Travel policies report</p> | <p>Facilitate a class discussion about the following topic: Congress has established several federal regulatory agencies and policies. What major impact can these agencies and policies have on a company's marketing performance?</p> <p>Use the internet to explore the website of a national or international tourism office of a favorite state or country. Write a fact sheet about the state or country.</p> <p>Write a paragraph that identifies the governmental policies that affect travel based on the information you obtained.</p> | <p>Science: Discuss how to navigate the CDC website to find information pertaining to vaccination requirements for an area and travel health notices.</p> <p>ELA: Complete a Canva Infographic on governmental policies that affect travel.</p> <p>Social Studies: Research and create a detailed list to identify local, state, and federal governmental policies that affect travel developed in the last twenty years.</p> <p>Math: Complete Math Activity 1: Analyzing the Impact of Taxation on Travel Costs</p> | <p>Computer with Current Operating System Internet Access Canva CDC</p> |

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| | | | <p>Math: Complete Math Activity 2: Evaluating the Effect of Visa Policies on International Travel</p> <p>Math: Complete Math Activity 3: Assessing the Impact of Safety and Security Policies on Travel</p> | |
| <p>Explain how the travel and tourism industry affects the local economy.</p> <p>Explain how the travel and tourism industry affects the state economy.</p> <p>Explain how the travel and tourism industry affects the national economy.</p> | <p>Formative: Tip Sheet</p> <p>Summative: Digital Presentation & Research Report</p> | <p>Develop a “Tip Sheet” for travel agents on governmental agencies, regulations and policies, and international agreements between the U.S. and other countries.</p> <p>Create a digital presentation on Economic Concepts in Travel and Tourism.</p> <p>Research how economic concepts impact the travel and tourism industry.</p> | <p>Science: Graph or find graphs created by the government showing income amounts for each branch of government listed. Compare these to peak travel times for these areas. Write a CER statement.</p> <p>ELA: Create a Canva group video commercial for travel agencies to promote the positive effects on the economy.</p> <p>Social Studies: Create an infographic on how the travel and tourism industry affects the local, state, and national economy.</p> <p>Social Studies: Create a graphic organizer on how the travel and tourism industry affect the economies of various</p> | <p>Computer with Current Operating System Internet Access Canva Google Slides</p> |

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| | | | <p>geographic regions within the state of Alabama.</p> <p>Social Studies: Create a brochure on the travel and tourism industry that affects the economies of an assigned state within the United States.</p> <p>Math: Complete Math Activity 1: Analyzing the Local Economic Impact of Tourism</p> <p>Math: Complete Math Activity 2: Evaluating the Statewide Economic Impact of Tourism</p> <p>Math: Complete Math Activity 3: Assessing the National Economic Impact of Tourism</p> | |
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Key Vocabulary

policies, compliance, travel bans, national economies, state economies, local economies

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 4 Title: Marketing of Travel and Tourism

Content Standards

12. Create and package itineraries for various trips and services, including pricing, target marketing, and provision of products and services.
13. Evaluate various communication techniques and media sources to select the most effective manner to convey travel and tourism information to a target audience.
Examples: television, radio, digital media, social media, print
14. Develop a marketing plan and budget for a convention and visitor bureau or destination management organization, designing them to meet the needs of the local community.

Unpacked Learning Objectives

Students know:

- How to create comprehensive itineraries for diverse trips and services, considering destination, duration, and activities.
- How to apply critical thinking skills to determine the relevance and reliability of different media sources in the context of travel and tourism communication.
- How to assess different communication techniques suitable for conveying travel and tourism information.
- The significance of creating a marketing plan, and budget, that highlights the unique attractions, events, and experiences that the destination offers to both residents and visitors.

Students are able to:

- Create comprehensive itineraries for diverse trips and services, integrating details such as transportation, accommodation, activities, and timelines.
- Evaluate various communication techniques and media sources to select the most effective manner to convey travel and tourism information to a target audience.
- Analyze local community needs for marketing.
- Develop tailored strategies and budgets.

Students understand:

- Packaging itineraries involves careful consideration of destination selection, activities, accommodations, and transportation options to meet diverse customer preferences and needs.
- Evaluating various communication techniques and media sources is essential to selecting the most effective manner to convey travel and tourism information to a target audience.

- Crafting a marketing plan and budget for a convention or destination management organization requires a deep understanding of local community needs and demographics.

