Travel and Tourism Marketing
(formerly Opportunities in Hospitality and Tourism)

8139 36 weeks

Table of Contents

Acknowledgments ......................................................................................................................................... 2
Course Description ........................................................................................................................................ 3
Task Essentials Table ................................................................................................................................... 3
Curriculum Framework ................................................................................................................................. 5
Understanding Marketing Functions and Concepts Related to Travel and Tourism ............................ 5
Exploring Careers in the Travel and Tourism Industry ............................................................................... 9
Introducing the Travel and Tourism Industry .............................................................................................. 13
Investigating Major Segments of the Travel and Tourism Industry ......................................................... 17
Understanding the Economic Importance of Travel and Tourism .......................................................... 19
Performing Management Functions in the Travel and Tourism Industry .................................................. 22
Understanding the Global Travel and Tourism Market .......................................................................... 24
Marketing the Travel and Tourism Product and Service ....................................................................... 29
Providing Customer Service and Sales in Travel and Tourism ............................................................... 31
Maximizing Technology in Travel and Tourism ....................................................................................... 36
Preparing for Industry Certification .......................................................................................................... 39
Developing a Career in Travel and Tourism ............................................................................................ 41
SOL Correlation by Task ............................................................................................................................ 48
Teaching Resources ................................................................................................................................. 51
Related DECA, Inc. Competitive Events .................................................................................................... 53
Appendix: Credentials, Course Sequences, and Career Cluster Information ........................................ 53
Acknowledgments

The components of this instructional framework were developed by the following curriculum development panelists:

Berkita Bradford, Associate Professor, Virginia State University, Petersburg
Connie Brewer, Market Director of Sales, White Lodging Services, Richmond
Antiya Clemons, Instructor, T.C. Williams, Alexandria City Public Schools
Donald Gresham, Instructor, Deep Creek High School, Chesapeake Public Schools
Dr. Gilpatrick Hornsby, Assistant Professor, James Madison University, Harrisonburg
Elizabeth Hunter, Instructor, James Wood High School, Frederick County Public Schools
Gina Mancuso-Sidhu, Coordinator, Administration and Marketing Program, Virginia Beach City Public Schools
Susannah Pulling Oates, Instructor, L.C. Bird High School, Chesterfield County Public Schools
Leslie Perry, Instructor, Advanced Career Education Center at Highland Springs, Henrico County Public Schools
Amy Picone, Instructor, Freedom High School, Loudoun County Public Schools
Stacey Shiflet, Managing Director, Virginia Beach Restaurant Association, Virginia Beach
Lauren Townsend, Director of Marketing, Virginia Beach Convention and Visitors Bureau, Virginia Beach
Jordan Vallerga, Group Sales Manager, Founders Inn and Spa, Tapestry Collection by Hilton, Virginia Beach
Jim Wilson, Director of Education and Workforce Development, Virginia Restaurant, Lodging, and Travel Association, Richmond

Correlations to the Virginia Standards of Learning were reviewed and updated by:

Leslie R. Bowers, English Teacher (ret.), Newport News Public Schools
Vickie L. Inge, Mathematics Committee Member, Virginia Mathematics and Science Coalition
Anne F. Markwith, New Teacher Mentor (Science), Gloucester County Public Schools
Michael Nagy, Social Studies Department Chair, Rustburg High School, Campbell County Public Schools

The framework was edited and produced by the CTE Resource Center:

Leanne Forbes Tipton, Writer/Editor
Kevin P. Reilly, Administrative Coordinator

Virginia Department of Education Staff

Sharon Acuff, Specialist, Marketing and Related Clusters
J. Anthony Williams, Curriculum and Instruction Coordinator
Course Description

Suggested Grade Level: 10 or 11 or 12

This course examines the components of the travel and tourism industry, including attractions, lodging, transportation, and food and beverage. Other topics include the history, political, social, and cultural effects of travel and tourism on local, state, and global environments. Students develop competencies in the areas of communication, customer service, marketing, industry technology, economics, and management functions, and are provided with opportunities for hands-on, real-world applications. Applying academic skills is also part of this course.

