Travel, Tourism, and Destination Marketing
(formerly Travel and Tourism Marketing and Sales)

8169 36 weeks

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Office of Career, Technical, and Adult Education
Virginia Department of Education

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Course Description

Suggested Grade Level: 11 or 12

This course is designed to provide students with an in-depth look at travel, tourism, and destination marketing. Students learn about business management, communications strategies, and the importance of sales and marketing in the travel and tourism industry. Students gain an understanding of soft skills, career trends, and opportunities. They develop advanced competencies in the areas of human relations, finance, safety and environmental issues, industry-specific technology, promotional planning, and market research. Academic skills related to the content are also a part of this course.

Task Essentials Table

- Tasks/competencies designated by plus icons (➕) in the left-hand column(s) are essential
- Tasks/competencies designated by empty-circle icons (〇) are optional
- Tasks/competencies designated by minus icons (➖) are omitted
- Tasks marked with an asterisk (*) are sensitive.

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Legend: ☑ Essential ☐ Non-essential ☐ Omitted

Curriculum Framework

Relating Sales and Marketing to Travel and Tourism

Task Number 39

Identify the main categories of tourism.

Definition

Identification could include tourism local, national, and international tourism and categories such as

- outdoor recreation
- environmental tourism/ecotourism
- history and heritage
- cultural tourism
- adventure
- religious tourism
- culinary tourism
- business
- niche markets.

Process/Skill Questions

- What is epicurean?
- Why is Brand USA important to the travel and tourism industry and the economy?
- What are destination marketing organization (DMOs) and world trade organization (WTOs)? Why are these organizations important in the travel and tourism industry?
• What are the contributions of each category of tourism to a local economy?
• Which types of transportation play a vital role in the travel and tourism industry?
• What are the newest categories of tourism, and how have they affected the industry?

National MBA Research Standards-Business Administration

Acquire information to guide business decision-making.

Task Number 40

Identify the basic elements of a marketing plan.

Definition

Identification should include

• executive summary
• situation analysis
• goals and objectives
• marketing strategies
• implementation
• evaluation and control
• appendix.

Process/Skill Questions

• Why is a marketing plan important in the travel and tourism industry?
• What role does the executive summary play in a marketing plan?
• What role does the situation analysis play in the marketing planning process?
• What are goals? What are objectives? How should objectives be written?
• How are marketing strategies developed to determine and target a selected audience?
• Why are an evaluation and an appendix important elements of a marketing plan?

National MBA Research Standards-Marketing

Employ marketing-information to plan marketing activities.

Task Number 41

Identify the basic steps of the sales process.
Definition

Identification should include the following steps:

- Pre-approach
- Approach
- Determining needs
- Demonstration
- Answering questions/handling objections
- Close
- Suggestion selling
- Follow-up

Process/Skill Questions

- Why is the pre-approach important in the sales process?
- Why is a first impression important in the sales process? How does a salesperson’s approach affect the outcome of a sale?
- How do successful salespeople use observation, listening, and questioning to determine customers’ wants and needs?
- What types of questions are most helpful in getting information from a customer?
- Why should a salesperson anticipate a customer’s objections? Why is it important to answer a customer’s objections?
- Why should a salesperson always be ready to close a sale at any point during the process?
- How does suggestion selling increase a customer’s satisfaction with the purchase?
- Why is it important to follow up with customers after they have made their purchases?

National MBAResearch Standards-Business Administration

Resolve conflicts with/for customers to encourage repeat business.

National MBAResearch Standards-Marketing

Acquire a foundational knowledge of selling to understand its nature and scope.

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Performing Market Research in the Travel and Tourism Industry
Task Number 42

Analyze how research methods are used in the travel and tourism industry.

Definition

Analysis should include the concept of market research and incorporate the purpose and importance of the following research tools:

- Data analysis
- Sales forecasting
- Test marketing
- Competition analysis
- Technology trends

Process/Skill Questions

- What are the research methods businesses use to conduct research?
- What are the five steps of the market research process?
- Which steps of the market research process are most expensive to perform, and which are most cost effective?
- How have online tools improved the market research process?
- What are the six major steps in a market analysis?
- What types of tools are most commonly used in marketing analysis situations? Why is each important?
- How does market research affect travel and tourism employees and customers?
- What technologies are available and useful for research?

National MBAResearch Standards-Marketing

Employ marketing-information to plan marketing activities.

Understand data-collection methods to evaluate their appropriateness for the research problem/issue.

Understand marketing-research activities to show command of their nature and scope.

Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.
Task Number 43

Gather data for a local or regional travel and tourism industry.

Definition

Gathering of data should include market segmented data, including demographic, geographic, psychographic, and behavioral information used in travel and tourism planning, as well as information about potential competition.

Gathering of data should also be from reliable, industry-accepted sources.

Process/Skill Questions

- Where is market-segmented data obtained?
- What is the difference between informal and formal data research?
- What data should be collected?
- What is the difference between secondary data and primary data? What are some examples of each?
- What is the benefit of gathering secondary data before gathering primary data?
- What community groups should be identified as potential resources for travel and tourism research?
- Why is it important to have current data?

National MBAResearch Standards-Business Administration

Acquire information to guide business decision-making.

National MBAResearch Standards-Marketing

Acquire foundational knowledge of marketing-information management to understand its nature and scope.

Task Number 44

Analyze travel and tourism market research data to identify trends and patterns.