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| Driving/Essential Question | <p>How are comprehensive itineraries for diverse trips and services created?</p> <p>What communication techniques and media sources are most effective to convey travel and tourism information to a target audience?</p> <p>What are the components of a marketing plan and budget for a convention and visitor bureau or destination management organization and how are they designed to meet the needs of the local community?</p> |
| Exemplar High Quality Task | <p>Travel itineraries, travel and tourism agency, target audience communication and comprehensive marketing 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 |
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| <p>Identify items to be included in a travel package.</p> <p>Demonstrate how to create an itinerary.</p> <p>Demonstrate how to advertise to a target market.</p> | <p>Formative: Student created itineraries.</p> <p>Summative: Students will manage a travel and tourism agency.</p> | <p>Demonstrate how to plan travel itineraries by using resources, schedules, cost listings, airport listings, etc.</p> <p>View A Quick Introduction to Travel Joy and Creating Itineraries on Travel Joy.</p> <p>Create itineraries using Travel Booklets.</p> | <p>ELA: Create a travel package for your travel agency, along with a mobile video advertisement for the company using Canva.</p> <p>Social Studies: Collaboratively research marketing strategies and create an advertisement for a target market.</p> <p>Math: Complete Math Activity 1: Identifying Items for a Travel Package</p> <p>Math: Complete Math Activity 2: Creating an Itinerary</p> <p>Math: Complete Math Activity 3: Advertising to a Target Market</p> | <p>Software Program Client Profile Mock Travel Agency Software Package Computers Internet Websites such as TravelJoy YouTube: Home Flipsnack</p> |

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| <p>Identify and select the best source of communication for a given target audience.</p> | <p>Summative: Target Audience Communication</p> | <p>Evaluate various communication techniques and media sources and select the most effective manner to convey travel and tourism information to a target audience by viewing Tourism Marketing Strategies.</p> | <p>ELA: Write an argumentative paragraph making a claim on what source of communication is best for a given audience, including support from researched sources.</p> <p>Math: Complete Math Activity 1: Analyzing Communication Preferences of Different Age Groups</p> <p>Math: Complete Math Activity 2: Evaluating the Effectiveness of Communication Sources for Different Demographics</p> <p>Math: Complete Math Activity 3: Conducting a Survey to Determine Preferred Communication Source</p> | <p>Internet Access Canva YouTube: Home</p> |
| <p>Identify the components of a comprehensive marketing plan including the budget for a local travel organization.</p> <p>Create a comprehensive marketing plan for a local travel organization.</p> | <p>Summative: Comprehensive Marketing Plan</p> | <p>Explore the components of a marketing plan and budget through How to Setup a DMO Marketing Plan and Budget or similar resource.</p> <p>Create a comprehensive marketing plan: Example Template</p> | <p>ELA: View a Quizlet presentation identifying and defining the components of a marketing plan.</p> <p>Social Studies: Create an infographic that lists and explains the components of a comprehensive</p> | <p>Internet Access Canva HootBoard</p> |

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| | | | <p>marketing plan, including the budget for a local travel organization.</p> <p>Social Studies: Research a local travel organization and create a graphic organizer on its marketing plan and budget.</p> | |
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Key Vocabulary

itinerary, pricing, marketing, provision, communication, social media, marketing plan (4 p's of marketing), budget, convention, visitor bureau, destination management organization, claim, support, advertisement

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 5 Title: Operations Management

Content Standards

15. Explain how creating itineraries can drive the growth of tourism.

Example: recommending multiple venues and activities to generate additional revenue

16. Create a travel itinerary including transportation, lodging, food services, amenities, and pertinent information about time zones, geographic areas, seasons, and climate.

17. Describe the basic steps of risk management for travel clients.

Example: travel insurance

Unpacked Learning Objectives

Students know:

- Creating itineraries involves crafting organized plans outlining activities, attractions, and accommodations for travelers.
- Itineraries provide structure and guidance for tourists, enhancing their overall travel experience by ensuring they make the most of their time.
- How to plan transportation, lodging, and meals for travel.
- How to consider time zones and climates when scheduling.
- How to research destinations for geography and cultural understanding.
- The importance of conducting a thorough risk assessment for travel clients before planning any trip.
- The necessity of developing a comprehensive risk management plan tailored to the specific needs and circumstances of each client.
- The significance of implementing preventative measures to mitigate identified risks, such as obtaining travel insurance, ensuring proper vaccinations, and researching destination-specific safety guidelines.

Students are able to:

- Explain how creating itineraries can drive the growth of tourism.
- Create a travel itinerary including transportation, lodging, food services, amenities, and pertinent information about time zones, geographic areas, seasons, and climate.
- Identify potential risks associated with travel, including health, safety, and security concerns.
- Develop a risk management plan that includes measures for prevention, mitigation, and response.