NOTE: This course, Opportunities in Hospitality and Tourism (8139), replaces course 8165, Travel and Tourism Marketing; and course 8160, Hotel Marketing.

Task Essentials Table

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

<table>
<thead>
<tr>
<th>Task Number</th>
<th>8139</th>
<th>Tasks/Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>39</td>
<td>+</td>
<td>Explain marketing and the marketing concept.</td>
</tr>
<tr>
<td>40</td>
<td>+</td>
<td>Explain the marketing mix.</td>
</tr>
<tr>
<td>41</td>
<td>+</td>
<td>Communicate information to a customer.</td>
</tr>
<tr>
<td>42</td>
<td>+</td>
<td>Explain market segmentation.</td>
</tr>
<tr>
<td>43</td>
<td>+</td>
<td>Identify major industry elements in the travel and tourism field.</td>
</tr>
<tr>
<td>44</td>
<td>+</td>
<td>Explain how personal interests can guide career choice in the travel and tourism industry.</td>
</tr>
<tr>
<td>45</td>
<td>+</td>
<td>Identify opportunities to explore careers in the travel and tourism industry.</td>
</tr>
<tr>
<td>46</td>
<td>+</td>
<td>Analyze the role of travel and tourism in Virginia.</td>
</tr>
<tr>
<td>Task Number</td>
<td>Tasks/Competencies</td>
<td></td>
</tr>
<tr>
<td>-------------</td>
<td>--------------------</td>
<td></td>
</tr>
<tr>
<td><strong>Introducing the Travel and Tourism Industry</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>47</td>
<td>Explain travel and tourism as an industry.</td>
<td></td>
</tr>
<tr>
<td>48</td>
<td>Outline the history of the travel and tourism industry.</td>
<td></td>
</tr>
<tr>
<td>49</td>
<td>Outline growth and future trends in the travel and tourism industry at the local, state, national, and international levels.</td>
<td></td>
</tr>
<tr>
<td>50</td>
<td>Analyze the reasons a guest travels.</td>
<td></td>
</tr>
<tr>
<td><strong>Investigating Major Segments of the Travel and Tourism Industry</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>51</td>
<td>Compare key aspects of the major segments of the travel and tourism industry.</td>
<td></td>
</tr>
<tr>
<td>52</td>
<td>Describe the interdependence of the segments within the travel and tourism industry.</td>
<td></td>
</tr>
<tr>
<td><strong>Understanding the Economic Importance of Travel and Tourism</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>53</td>
<td>Evaluate the effects of travel and tourism on local, state, national, and global economies.</td>
<td></td>
</tr>
<tr>
<td>54</td>
<td>Analyze the economic effects of travel and tourism.</td>
<td></td>
</tr>
<tr>
<td>55</td>
<td>Analyze the non-economic effects of travel and tourism.</td>
<td></td>
</tr>
<tr>
<td><strong>Performing Management Functions in the Travel and Tourism Industry</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>56</td>
<td>Describe the function of management in the travel and tourism industry.</td>
<td></td>
</tr>
<tr>
<td>57</td>
<td>Describe management functions in customer relations.</td>
<td></td>
</tr>
<tr>
<td><strong>Understanding the Global Travel and Tourism Market</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>58</td>
<td>Explain why global marketing is important in the travel and tourism industry.</td>
<td></td>
</tr>
<tr>
<td>59</td>
<td>Describe major travel and tourism attractions on each continent.</td>
<td></td>
</tr>
<tr>
<td>60</td>
<td>Explain how differences in culture influence domestic and global travel.</td>
<td></td>
</tr>
<tr>
<td>61</td>
<td>Identify cross-cultural communication skills.</td>
<td></td>
</tr>
<tr>
<td>62</td>
<td>Identify risk management and security issues and procedures for global travel.</td>
<td></td>
</tr>
<tr>
<td>63</td>
<td>Identify personal safety and health concerns for international travelers.</td>
<td></td>
</tr>
<tr>
<td><strong>Marketing the Travel and Tourism Product and Service</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>64</td>
<td>Describe strategies to serve the needs of target markets.</td>
<td></td>
</tr>
<tr>
<td>65</td>
<td>Explain the concept of relationship marketing within the travel and tourism industry.</td>
<td></td>
</tr>
<tr>
<td><strong>Providing Customer Service and Sales in Travel and Tourism</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>66</td>
<td>Explain customer service.</td>
<td></td>
</tr>
<tr>
<td>67</td>
<td>Determine the parameters of customer service.</td>
<td></td>
</tr>
<tr>
<td>68</td>
<td>Explain the importance of customer follow-up.</td>
<td></td>
</tr>
<tr>
<td>69</td>
<td>Demonstrate skills to address a challenging situation or customer.</td>
<td></td>
</tr>
<tr>
<td><strong>Maximizing Technology in Travel and Tourism</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>70</td>
<td>Explore online travel and tourism-related resources.</td>
<td></td>
</tr>
<tr>
<td>71</td>
<td>Identify technologies used in the travel and tourism field.</td>
<td></td>
</tr>
<tr>
<td><strong>Preparing for Industry Certification</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>72</td>
<td>Describe industry certifications related to the Travel and Tourism Marketing course.</td>
<td></td>
</tr>
<tr>
<td>Task Number</td>
<td>8139</td>
<td>Tasks/Competencies</td>
</tr>
<tr>
<td>-------------</td>
<td>------</td>
<td>-------------------</td>
</tr>
<tr>
<td>73</td>
<td>☐</td>
<td>Identify testing skills and strategies for a certification examination.</td>
</tr>
<tr>
<td>74</td>
<td>☀</td>
<td>Demonstrate the ability to complete selected practice examinations.</td>
</tr>
<tr>
<td>75</td>
<td>☀</td>
<td>Complete an industry certification representative of the skills learned in this course.</td>
</tr>
</tbody>
</table>