Definition
Analysis should include common types of market research, such as the following:

- Situation (analysis of an existing business)
- Market (analysis of potential demand for a new business)
- Feasibility (analysis of potential demand and anticipated profit)

Analysis should identify trends, patterns, and other results, using spreadsheets, graphs, and other tools.

**Process/Skill Questions**

- How can computer tools facilitate the analysis of statistical patterns?
- What are the benefits of a situation analysis in relation to market segmentation?
- How often should a business conduct a situation analysis? A market analysis? Why?
- What is a SWOT analysis?
- How does research help in developing a SWOT analysis?
- What are the benefits of a business analyzing internal strengths and weaknesses?
- What are some opportunities and threats that a new business may face?

**National MBAResearch Standards-Marketing**

Evaluate marketing research procedures and findings to assess their credibility.

Interpret marketing information to test hypotheses and/or to resolve issues.

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**Task Number 45**

**Compose recommendations based on the analysis of travel and tourism data.**

**Definition**

Composition should reflect the market research purpose statement and related research objectives and include supporting data for each point.

**Process/Skill Questions**

- How should marketing research recommendations be composed and presented within a community, to local/regional governments, and to other sectors involved?
- Why is it essential for the recommendations to support the research purpose statement?
- What types of supporting data are necessary when presenting recommendations?
- How would graphs, charts, and other visual aids support research recommendations?
• How are market research recommendations used to support improved business decisions?

Task Number 46

Describe the advantages and disadvantages of market segmentation.

Definition

Description should include

• advantages
  o marketing to a certain customer group is more precise
  o business better satisfies the marketing concept
• disadvantages
  o cost
  o time
  o faulty segmentation choices caused by incorrect research data or interpretation.

Process/Skill Questions

• What demographics might be considered most important for market segmentation within the travel and tourism industry? How might this data be used to better ensure a business’ success?
• How can customers be segmented?
• Which methods of market segmentation might be most advantageous in the travel and tourism industry?

National MBAResearch Standards-Marketing

Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

Task Number 47

Develop a positioning statement for a specific business venture.

Definition
Development should address the questions who, what, where, when, and why in relation to a market research project. Development may be done for a business venture such as a farm-to-table restaurant, a family restaurant, or a 24-hour gym.

**Process/Skill Questions**

- What methodology should be used when researching a travel and tourism venture?
- Why is it important to research prior to beginning a travel and tourism venture?
- What are the benefits of identifying the target market?
- Why is it important to know the who, what, where, when, and why when gathering data for a marketing research project?

**National MBAResearch Standards-Business Administration**

Acquire information to guide business decision-making.

**National MBAResearch Standards-Marketing**

Develop marketing strategies to guide marketing tactics.

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**Task Number 48**

**Revise a positioning statement based on research.**

**Definition**

Revision should include any changes to product, place, price, promotion, and target market, based on new information derived from market research.

**Process/Skill Questions**

- Why is it important to use research as the basis for revisions to a positioning statement?
- What are some potential consequences of revising positioning statements based on feelings, guesses, or hunches?
- How can economic conditions affect positioning strategies?

**National MBAResearch Standards-Business Administration**

Acquire information to guide business decision-making.

Control an organization's/department's activities to encourage growth and development.
Utilize planning tools to guide organization's/department's activities.

National MBAResearch Standards-Marketing

Understand marketing-research activities to show command of their nature and scope.

Task Number 49

Create a travel and tourism marketing plan.

Definition

Creation should include the traditional components that address initial efforts (e.g., market research and analysis), implementation (e.g., marketing strategies), and evaluation (e.g., action plans).

Process/Skill Questions

- Why is a marketing plan important to a business?
- What are the parts of a marketing plan?
- What resources are needed to develop a marketing plan?
- What is the importance of communicating a marketing plan to the employees?
- How can the effectiveness of a marketing plan be assessed?
- How can market research provide information to improve a marketing plan?

National MBAResearch Standards-Marketing

Develop marketing strategies to guide marketing tactics.

Employ marketing-information to plan marketing activities.

Task Number 50

Present a travel and tourism marketing plan to the class.

Definition

Presentation should include
• examples of credible resources used in research
• the demonstration of good communication skills
• the production and use of engaging visuals
• the ability to field questions.

Process/Skill Questions

• Where are credible resources found?
• What technologies are available to create engaging visuals?
• What enables a presenter to field relevant questions?

National MBAResearch Standards-Business Administration

Apply verbal skills to obtain and convey information.

Understanding the Financial Implications of Marketing and Sales

Task Number 51

Explain a travel and tourism manager's role in budget management.

Definition

Explanation should include managing

• expenses
• revenue
• productivity
• operations
• personnel
• travel.

Process/Skill Questions

• What are the elements of a good budget?
• Why are budgeting skills important in management?
• How can expense control increase productivity?
• What types of operations and personnel may be involved in expense control?
• How can labor costs be controlled?
• What are the consequences of failing to meet budgeted sales goals?
• What is the most important aspect of controlling a budget? What is the least important?
• How should one prioritize budget items when all aspects are interrelated?

National MBAResearch Standards-Business Administration

Acquire a foundational knowledge of finance to understand its nature and scope.

Manage financial resources to ensure solvency.

Task Number 52

Interpret financial statements.

Definition

Interpretation should include both paper and electronic financial statements (e.g., income statement, balance sheet, cash flow statement, forecasting) and an explanation of the purpose of each.

Process/Skill Questions

• What is a cash flow statement?
• How can poor financial management affect the operation of a business?
• What is the benefit of using a daily balance sheet?
• How is a forecast used in marketing and sales?
• What is another name for an income statement?