Students understand:

- Effective itineraries incorporate local attractions, cultural experiences, and historical sites, promoting deeper engagement with destinations.
- Geography and cultural awareness shape travel itineraries, considering factors like time zones, seasons, and climate.

- Transportation, lodging, and food services impact the efficiency, sustainability, and cultural immersion of travel experiences.
- Risk management for travel clients involves identifying potential hazards and assessing their likelihood and impact.
- They need to develop strategies to mitigate identified risks, such as purchasing travel insurance or choosing safer transportation options.

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| Driving/Essential Question | How do itineraries drive the growth of tourism? What components should be considered when creating a travel itinerary? What are the basic steps of risk management for travel clients? |
| Exemplar High Quality Task | Students will create travel itineraries, complete a risk assessment form and travel risk assessment eBook. |

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 |
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| Identify the factors and analyze the impact of well-designed itineraries on visitor numbers and satisfaction levels. | Formative: Begin selecting a travel itinerary template | View Well designed itineraries . | <p>ELA: Write an expository essay identifying the factors of an itinerary and analyzing the impact of the itinerary.</p> <p>Math: Complete Math Activity 1: Identifying Factors of Well-Designed Itineraries</p> <p>Math: Complete Math Activity 2: Analyzing the Impact of Itinerary Design on Visitor Numbers</p> <p>Math: Complete Math Activity 3: Correlating Itinerary Quality with Visitor Satisfaction Levels</p> | Computer with Current Operating System Internet Access Host Agency Reviews |
| Create a travel itinerary for a given scenario. | Formative: Travel itinerary template | Select and complete Travel itinerary templates on a past personal vacation. | Science: Research information like, time zone, geography, climate/season, and common weather | Computer with Current Operating System Internet Access |

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| | | | <p>events for the area. Check for times to see specific events, Old Faithful, auroras, meteor showers, etc.</p> <p>ELA: Write a self-reflection on research for travel itinerary.</p> <p>Math: Complete Math Activity 1: Creating a One-Day Itinerary for a City Tour</p> <p>Math: Complete Math Activity 2: Creating a Weekend Getaway Itinerary</p> <p>Math: Complete Math Activity 3: Creating a Multi-Day Itinerary for a Group Tour</p> | <p>Canva</p> |
| <p>Identify the risks of travel.</p> <p>Conduct a risk assessment for travel clients.</p> <p>Explain the steps/precautions and options travel professionals insure for client travel.</p> | <p>Formative: Risk assessment form</p> <p>Summative: Travel Risk Assessment eBook</p> | <p>Research how to perform a travel risk assessment.</p> <p>Complete a Travel risk assessment form to match specific scenarios.</p> <p>Complete Travel Risk Assessment eBook from their completed risk assessment form and scenario.</p> | <p>ELA: Create a Canva Flyer explaining and offering precautions for traveling to a certain region.</p> <p>Social Studies: Research and create a public service announcement in small groups to explain the steps/precautions travel clients must take to reduce risks while traveling in an assigned location.</p> | <p>Computer with Current Operating System Internet Access TravelPerk Smartsheet</p> |

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| | | | <p>Social Studies: Research and create a risk assessment report on an assigned location to present to the class.</p> <p>Math: Complete Math Activity 1: Identifying Travel Risks</p> <p>Math: Complete Math Activity 2: Conducting a Risk Assessment for Travel Clients</p> <p>Math: Complete Math Activity 3: Explaining Precautions and Insurance Options for Travel</p> | |
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Key Vocabulary

tourism, itinerary, transportation, lodging, amenities, time zones, geographic areas, seasons, climate, travel risk, travel insurance, expository, 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 / ServSafe Food Manager

Topic 6 Title: Client Management

Content Standards

18. Share information regarding a destination's language, currency, and culture with clients.
19. Gather and share strategies for building clientele.
20. Match clients with suitable facilities to meet their needs, wants, and expectations, considering availability of rooms, meeting spaces, and amenities.
Examples: Select lodgings to meet the requirements of a multi-generational family of 45 who want a pool and fitness room at their hotel, a variety of convenient restaurants, and nearby child-friendly attractions for a five-day family reunion.