### Developing a Career in Travel and Tourism

<table>
<thead>
<tr>
<th>Task Number</th>
<th>8139</th>
<th>Tasks/Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>76</td>
<td>☀</td>
<td>Identify career paths in the travel and tourism industry in the local region.</td>
</tr>
<tr>
<td>77</td>
<td>☀</td>
<td>Describe the personal qualifications and skills needed for advancement in the travel and tourism field.</td>
</tr>
<tr>
<td>78</td>
<td>☀</td>
<td>Research local options for advanced education training in high school and postsecondary education in travel and tourism management.</td>
</tr>
<tr>
<td>79</td>
<td>☀</td>
<td>Complete an employment application for a job.</td>
</tr>
<tr>
<td>80</td>
<td>☀</td>
<td>Develop a résumé and cover letter for a selected job.</td>
</tr>
<tr>
<td>81</td>
<td>☀</td>
<td>Prepare for a job interview.</td>
</tr>
<tr>
<td>82</td>
<td>☀</td>
<td>Follow up on the job interview.</td>
</tr>
<tr>
<td>83</td>
<td>☀</td>
<td>Cultivate and manage one's personal brand.</td>
</tr>
<tr>
<td>84</td>
<td>☐</td>
<td>Present a plan for reaching one's career goal.</td>
</tr>
</tbody>
</table>

Legend: ☐ Essential ☀ Non-essential ☒ Omitted

---

### Curriculum Framework

---

### Understanding Marketing Functions and Concepts Related to Travel and Tourism

---

**Task Number 39**

**Explain marketing and the marketing concept.**

**Definition**

Explanation should include

- a definition of marketing
- the functions of marketing (e.g., selling, promotion, channel management)
• the relationship between customer satisfaction, business success, profit (i.e., the marketing concept), and the travel and tourism industry.