National MBAResearch Standards-Business Administration

Implement accounting procedures to track money flow and to determine financial status.

Manage financial resources to ensure solvency.

Task Number 53
Explain why revenue management is essential when dealing with perishable goods.

Definition

Explanation should include a definition of perishable goods (e.g., hotel rooms, airline seats, cruise cabins, tee times, meeting spaces). Explanation should also include

- sell-through strategies
- overbooking
- last-minute marketing
- real-time pricing algorithms

Process/Skill Questions

- How can revenue management techniques create profit in marketing and sales?
- How and when would overbooking be utilized?
- What revenue management techniques are used during times of high demand?
- What revenue management techniques are used during times of low demand?
- What are the results of poor revenue management techniques?

National MBA Research Standards-Marketing

Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

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Task Number 54

Analyze the effect of business ethics for a sales and marketing department.

Definition

Analysis should include

- giving inventory away
- providing service guarantees
- discounting
- managing and responding to reviews and feedback.

Process/Skill Questions
• What is a reasonable complimentary policy?
• When should one comp one’s product?
• What is return on investment (ROI)?
• How does a company’s code of ethics influence the practices of the sales and marketing department?
• What are the advantages and disadvantages of giving inventory away?

**National MBA Research Standards-Business Administration**

Acquire a foundational knowledge of information management to understand its nature and scope.

Acquire information to guide business decision-making.

Understand operation's role and function in business to value its contribution to a company.

**National MBA Research Standards-Marketing**

Understand responsibilities in marketing to demonstrate ethical/legal behavior.

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**Task Number 55**

**Analyze financial policies and procedures related to travel and tourism sales transactions.**

**Definition**

Analysis should address the following:

- Cashing checks (including travelers' checks)
- Contracts
- Credit arrangements
- Computerized systems (e.g., ATM, direct deposit)
- Commissions
- Add-ons (e.g., airport or port-of-entry taxes)

**Process/Skill Questions**

- What consumer services should be included in a travel and tourism business's financial policies?
• What is the difference between a personal check and a traveler’s check? Why might one prefer a traveler’s check?
• What are the factors to consider when using an ATM or domestic credit card in a foreign country?
• How do debit cards differ from credit cards?
• How do travel and tourism contracts differ from other contracts? What provisions are customarily written into a travel and tourism contract?

National MBA Research Standards-Business Administration

Acquire a foundational knowledge of finance to understand its nature and scope.

Acquire information to guide business decision-making.

Maintain business records to facilitate business operations.

Understanding Uses of Technology in the Travel and Tourism Industry

Task Number 56

Explain the effects of technology on travel and tourism marketing.

Definition

Explanation should include

• reducing face-to-face contact with customers
• increasing customer education and self-service due to the Internet
• broadening generational differences in communication preferences
• providing new avenues for promotion
• using technology tools to measure marketing effectiveness and ROI.

Process/Skill Questions

• What effects have technology had on consumer behavior related to the travel and tourism industry?
National MBAResearch Standards-Marketing

Acquire foundational knowledge of marketing-information management to understand its nature and scope.

Task Number 57

Apply technology to travel and tourism marketing.

Definition

Application should include point-of-purchase (POP) technology, cell phones, apps, robo-calling, automated teller machines (ATMs), computerized kiosks, and other technologies that enhance travel and tourism operations in the areas of

- customer service
- online marketing
- collecting demographic and psychographic information
- retrieval and dissemination of information
- research (e.g., target market research, tour planning, pricing)
- promotions targeted specifically to customer needs
- analytics and performance reporting.

Process/Skill Questions

- What is the effect of consumers’ use of apps and social media on various segments of the travel and tourism industry?
- How can the Internet cut market research costs?
- How can kiosks facilitate the check-in process at hotels and airports?
- What is the importance of travel-related links on a business’ website?
- How can technology help track demographics and psychographics?
- How do electronic check-in/check-out procedures work?
- How can technology help businesses target promotions based on the specific needs of individual customers?

National MBAResearch Standards-Business Administration
Understand operation's role and function in business to value its contribution to a company.

Utilize information-technology tools to manage and perform work responsibilities.

Implementing Marketing and Sales Based on Safety, Social, and Environmental Issues

Task Number 58

Analyze the effects on safety issues in the travel and tourism industry.

Definition

Analysis could include domestic and international safety issues related to

• structures
• equipment
• cleanliness
• fires
• hazardous materials
• bomb threats
• firearms
• traffic
• natural disasters
• international and domestic terrorism
• government assessments and warnings (e.g., state of emergency declaration)
• brand consciousness
• travel restrictions (e.g., international advisories)
• other safety concerns related to air, land, and sea travel.

Process/Skill Questions

• What can an individual employee do to ensure the safety of customers and other employees?
• What is the role of Bureau of Alcohol, Tobacco, Firearms, and Explosives (ATF) in airports?
• What is the role of an air marshal on an airplane?
• What is the role of Transportation Security Administration (TSA) at airports?
• What resources are available to identify travel restrictions while traveling on air and cruise lines?
• How does travel insurance play a part in travel safety?

National MBAResearch Standards-Business Administration

Adhere to health and safety regulations to support a safe work environment.

Implement safety procedures to minimize loss.

Implement security policies/procedures to minimize chance for loss.

Task Number 59

Examine the effects of health issues related to the travel and tourism industry.