Unpacked Learning Objectives

Students know:

- How to gather and assess information about a destination's language, including commonly spoken languages and useful phrases for communication.
- How to research and advise clients on the currency used in the destination, including exchange rates and accepted payment methods.
- How to provide insights into the cultural norms, customs, and traditions of the destination to help clients navigate and respect local practices.
- How to identify target markets based on demographics, psychographics, and behavior patterns.
- Strategies for effectively promoting products or services to potential clients through various channels such as social media, networking events, or advertising.
- Techniques for building rapport and fostering relationships with prospective clients to establish trust and credibility.
- How to match clients with suitable facilities to meet their needs, wants, and expectations.
- The importance of considering the availability of rooms, meeting spaces, and amenities in this process.

Students are able to:

- Communicate essential information about a destination's language, currency, and culture to clients effectively.
- Gather various strategies for building clientele through market research and analysis.
- Identify clients' needs, wants, and expectations accurately.
- Match clients with suitable facilities based on their specific requirements.

Students understand:

- Cultural insights involve educating clients about the customs, traditions, etiquette, and social norms prevalent in the destination, enabling them to navigate and respect the local culture during their travels.

- Effective communication is key in building clientele, encompassing active listening, clear articulation, and empathy.
- Establishing trust and credibility through consistent, reliable service fosters lasting relationships with clients.
- Matching clients with suitable facilities involves assessing their needs, wants, and expectations comprehensively.

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| Driving/Essential Question | <p>Why is it important to gather and assess information about a destination's language, including commonly spoken languages and useful phrases for communication?</p> <p>What are the best strategies to build clientele?</p> <p>How are clients matched with suitable facilities to meet their needs, wants, and expectations considering availability of rooms, meeting spaces, and amenities?</p> |
| Exemplar High Quality Task | <p>Students will complete barriers to client management tips and tricks reference sheet, strategies and benefits to building clientele presentation and client profile.</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 |
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| <p>Identify the language barriers for a travel itinerary.</p> <p>Identify the language currency exchange for a travel itinerary.</p> <p>Identify the cultural differences and barriers for a travel itinerary.</p> | <p>Formative: Barriers to Client Management Tips and Tricks Reference Sheet</p> | <p>View the video: How to Overcome Language Barriers While Traveling</p> <p>View the video: How to Deal with Money When Traveling</p> <p>Research and identify differences and barriers for a travel itinerary via the Ways to Embrace Cultural Differences blog or similar resource and create a Tips and Tricks Reference Sheet.</p> | <p>ELA: Create a Canva Infographic for your travel agency identifying and explaining language barriers, currency barriers, and cultural barriers for a certain region.</p> <p>Social Studies: Create an infographic on the rate of exchange for currency between the U.S. dollar and the top ten areas traveled by Americans in the past ten years.</p> <p>Math: Complete Math Activity 1: Identifying Language Barriers for a Travel Itinerary</p> <p>Math: Complete Math Activity 2: Identifying</p> | <p>Computer with Current Operating System Internet Access YouTube: Home Google Translate Casita: Discover the best Student Accommodation options canva.com</p> |

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| | | | Currency Exchange for a Travel Itinerary Math: Complete Math Activity 3: Identifying Cultural Differences and Barriers for a Travel Itinerary | |
| <p>Identify strategies that will assist a travel professional in building a clientele.</p> <p>Identify the benefit of repeat customers/clients.</p> | <p>Summative: Strategies and Benefits to Building Clientele Presentation</p> | <p>Research strategies that travel professionals use to build clientele and generate repeat business:</p> <ul style="list-style-type: none"> • 3 Of The Best Ways To Get Potential Customers As A Travel Agent • How to Get Clients as a Travel Agent • 7 Ways Travel Agents Can Gain New Leads • 9 Ways To Build Customer Loyalty and Get Repeat Bookings For Your Travel Business <p>Compile potential strategies into a digital presentation.</p> | <p>ELA: Write a Research Reflection identifying your steps in research and reflecting on hurdles encountered in the process.</p> <p>Social Studies: Research and create a graphic organizer to identify strategies and characteristics needed to assist a travel professional in building a clientele.</p> | <p>Computer with Current Operating System Internet Access Travel Quest Network Host Agency Fora Travel Host Travel Agency More Commission & Tools For Travel Agents Academy We Travel</p> |
| <p>Identify client needs and wants.</p> <p>Discuss how a property will meet the needs and wants of the client.</p> | <p>Formative: Create a client profile to ensure client needs and wants are met.</p> | <p>Research client needs and wants using the following or similar websites:</p> <ul style="list-style-type: none"> • What Travel Customers want from their Travel Agents • Identify Your Ideal Clients | <p>Science: Create an infographic/graph showing the number of visitors that want or need certain items/amenities from a property. Use as a visual for discussion.</p> | <p>Computer with Current Operating System Internet Access Host Travel Agency More Commission & Tools For Travel Agents Vincent Vacations JotForm</p> |