Process/Skill Questions

• What is the difference between marketing and the marketing concept?
• What happens when a business's practices do not satisfy a customer's needs?
• How does each marketing function play a role in the travel and tourism industry?
• How do marketing functions interrelate in the travel and tourism industry?
• What are the four Ps of marketing?

National MBAResearch Standards-Business Administration

Acquire information to guide business decision-making.

Understand marketing's role and function in business to facilitate economic exchanges with customers.

Understand the nature of business to show its contributions to society.

National MBAResearch Standards-Marketing

Acquire a foundational knowledge of product/service management to understand its nature and scope.

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.

Employ product-mix strategies to meet customer expectations.

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

Task Number 40

Explain the marketing mix.

Definition

Explanation should include
• a definition of marketing mix
• a discussion of the relationships among its components (i.e., product, place, price, promotion, people)
• its applications to travel and tourism.

Process/Skill Questions

• How is each component of the marketing mix essential for business success in travel and tourism?
• How is the role of place different in travel and tourism?
• What promotional tools might be effective for domestic and international businesses?
• How does the role of price change based on travel style and location?

National MBAResearch Standards-Business Administration

Understand the nature of business to show its contributions to society.

National MBAResearch Standards-Marketing

Acquire a foundational knowledge of product/service management to understand its nature and scope.

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

Acquire foundational knowledge of channel management to understand its role in marketing.

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

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

Task Number 41

Communicate information to a customer.

Definition

Communication should reflect the ability to relate information and answer questions using the appropriate medium:

• Face-to-face conversation
• Telephone
• Letter
• Email
• Conference call
• Social media
• Group presentation

Process/Skill Questions

• Why is it necessary to explain procedures clearly?
• How does one go about deciding which communication media to use with a customer?
• What is the travel and tourism professional's role in communication with a customer regarding travel documents and procedures?

National MBA Research Standards—Business Administration

Acquire information to guide business decision-making.

Apply verbal skills to obtain and convey information.

Communicate with staff to clarify workplace objectives.

Implement quality-control processes to minimize errors and to expedite work flow.

Write internal and external business correspondence to convey and obtain information effectively.

Task Number 42

Explain market segmentation.

Definition

Explanation should incorporate the concepts of target market, mass market, and niche market and illustrate the roles played by each in travel and tourism.

Explanation should also include the various types of segmentation that exist in the industry and the methods used by marketing professionals to identify and analyze them.

Process/Skill Questions

• What is the purpose of market segmentation?
• Which segmentation components are most important to businesses in travel and tourism?
• How critical is market segmentation to business success in travel and tourism?
• What are the legal implications of market segmentation? How do marketers protect themselves?

National MBAResearch Standards-Business Administration

Acquire information to guide business decision-making.

Understand marketing's role and function in business to facilitate economic exchanges with customers.

Understand the nature of business to show its contributions to society.

National MBAResearch Standards-Marketing

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

Evaluate marketing research procedures and findings to assess their credibility.

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

Exploring Careers in the Travel and Tourism Industry

Task Number 43

Identify major industry elements in the travel and tourism field.

Definition

Identification should include a definition of travel and tourism and examples of their major components, such as the following:

• Agritourism
• Air travel
• Events and conferences
• Cruises
• Ecotourism
• Entertainment (e.g., gaming)
• Experiential travel (e.g., swimming with dolphins, culinary experiences, adventure)
• Ground transportation (e.g., car rental, motor coach, rail)
• Historical sites
• Incentive travel (e.g., trade promotion; reward for employees and/or customers)
• Lodging (e.g., hotel, motel, B&B, timeshares)
• Museums, historic sites, and attractions (e.g., gardens)
• Natural resources
• Niche tourism (e.g., education, medical, retail, food, etc.)
• Outdoor recreation
• Restaurants
• Special events (e.g., weddings)
• Special interest travel (i.e., rewarding, enriching, adventuresome experiences, learning experiences)
• Sports management
• Theme parks
• Travel management companies, including online travel agencies (OTAs)
• Voluntourism

Process/Skill Questions

• What resources are available for locating information about the various travel and tourism industry segments?
• What is experiential travel? Why has it become popular? Why is it important to the travel and tourism industry?
• How have cruises affected the travel and tourism industry?
• How have theme parks affected the travel and tourism industry?
• Why is incentive travel important to the travel industry?
• What areas offer the greatest potential for future growth?
• What is ecotourism? How can ecotourism help a popular travel destination safeguard its natural resources?
• How has the pet industry changed the types of amenities being offered in upscale lodgings?
• What are the top foreign destinations for American citizens? From which countries are the most visitors to the United States?