Definition

Examination should include

• viruses and pandemics
• contamination of food, facilities, and water
• infectious diseases
• vaccinations
• allergies
• pharmaceutical and medical services in foreign countries
• health insurance coverage for foreign travel
• physical effects of long-distance travel.

Process/Skill Questions

• Why is it important for travel and tourism professionals to be aware of domestic and international health issues?
• What role does the World Health Organization (WHO) play in keeping travelers healthy and informed?
• What resources are available for staying current with health issues related to travel and tourism?
• What inoculations are currently required for travel outside of the United States?
• What kind of environmental considerations must travelers be aware of in other countries?
• How can local ecosystems affect food and drink consumption?
Task Number 60

Describe the economic and social effects of a crisis or disaster.

Definition

Description should include effects caused by natural and man-made disasters, including storms, drought, oil spills, war, and general political unrest on the travel and tourism industry. Description should also include examples of recent events that fall into the above categories, such as the following:

- Viral outbreaks
- Bombings or mass shootings
- Oil spills
- Economic downturn
- Wildfires
- Cruise ship disasters
- Tsunamis, earthquakes, and hurricanes

Process/Skill Questions

- What are some regions of the world in which unrest is affecting global travel?
- What are the economic and social effects of some recent crises/disasters?
- To what areas does the State Department currently restrict travel?

Task Number 61
Identify threats to a marketing campaign.

Definition

Identification should include sociological and technological hazards, such as the following:

- Crime
- Civil disorder
- Terrorism
- Structural collapses
- Fire
- Hazardous materials
- Air safety
- Cruise safety
- Road conditions
- Rail conditions
- Food contamination
- Mass cancellations
- Economic downturn

Process/Skill Questions

- Why is it important to anticipate threats?
- What is the best way to prepare for hazards that can threaten the implementation of a marketing plan?
- How have threats affected marketing plans in recent years? What can be learned from this?

National MBA Research Standards-Business Administration

Identify potential business threats and opportunities to protect a business' financial well-being.

Implement safety procedures to minimize loss.

National MBA Research Standards-Marketing

Determine technology security issues to protect customer information and company image.

Conducting Sales
Task Number 62

Examine concepts and issues related to pricing products and services in the travel and tourism industry.

Definition

Examination should include

- psychological effects of pricing
- factors affecting selling price (e.g., break-even point, economic trends, availability of product or service, competition)
- ethics of pricing.

Process/Skill Questions

- What are the goals of pricing? What steps should be followed in setting prices?
- How do economic trends affect pricing?
- What market factors affect price planning?
- What government factors affect pricing?
- What is psychological pricing?
- How does competition affect pricing policies?
- What is considered fair pricing?
- What is price skimming?

National MBAResearch Standards-Marketing

Develop a foundational knowledge of pricing to understand its role in marketing.

Task Number 63

Examine concepts related to selling products and services in the travel and tourism industry.

Definition

Examination could include

- identifying buying motives
• building clientele
• developing prospect lists
• probing for information
• using follow-up techniques
• establishing sales quotas
• managing territories
• making sales presentations
• participating in sales meetings
• entering sales contests
• preparing and analyzing sales reports.

Process/Skill Questions

• How can cultural influences affect buying behavior?
• How are product benefits used to educate consumers?
• What are some potential obstacles to a sale?
• What are the purposes of sales meetings?
• What actions could a business take to expand its clientele?
• What type of information is used for making sales presentations?
• What are loyalty programs, and how are they used to increase sales?

National MBAResearch Standards-Marketing

Acquire a foundational knowledge of selling to understand its nature and scope.

Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Task Number 64

Demonstrate the selling process.

Definition

Demonstration should include

• preparing a product
• explaining/showing a product’s features and benefits (i.e., making a pitch)
• explaining the importance of a product
• soliciting feedback from peers
• closing the sale.

Process/Skill Questions

• What is feature/benefit selling in terms of travel and tourism?
• What preparation is needed before presenting the features of a travel and tourism product?
• When is an appropriate time to present a product to a client?
• Why is feedback needed when presenting features in the selling process?

National MBA Research Standards-Marketing

Acquire a foundational knowledge of selling to understand its nature and scope.

Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Task Number 65

Create a sales strategy for a travel and tourism venture.

Definition

Creation should include

• research on competitors
• research on current related trends
• identification of market segments
• explanation of sales methodology.

Process/Skill Questions

• Why is it important to research one's competitors?
• What are some of the most effective online sources for conducting competitor research?

National MBA Research Standards-Business Administration

Use social media to communicate with a business's stakeholders.
Task Number 66

Identify a generational sales strategy.

Definition

Identification should include

- audience profile
- a marketing plan that reaches all generations (e.g., print, digital, out-of-home, social media)
- knowledge of the competitors’ resources.

Process/Skill Questions

- Why is it important to know all audiences for sales with all generations?
- What types of media attract baby boomers? Why?
- What effect can word-of-mouth advertising have on a business?
- What are some ways referral systems can increase profits?
- What purpose can newsletters serve in a sales strategy?

National MBAResearch Standards-Business Administration

Acquire information to guide business decision-making.

National MBAResearch Standards-Marketing

Employ marketing-information to plan marketing activities.

Task Number 67
Define *revenue management* as it relates to sales.

**Definition**

Definition should include

- the right guest at the right time
- the right price at the right length of stay
- the concept that not all business is good business.

**Process/Skill Questions**

- What is the relationship between yield management and revenue management?
- What is considered perishable inventory?
- What are fluctuating demands?
- What are low variable costs?