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| | | <p>Create a client profile using one of the free templates or similar:</p> <p>JotForm Client Profile Template</p> <p>PDF Filler Client Profile Template</p> | <p>ELA: Create a visitation video for a selected region that identifies how the region meets the needs and wants of the clients.</p> | <p>PDF Filler</p> |
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Key Vocabulary

currency exchange culture, clientele, facilities, needs, wants, amenities, ADA, compliance, 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 7 Title: Legal Issues

Content Standards

21. Describe how travel and tourism workplaces are influenced by legislation.

Examples: policies regarding sexual harassment, homeland security, employee testing, human trafficking

22. Explain the importance of advocacy and the impact it has on travel and tourism.

Examples: informing local and state legislators of the impact of tourism dollars on the local economy, requesting legislation for infrastructure improvements that would benefit tourism

Unpacked Learning Objectives

Students know:

- Travel and tourism workplaces are heavily influenced by legislation at local, national, and international levels.
- Legislation often dictates safety standards, employment practices, and environmental regulations within these workplaces.
- Advocacy in travel and tourism entails actively supporting and promoting the interests and needs of the industry to various stakeholders, including governments, communities, and the public.

Students are able to:

- Analyze how travel and tourism workplaces are affected by local, state, national, and international legislation.
- Explain the importance of advocacy and the impact it has on travel and tourism.

Students understand:

- Legislation plays a crucial role in shaping the operations of travel and tourism workplaces.
- Regulations govern various aspects such as safety standards, employee rights, and customer protection within the industry.
- Compliance with legislation ensures that travel and tourism workplaces operate ethically and responsibly.
- Advocacy in the travel and tourism industry is essential and has a large impact on the industry.

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| Driving/Essential Question | How are travel and tourism workplaces influenced by legislation? What is the importance of advocacy and the impact it has on travel and tourism? |
| Exemplar High Quality Task | Students will create a travel and tourism legislation fact sheet and advocacy webquest. |

Map of Student Learning by Learning Objective

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| Describe how local and state policies affect how travel professionals create travel experiences for their clients. | Formative: Travel and Tourism Legislation Fact Sheet | Create a fact sheet that describes how travel and tourism workplaces are influenced by legislation in the areas of: <ul style="list-style-type: none"> ● Policies regarding sexual harassment ● Homeland security ● Employee testing ● Human trafficking ● Lodging Tax ITA National Travel and Tourism Strategy can be used as a reference | <p>ELA: Create a video version of the fact sheet as a PSA for clients.</p> <p>Social Studies: Research how local and state policies affecting how travel professionals create travel experiences for their clients have evolved in the last twenty years.</p> <p>Math: Complete Math Activity 1: Analyzing the Impact of Local Policies on Travel Planning</p> <p>Math: Complete Math Activity 2: Evaluating the Impact of State Policies on Travel Services</p> <p>Math: Complete Math Activity 3: Assessing the</p> | Computer with Current Operating System Internet Access ITA National Travel and Tourism Strategy |

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| | | | Combined Impact of Local and State Policies on Travel Experiences | |
| <p>Explain what advocacy is.</p> <p>Identify the components of an advocacy plan.</p> <p>Explain how advocacy for travel related policies can affect the travel and tourism industry.</p> | <p>Formative: Advocacy Webquest</p> | <p>Complete a webquest using ASTA Advocacy to explain what advocacy is, identify the components of an advocacy plan and explain how advocacy for travel related policies can affect the travel and tourism industry.</p> | <p>ELA: Write a persuasive paragraph explaining the importance of advocacy in the industry.</p> <p>Social Studies: Research and create a report on how advocacy for federal and state travel related policies affect the travel and tourism industry.</p> <p>Social Studies: Analyze various clips from “FBI; International” to discuss as a class the different scenarios that can exist that promote advocacy and the need for travel related policies in the travel and tourism industry.</p> <p>Math: Complete Math Activity 1: Understanding What Advocacy Is</p> <p>Math: Complete Math Activity 2: Identifying the Components of an Advocacy Plan</p> <p>Math: Complete Math Activity 3: Explaining the</p> | <p>Computer with Current Operating System Internet Access ASTA Advocacy Webquest Makers</p> |

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| | | | Impact of Advocacy on Travel and Tourism Industry | |
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Key Vocabulary

legislation, advocacy, persuasive

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.

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