National MBAResearch Standards-Business Administration

Acquire information to guide business decision-making.

Read to acquire meaning from written material and to apply the information to a task.
Task Number 44

Explain how personal interests can guide career choice in the travel and tourism industry.

Definition

Explanation should include identifying one's interests and aligning abilities to career preparation.

Students should identify two specialized areas in the hospitality and tourism field (e.g., sports, ecotourism, destination marketing, culinary tours, revenue management, etc.) in which they are interested.

Process/Skill Questions

- What are steps a student might take to identify employment opportunities that blend personal interests with academic preparation in travel and tourism?
- How can performance on career assessment tests help students identify potential careers? What resources are available for career assessments?
- What are some ways to find out if a career in travel and tourism is the best fit for an individual?
- What are some entry-level positions an individual might investigate?
- Why are personal activities and interests important in the travel and tourism industry? What resources are available for locating information to explore personal interests?
- How might a love for culinary arts lead to a career in the travel and tourism industry?

National MBA Research Standards-Business Administration

Acquire information to guide business decision-making.

Develop personal traits to foster career advancement.

Participate in career planning to enhance job-success potential.

Utilize critical-thinking skills to determine best options/outcomes.

Task Number 45
Identify opportunities to explore careers in the travel and tourism industry.

Definition

Identification should include careers (e.g., opportunities to perform a job at a destination/attraction) such as

- education
- culinary arts
- management arts
- entertainment
- service positions
- accounting
- sales/marketing.

Identification should also include listing job titles and their duties in two destination marketing areas (e.g., sports and entertainment destinations, cultural and historic sites).

Process/Skill Questions

- What travel and tourism jobs require post-secondary education? What jobs do not?
- How do careers in travel differ from those in other career fields?
- What resources are available to learn about employment positions in the travel and tourism industry?
- How can an individual network through friends and family to identify career opportunities?
- How might relocation be an opportunity in the travel and tourism industry?

National MBAResearch Standards-Business Administration

Acquire information to guide business decision-making.

Task Number 46

Analyze the role of travel and tourism in Virginia.

Definition

Analysis should include

- history (e.g., Civil War attractions, Monticello)
• equine sites
• ecotourism
• environmental attractions (e.g., mountains, beaches, Natural Bridge)
• wineries, distilleries, and breweries
• outdoor recreation (e.g., skiing, hiking)
• historic triangle
• group attractions (e.g., adult, student, etc.).

Analysis should also include an evaluation of the Virginia Is for Lovers campaign.

Process/Skill Questions

• What contribution does the travel and tourism industry make to Virginia’s economy?
• How has technology helped promote Virginia as a destination?
• What role do Virginia’s political and economic structures play in the commonwealth’s economy and in the travel and tourism industries?
• How does the Commonwealth of Virginia strengthen its brand as a tourist destination?
• How has the growth of wineries affected travel and tourism in Virginia?
• What attractions exist in Virginia that appeal to outdoor enthusiasts?
• What type of outdoor events (e.g., cultural events, fairs, parades, and musical festivals) in Virginia appeal to tourists?

National MBA Research Standards-Business Administration

Acquire information to guide business decision-making.

Understand marketing’s role and function in business to facilitate economic exchanges with customers.

Understand the nature of business to show its contributions to society.

Introducing the Travel and Tourism Industry

Task Number 47

Explain travel and tourism as an industry.