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**National MBA Research Standards—Marketing**

Assess marketing strategies to improve return on marketing investment (ROMI).

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**Task Number 68**

**Identify additional opportunities for revenue.**

**Definition**

Identification should include

- upselling
- cross-selling
- assisting with payment options
- assisting with delivery options (e.g., room service, delivery of rental car, delivery of luggage)
- offering after-sale services
- offering guaranteed satisfaction
- sealing the customer's commitment to the purchase
- using customer relationship management (CRM) software to personalize service.

**Process/Skill Questions**

- What is the goal of revenue management?
- What effect does upselling have on increasing revenue?
- What are the differences between upselling and cross-selling?
- What is needed to uphold a satisfaction guarantee?
- What is the best way to "seal the deal" with a customer?

National MBAResearch Standards-Marketing

Assess marketing strategies to improve return on marketing investment (ROMI).

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

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Task Number 69

Examine concepts and issues related to promotion in the industry.

Definition

Examination should include promotional mix, methods, and costs, with illustrations of the role each plays in the travel and tourism industry. Examination also includes the role of owned media, earned media, and paid media in promotion.

Process/Skill Questions

- What are the elements of the promotional mix? Why is each important in the travel and tourism field?
- What are examples of communication methods used in the promotional mix?
- What factors increase the cost of promotion?
- How might a travel and tourism company reduce promotional costs without losing business?
- What is the difference between promotional (i.e., product) advertising vs. institutional advertising?
- What are affinity programs? How do they benefit businesses and consumers?
- What is the relationship between promotion and marketing?
- What methods work best to inform, persuade, and remind consumers of special promotions?

National MBAResearch Standards-Marketing

Acquire a foundational knowledge of promotion to understand its nature and scope.
Task Number 70

Analyze promotional options to reach specific target markets.

Definition

Analysis should include the purposes, costs, market segments, and other factors involved in promotional options, such as the following:

- Online marketing
- Mobile marketing
- Opt-in marketing
- Direct mail
- Print media
- Broadcast media
- Partnerships
- Trade shows
- Outdoor advertising
- Word-of-mouth and referrals
- Special event marketing

Process/Skill Questions

- What are some promotional strategies used within the travel and tourism industry?
- Which promotional tools would best reach a business traveler?
- What is a promotional plan? Why is it important?
- Why may one promotional tool be more effective than another for reaching new vs. current customers?
- What are ways to promote internal tourism?
- What effect can co-op advertising have on smaller agencies?
- How does cross-promotion benefit businesses and customers?

National MBAResearch Standards-Marketing

Understand the use of an advertisement's components to communicate with targeted audiences.

Understand the use of public-relations activities to communicate with targeted audiences.
Task Number 71

Develop a promotional plan.

Definition

Development should include

- identifying the goals of the promotion
- determining the promotional mix
- establishing an evaluation component for specific products or services.

Process/Skill Questions

- What is the importance of creating a diversified promotional plan?
- What would be included in a promotional plan for a specific travel and tourism venue?
- What methods are used to evaluate promotional plans?
- What are the advantages and disadvantages of using publicity as part of a promotional plan?
- What can companies do to minimize the effect of negative publicity on future sales?
- What are some strategies for marketing travel and tourism destinations?

National MBA Research Standards - Marketing

Acquire a foundational knowledge of promotion to understand its nature and scope.

Employ marketing information to plan marketing activities.

Providing Customer Service

Task Number 72

Describe management considerations for providing customer service to travel and tourism clients.

Definition
Description should include the characteristics and effects of good vs. poor customer service and the role of factors such as

- business policies and procedures
- financial considerations
- customer service training
- physical restrictions.

**Process/Skill Questions**

- What is the importance of adhering to company policies and treating all customers and vendors fairly?
- How can poor customer service affect the profitability of a travel-related business?
- What are the characteristics of an effective customer service training program?
- What are procedures to ensure effective customer service for guests with disabilities?
- How should one respond to difficult guests?
- What is the most common reason customers do not return to a business?
- What is the cost of a quality customer service training program within a company vs. the cost of providing no training?

**National MBA Research Standards—Business Administration**

Foster positive relationships with customers to enhance company image.

Resolve conflicts with/for customers to encourage repeat business.

**National MBA Research Standards—Marketing**

Foster positive relationships with customers to enhance sales.

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**Task Number 73**

**Summarize the methods for measuring customer service.**

**Definition**

Summary should include vehicles for gathering customer reactions to services received, such as the following:

- Comment cards
- Toll-free numbers on receipts
- Web-based surveys
• Social media
• Audience response systems
• Customer retention (repeat business)

Summary of uses of customer service measurement data may include improvements in
• staff (e.g., empathy, response time, courtesy, dependability, knowledge)
• facilities (e.g., furnishings, layout, amenities)
• procedures (e.g., communication process, planning process).

Process/Skill Questions

• What might be the outcome if survey results do not coincide with company goals?
• How can physical factors (e.g., the facility, the appearance of staff) negatively affect customer service?
• What should be considered when developing a training plan to improve customer service?
• How often should a company evaluate their customer service policies?
• Who should respond to negative online comments? Why?
• How can a company use social media to measure customer satisfaction levels?
• How are secret shoppers used to measure customer service?

National MBA Research Standards-Business Administration

Understand the nature of customer relationship management to show its contributions to a company.

Task Number 74

Describe methods of brand and reputation management related to customer service.

Definition

Description should include methods used by companies to communicate with customers regarding their brand, to increase brand loyalty and build brand awareness.

Process/Skill Questions

• What is brand and reputation management?
• How does social media improve customer service?
• Why should a company use social media in relation to customer service?
• When should social media platforms be used?
• What are some examples of contrabranding?

National MBAResearch Standards-Business Administration

Foster positive relationships with customers to enhance company image.

Reinforce company's image to exhibit the company's brand promise.

Use social media to communicate with a business's stakeholders.

National MBAResearch Standards-Marketing

Position company to acquire desired business image.

Understand the use of an advertisement's components to communicate with targeted audiences.

Understand the use of public-relations activities to communicate with targeted audiences.

Pursuing a Career in Travel and Tourism Marketing

Task Number 75

Identify the characteristics of a successful travel and tourism professional.

Definition

Identification should include the following characteristics:

• Empathetic
• Attentive
• Accountable
• Goal-oriented
• Knowledgeable about products and destinations
• Proactive
• Solution-oriented
• Collaborative
• Detail oriented
• Global thinker

Process/Skill Questions

• What role does discipline play in multi-tasking?
• Why is it important for a travel and tourism professional to be adaptable?
• What are some ways a professional can be proactive?
• How can empathy help a salesperson develop productive relationships?
• What role does confidence play in sales?
• How does ambition affect goal setting?
• Why is it important for a travel and tourism salesperson to have knowledge about geography?

National MBA Research Standards-Business Administration

Utilize career-advancement activities to enhance professional development.

Task Number 76

Determine career trends and opportunities in travel and tourism marketing and sales.

Definition

Determination of career trends should include

• employment
• technology
• training
• special services within travel and tourism marketing.

Many websites offer career exploration resources, including the Virginia Department of Education's Career Planning Guide.

Process/Skill Questions

• How are employment trends and opportunities evolving in the travel and tourism industry?
• What resources are available for researching employment trends in the travel and tourism industry?
• What role does technology play in the increase or decrease of jobs in the travel and tourism industry?
• How does cross-training enhance job opportunities in the travel and tourism industry?
• How has an aging population developed the need for new services in the travel and tourism industry?

National MBA Research Standards-Business Administration

Participate in career planning to enhance job-success potential.

Task Number 77

Research a specific career in the travel and tourism marketing and sales industry.

Definition

Research should include a career pathway within travel and tourism that matches the student's strengths and interests and a written and/or oral presentation that conveys the research results to a wider audience. Research may be done in one of the following areas:

• Hotel and lodging
• Attractions
• Food and beverage
• Cruise lines
• Air lines
• Tour operators
• Event planner
• Travel Agent
• Convention and Visitors Bureau (CVB)
• Destination management organizations (DMO)
• Destination management companies (DMC)
• Online booking agents
• Incentive travel companies

Process/Skill Questions

• What types of occupations are available within the selected career pathway? What knowledge, skills, and personal qualities are important in each?
• How would your current, innate strengths help you be successful in this career pathway?
• Who would be a good resource to contact for behind-the-scenes information regarding jobs in this career pathway?
• What are the educational requirements for various occupations within the selected career pathway?

National MBAResearch Standards-Business Administration

Participate in career planning to enhance job-success potential.

Utilize career-advancement activities to enhance professional development.

Task Number 78

Research postsecondary training and educational opportunities in travel and tourism marketing and sales.

Definition

Research should include

• advanced education and training available in high school, including dual enrollment and advanced placement, work-based learning and student organizations
• postsecondary options, such as two- or four-year colleges, technical schools, or internship or apprenticeship opportunities
• professional conferences and workshops.

Process/Skill Questions

• Which Virginia postsecondary institutions offer courses or degrees in travel and tourism-related fields? What specific majors are offered by these schools?
• What postsecondary educational opportunities exist in the travel and tourism industry besides traditional college courses?
• Why is it important to plan your high school program with postsecondary training in mind?
• What information should be covered in a 15-minute informational interview?
• Why is it important to "job shadow" when possible?
• How can industry-sponsored conferences help students and job seekers?

National MBAResearch Standards-Business Administration

Participate in career planning to enhance job-success potential.
Task Number 79

Update a résumé and cover letter.

Definition

Updating should include highlighting skills and experience appropriate for a specific occupation in the travel and tourism industry. Résumé and cover letter should adhere to industry standards and instructor's guidelines.

Process/Skill Questions

- Why is it important to regularly review one's résumé?
- What is an appropriate length for a résumé?
- What non-workplace experiences or skills might be appropriately cited in a résumé?
- How do résumés, applications, and tailored cover letters complement one another?
- What are the essential components of a high-quality video résumé?
- How can a well-made video résumé help candidates stand out in a competitive job market?

National MBAResearch Standards-Business Administration

Implement job-seeking skills to obtain employment.

Participate in career planning to enhance job-success potential.

Task Number 80

Describe the role of online résumé posting sites, social networking sites, and association job boards.

Definition

Description should include best practices for posting traditional and video résumés online and using social networking sites and association job boards.

Description should include a résumé that is designed for employment in the travel and tourism industry, including personal information, educational background, work experience, extracurricular activities and interests, and references.
Description should include how to apply for a position online using a cover letter that provides additional information related to the specific job and cites key words relevant to that position.

Description should include references that have the individual’s name, address, phone number, email address, profession, and length of time the applicant has known him or her.

**Process/Skill Questions**

- What are the differences between preparing a résumé for online posting and preparing a résumé for printing?
- How have web-based résumé posting sites changed the employment application process?
- What are some advantages and disadvantages of posting a general résumé on a social networking or association job board website?
- How can job seekers assess the professionalism and reliability of websites in which jobs and résumés are sometimes posted?