Definition

Explanation should include
• travel and transportation
• lodging
• food and beverage
• destination attractions, entertainment, and special events
• recreation
• emerging markets
• destination management.

Process/Skill Questions

• What are the segments of the travel and tourism industry? How are they interrelated and independent?
• What is the definition of the travel and tourism industry? How does it relate to marketing?
• How does a region’s infrastructure affect travel?
• What are some possible advantages and disadvantages of working in the travel and tourism industry?

National MBAResearch Standards-Business Administration

Acquire information to guide business decision-making.

Write internal and external business correspondence to convey and obtain information effectively.

Task Number 48

Outline the history of the travel and tourism industry.

Definition

Outline should include

• discussing the history of the lodging industry
• discussing who the first leisure travelers/first business travelers were
• discussing the hospitality industry prior to hotels.
• citing the names of several industry leaders who have influenced the travel and tourism industry
• discussing how the introduction of railroads, automobiles, air travel, and cruise travel affected the travel and tourism industry
• describing government influence on the travel and tourism industry in the U.S. and other countries
• describe the economic effect on a city
• cite the influence technology has had on travel and tourism.

Process/Skill Questions

• How did public houses (pubs) and taverns play a part in early travel?
• How has the travel and tourism industry evolved in the last five years?
• What are trends in the travel and tourism industry in the 21st century?
• What is the effect of improved communication on the travel and tourism industry?
• What are the major contributions of travel and tourism industry leaders (e.g., Hilton, Marriott, Rosen)?
• What is the symbol of hospitality? What are the symbol’s origins?
• What role does the rating system play in lodging selection among travelers?
• How do international rating systems vary from that of the United States?

National MBA Research Standards—Business Administration

Acquire information to guide business decision-making.

Read to acquire meaning from written material and to apply the information to a task.

Understand the nature of business to show its contributions to society.

Task Number 49

Outline growth and future trends in the travel and tourism industry at the local, state, national, and international levels.

Definition

Outline could include the effects of

• advocacy/lobbying
• competitive alternatives (e.g., Airbnb, Lyft, Uber, short-term rental, extended stay)
• cybersecurity
• demographics
• discretionary income
• diversity/inclusivity
• ecotourism
• psychographics
• geography
• global distribution networks (e.g., third parties, OTAs)
• increase in service orientation
• intergenerational travel
• locally sourced foods
• niche tourism
• population growth
• reputation/management
• robotics/artificial intelligence
• social media
• sustainability (e.g., gardens, composting, towel washing options)
• technology-based operations
• voluntourism.

Process/Skill Questions

• How have technological innovations affected the growth of the travel and tourism industry?
• What effects have the travel and tourism industry had on the different geographic regions of the country?
• How is economic data used to predict trends in tourism?
• How is demographic data used in marketing travel and tourism products?
• Why do travel and tourism managers follow industry trends?
• How has corporate social responsibility (CSR) played a role in the tourism industry?
• How has the demand for personal service increased? How has this changed the travel and tourism industry?

National MBAResearch Standards-Business Administration

Implement job-seeking skills to obtain employment.

Participate in career planning to enhance job-success potential.

Utilize career-advancement activities to enhance professional development.

Task Number 50

Analyze the reasons a guest travels.

Definition

Analysis should identify factors that lead to increased or decreased travel. Analysis should explain the differences between

• business vs. leisure travelers and their respective service needs
• individual vs. group travelers and their respective service needs
• family vs. individual or couple leisure travelers and their respective service needs
• travelers from niche markets (e.g., ecotourism, adventure, medical) and their respective service needs.

Process/Skill Questions

• How have the reasons for travel changed historically?
• What factors influence people to travel?
• Why is it important for property managers to understand why guests are at their lodging? How might this information help lodging employees plan for guests’ needs?
• What is the role of events in both business (e.g., business association) and leisure travel (e.g., Comic-Con)?
• What role do lodging incentive and loyalty programs play when guests make location selections?
• What markets are expected to emerge in the next five years?

National MBAResearch Standards-Business Administration

Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.