**Task Number 81**

**Describe potential effects of social media to your personal brand and/or job opportunities.**

**Definition**

Description should include positive and negative consequences incurred from using various social media platforms, such as

- social media
- online videos
- portfolios/work samples
- certifications
- volunteer positions
- leadership positions
- elevator speech
- mock networking.

**Process/Skill Questions**

- How can you help ensure your online personal identity, your "brand," portrays you in only professional and positive ways?
- Why is it important to carefully choose your online "friends"?
- What steps can you take to remove potentially negative information pertaining to your online personal brand?
- How do employers use social media in the hiring and promotion process?
• What are the main differences among popular social media websites? How might these differences affect privacy?

National MBA Research Standards - Business Administration

Use social media to communicate with a business's stakeholders.

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**Task Number 82**

**Tailor interview techniques to a variety of companies.**

**Definition**

Tailoring should include using strategies appropriate for three different occupations in the travel and tourism industry (e.g., hotel front desk supervisor, flight attendant, tour guide).

**Process/Skill Questions**

- What are some critical elements of effective interviewing?
- How can a job seeker assess/identify a company’s corporate culture prior to interviewing?
- Why might a job seeker need to prepare differently for job interviews with various companies?
- How might an interview vary from one occupation to another?

National MBA Research Standards - Business Administration

Implement job-seeking skills to obtain employment.

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**Task Number 83**

**Explain the roles of professional and trade organizations in career development.**

**Definition**

Explanation should include the concept that professional and trade organizations can assist in career development by serving as a source for
networking with colleagues
• pursuing education and research opportunities
• earning certifications
• keeping up with current trends, laws and regulations, and products
• posting job openings and résumés.

Process/Skill Questions

• What are the purposes of professional and trade organizations?
• Who are the stakeholders served by professional and trade organizations?
• How can students become actively involved in professional and trade organizations prior to graduation?
• How does active involvement in a professional or trade organization help job seekers and employers in the travel and tourism field?
• What types of learning opportunities are available through professional and trade organizations?
• How do professional development and learning opportunities help employees acquire new skills and keep abreast of industry trends?
• How can membership in professional and trade organizations help people develop a sense of civic responsibility and contribute to their communities?

National MBA Research Standards-Business Administration

Utilize career-advancement activities to enhance professional development.

SOL Correlation by Task

| Identify the main categories of tourism. | English: 11.5, 12.5
| History and Social Science: VUS.8, VUS.10, WHII.8 |
| Identify the basic elements of a marketing plan. | English: 11.5, 12.5 |
| Identify the basic steps of the sales process. | English: 11.5, 12.5 |
| Analyze how research methods are used in the travel and tourism industry. | English: 11.5, 12.5
| History and Social Science: GOVT.15
| Mathematics: PS.1*, PS.2*, PS.3*, PS.4*, PS.7*, PS.8* |
| Gather data for a local or regional travel and tourism industry. | English: 11.8, 12.8
<p>| History and Social Science: GOVT.1 |</p>
<table>
<thead>
<tr>
<th>Task</th>
<th>English:</th>
<th>History and Social Science:</th>
<th>Mathematics:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analyze travel and tourism market research data to identify trends and patterns.</td>
<td>11.5, 12.5</td>
<td>GOVT.1, VUS.1</td>
<td>PS.1*, PS.2*, PS.3*, PS.4*, PS.7*</td>
</tr>
<tr>
<td>Compose recommendations based on the analysis of travel and tourism data.</td>
<td>11.5, 12.5</td>
<td>GOVT.1</td>
<td>PS.1*, PS.2*, PS.3*, PS.4*, PS.9*</td>
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<tr>
<td>Describe the advantages and disadvantages of market segmentation.</td>
<td>11.5, 12.5</td>
<td>GOVT.1</td>
<td>GOVT.15</td>
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<tr>
<td>Develop a positioning statement for a specific business venture.</td>
<td>11.1, 11.5, 12.1, 12.5</td>
<td>GOVT.1, VUS.1</td>
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<tr>
<td>Revise a positioning statement based on research.</td>
<td>11.1, 11.5, 12.1, 12.5</td>
<td>GOVT.1</td>
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<tr>
<td>Create a travel and tourism marketing plan.</td>
<td>11.1, 12.1</td>
<td>GOVT.1</td>
<td>PS.8*</td>
</tr>
<tr>
<td>Present a travel and tourism marketing plan to the class.</td>
<td>11.1, 12.1</td>
<td>GOVT.1</td>
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<tr>
<td>Explain a travel and tourism manager's role in budget management.</td>
<td>11.2, 11.5, 12.2, 12.5</td>
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<td>Interpret financial statements.</td>
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<td>Explain why revenue management is essential when dealing with perishable goods.</td>
<td>11.5, 12.5</td>
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<td>A.7, AFDA.1, AII.7</td>
</tr>
<tr>
<td>Analyze the effect of business ethics for a sales and marketing department.</td>
<td>11.5, 12.5</td>
<td>GOVT.1, GOVT.15</td>
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<td>Analyze financial policies and procedures related to travel and tourism sales transactions.</td>
<td>11.5, 12.5</td>
<td>GOVT.1, GOVT.15</td>
<td></td>
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<tr>
<td>Activity</td>
<td>English:</td>
<td>History and Social Science:</td>
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<tr>
<td>Explain the effects of technology on travel and tourism marketing.</td>
<td>11.2, 11.5, 12.2, 12.5</td>
<td>GOVT.12, GOVT.15, VUS.14, WG.17, WHII.14</td>
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<td>Apply technology to travel and tourism marketing.</td>
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<td>GOVT.12, VUS.14, WG.17, WHII.14</td>
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<td>Analyze the effects on safety issues in the travel and tourism industry.</td>
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<td>Examine the effects of health issues related to the travel and tourism industry.</td>
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</tr>
<tr>
<td>Describe methods of brand and reputation management related to customer service.</td>
<td>English: 11.5, 12.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Identify the characteristics of a successful travel and tourism professional.</td>
<td>English: 11.5, 12.5</td>
<td></td>
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</tr>
<tr>
<td>Determine career trends and opportunities in travel and tourism marketing and sales.</td>
<td>English: 11.5, 12.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research a specific career in the travel and tourism marketing and sales industry.</td>
<td>English: 11.8, 12.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research postsecondary training and educational opportunities in travel and tourism marketing and sales.</td>
<td>English: 11.8, 12.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Update a résumé and cover letter.</td>
<td>English: 11.6, 11.8, 12.6, 12.8</td>
<td></td>
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</tr>
<tr>
<td>Describe the role of online résumé posting sites, social networking sites, and association job boards.</td>
<td>English: 11.2, 11.5, 12.2, 12.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Describe potential effects of social media to your personal brand and/or job opportunities.</td>
<td>English: 11.5, 12.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tailor interview techniques to a variety of companies.</td>
<td>English: 11.1, 12.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mathematics: PS.9*</td>
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</tr>
<tr>
<td>Explain the roles of professional and trade organizations in career development.</td>
<td>English: 11.5, 12.5</td>
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</tr>
</tbody>
</table>