Investigating Major Segments of the Travel and Tourism Industry

Task Number 51

Compare key aspects of the major segments of the travel and tourism industry.

Definition

Comparison should include operations, training/certification, target markets, emerging trends and career opportunities for the following:

• Airline industry
• Lodging (e.g., motel, hotel, B&B)
• Cruise
• Ground transportation
• Food and beverage
• Destination management
• Destination marketing
• Gaming
• Meetings, expos, events, and conventions (MEEC) industry

Teacher resources:

• What Are the Five Different Sectors of the Hospitality Industry
• Four Segments of Hospitality and Tourism PowerPoint
• Lesson 2: Four Segments of Hospitality and Tourism
• The Eight Sectors in Tourism Eight Sectors in Tourism Quizlet
• Teaching Zone: Resources for teaching faculty and students in business and management

Process/Skill Questions

• What are the types of airline carriers and flights? What are the classes of service?
• What are the types of lodging properties?
• What factors affect lodging rates?
• What are the elements of a cruise?
• What are the characteristics of the marketing segments within the cruise industry?
• How have train, car, and motor coach travel changed in recent years?
• What services are included in the food and beverage industry?
• What are examples of entertainment and recreation destinations?
• How are the major segments of the travel and tourism industry affected by the economy?

National MBAResearch Standards-Business Administration

Participate in career planning to enhance job-success potential.

Understand economic indicators to recognize economic trends and conditions.

National MBAResearch Standards-Marketing

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

Task Number 52

Describe the interdependence of the segments within the travel and tourism industry.
Definition

Description should include a definition of interdependence and a discussion of its importance to the entire travel experience, with illustrations of travel and tourism connections such as the following:

- Lodgings with events and offer packages with local attractions and facilities (e.g., restaurants, airports, train stations)
- Airlines that partner with resorts and local transportation
- Packages that include various segments (e.g., attraction with related lodging, shopping, restaurants, transportation)
- Destination and industry partner cooperative activities

Process/Skill Questions

- What are the advantages of an airline partnering with a resort?
- Why would airlines partner with cruise lines?
- Why is communication important among the segments of the travel and tourism industry?
- How do affinity/partnership programs influence travel sectors?
- How do travel experience packages benefit customers?
- What are local examples of partnerships between different segments?

National MBA Research Standards-Business Administration

Write internal and external business correspondence to convey and obtain information effectively.

Understanding the Economic Importance of Travel and Tourism

Task Number 53

Evaluate the effects of travel and tourism on local, state, national, and global economies.

Definition

Evaluation should
• defining economy and identifying basic economic systems
• identifying local and regional agencies that promote travel and tourism
• identifying major local, state, and national events and attractions
• assessing local, state, and national travel statistics
• explaining the concept of supply and demand
• describing the four phases of a business cycle
• identifying local and state regulations that affect lodging operations
• identifying the economic value of tourism and how it contributes to the community's tax base.

Process/Skill Questions

• Why is an accurate interpretation of travel industry statistics important?
• What role do local hospitality taxes play in the economy?
• How does tourism influence local job markets?
• How do the concepts of business cycles, supply and demand, and government regulation affect the travel industry?
• How do tourism dollars flow through a local economy?
• What is the role of a convention and visitor bureau (CVB)?
• How does the travel and tourism industry affect the GDP?
• How can dependence on the travel industry have negative effects on a locality?

National MBAResearch Standards-Business Administration

Acquire knowledge of the impact of government on business activities to make informed economic decisions.

Understand economic indicators to recognize economic trends and conditions.

Understand fundamental economic concepts to obtain a foundation for employment in business.

Task Number 54

Analyze the economic effects of travel and tourism.

Definition

Analysis should include the effect of travel and tourism at the international, national, state, and local levels and should reflect research from a variety of resources.