**Related DECA, Inc. Competitive Events**

CTE student organization information correlates to course content. These DECA, Inc. competitive events available in Virginia enable students to apply and practice tasks they have mastered within the course. Other events may be applicable upon instructor discretion. Refer to the Chapter Management Guide for more information.
Appendix: Credentials, Course Sequences, and Career Cluster Information

Industry Credentials: Only apply to 36-week courses

- A*S*K Fundamental Marketing Concepts Assessment
- Business of Retail: Operations & Profit Examination
- Certified Hospitality and Tourism Management Professional Examination
- College and Work Readiness Assessment (CWRA+)
- Customer Service and Sales Certification Assessment
- National Career Readiness Certificate Assessment
- Travel and Tourism Assessment
- Workplace Readiness Skills for the Commonwealth Examination

Concentration sequences: A combination of this course and those below, equivalent to two 36-week courses, is a concentration sequence. Students wishing to complete a specialization may take additional courses based on their career pathways. A program completer is a student who has met the requirements for a CTE concentration sequence and all other requirements for high school graduation or an approved alternative education program.

- Digital and Social Media Marketing (8125/36 weeks)
- Entrepreneurship (9093/36 weeks)
- Entrepreneurship, Advanced (9094/36 weeks)
- Introduction to Marketing (8110/36 weeks)
- Introduction to Marketing (8111/18 weeks)
- Marketing (8120/36 weeks)
- Marketing Management (8132/36 weeks)
- Marketing, Advanced (8130/36 weeks)
- Opportunities in Global Trade (8135/36 weeks)
- Opportunities in Global Trade, Advanced (8136/36 weeks)
- Principles of Business and Marketing (6115/36 weeks)
- Principles of Business and Marketing (6116/18 weeks)
- Travel and Tourism Marketing (formerly Opportunities in Hospitality and Tourism) (8139/36 weeks)

Career Cluster: Hospitality and Tourism

<table>
<thead>
<tr>
<th>Pathway</th>
<th>Occupations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging</td>
<td>Bookkeeping, Accounting, or Auditing Clerk</td>
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<tr>
<td></td>
<td>Chief Engineer</td>
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<tr>
<td></td>
<td>Concierge</td>
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<td></td>
<td>Front Desk Clerk</td>
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<td>Front Office Manager</td>
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<tr>
<td></td>
<td>Lodging Manager</td>
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<tr>
<td></td>
<td>Marketing Manager</td>
</tr>
<tr>
<td>Recreation, Amusements and Attractions</td>
<td>Advertising and Promotions Manager</td>
</tr>
<tr>
<td></td>
<td>Caterer</td>
</tr>
</tbody>
</table>
## Career Cluster: Hospitality and Tourism

<table>
<thead>
<tr>
<th>Pathway</th>
<th>Occupations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Meeting and Convention Planner</td>
</tr>
<tr>
<td></td>
<td>Recreation Supervisor</td>
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<tr>
<td></td>
<td>Recreation Worker</td>
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<td></td>
<td>Retail Manager</td>
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<td></td>
<td>Sports Promoter</td>
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<tr>
<td>Restaurants and Food and Beverage Services</td>
<td>Destination Manager</td>
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<td>Facilities Manager</td>
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<td></td>
<td>Food Service Manager</td>
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<td></td>
<td>Host, Hostess</td>
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<tr>
<td></td>
<td>Meeting and Convention Planner</td>
</tr>
<tr>
<td>Travel and Tourism</td>
<td>Meeting and Convention Planner</td>
</tr>
<tr>
<td></td>
<td>Tour, Travel Guide</td>
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<tr>
<td></td>
<td>Travel Agent</td>
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</tbody>
</table>