Analysis should emphasize the effects of new money brought into an area, recirculated money within an area, and money that leaks out of an area.
Process/Skill Questions

- What resources are available for locating information on the economic influence of travel and tourism at the local, state, national, and international levels?
- What is the *multiplier output effect*?
- How do travel and tourism contribute to the multiplier output effect?
- What type of infrastructure needs to be in place to cater to diverse groups of travelers?

National MBA Research Standards - Business Administration

Acquire knowledge of the impact of government on business activities to make informed economic decisions.

Understand fundamental economic concepts to obtain a foundation for employment in business.

Understand the nature of business to show its contributions to society.

---

Task Number 55

Analyze the non-economic effects of travel and tourism.

Definition

Analysis should include positive and negative social, cultural, and environmental effects, such as the following:

- Traffic
- Cultural exchange
- Environmental effects
- Attraction of new residents to an area
- Historic and natural resource preservation
- Personal enrichment
- Availability to public education
- Educational enrichment

Process/Skill Questions

- How can travel and tourism create awareness of cultural differences?
- What resources are available for a traveler to prepare for cultural and environmental differences?
- How can travel and tourism broaden a traveler's knowledge of history?
• How do travel and tourism affect pollution (e.g., land, air, water, aesthetic, traffic, noise, waste) in any given area?
• How do travel and tourism influence public services within a locality?
• What are environmental effects of travel and tourism?
• What are social effects of travel and tourism?
• What are the roles of the private and public sector agencies in travel and tourism?
• How are educational enrichment and personal enrichment similar?

National MBA Research Standards-Business Administration

Acquire information to guide business decision-making.

Performing Management Functions in the Travel and Tourism Industry

Task Number 56

Describe the function of management in the travel and tourism industry.

Definition

Description should include the purposes and responsibilities related to each management function:

• Planning
• Organizing
• Implementing
• Evaluating
• Procuring

Process/Skill Questions

• What is the traditional three-level structure of management? Why is it so widely used?
• What role does each level of management play in planning, organizing, implementing, and evaluating?
• What is the purpose of an organizational chart?
Identify potential business threats and opportunities to protect a business' financial well-being.

Recognize management's role to understand its contribution to business success.

Utilize planning tools to guide organization's/department's activities.

---

**Task Number 57**

**Describe management functions in customer relations.**

**Definition**

Description should include the following:

- Identifying the customer
- Ensuring positive customer experience
- Following up
- Mitigating/service recovery

**Process/Skill Questions**

- What are the advantages of building a client list?
- What sales techniques can be used to build customer loyalty?
- How can relationship marketing be used in the travel and tourism industry?
- How can following up with customers improve the products and services a company offers?
- How do immediate feedback and social media assist the industry with customer satisfaction and retention?

---

Foster positive relationships with customers to enhance company image.

Recognize management's role to understand its contribution to business success.

Understand the nature of customer relationship management to show its contributions to a company.
Understanding the Global Travel and Tourism Market

Task Number 58

Explain why global marketing is important in the travel and tourism industry.

Definition

Explanation should include the importance of global marketing as it relates to technology, transportation, government, and politics.

Explanation should also include how global marketing opens a business to a much larger audience.

Process/Skill Questions

• How is global marketing affected by technology, transportation, government, and politics?
• How does global marketing bridge cultural gaps?
• How do political situations restrict or expand the travel and tourism industry?
• Why is it important that global marketing be part of the travel and tourism industry?

National MBAResearch Standards-Business Administration

Understand economic systems to be able to recognize the environments in which businesses function.

Understand fundamental economic concepts to obtain a foundation for employment in business.

Understand global trade's impact to aid business decision-making.

Understand marketing's role and function in business to facilitate economic exchanges with customers.

Understand the nature of business to show its contributions to society.
Task Number 59

Describe major travel and tourism attractions on each continent.

Definition

Description should include representative travel and tourism businesses such as restaurants, lodging, cruises, and attractions worldwide (e.g., the Taj Mahal, the Great Wall of China, Victoria Falls, the Great Pyramids of Egypt, the Eiffel Tower, the Parthenon, Stonehenge, the Incan ruins of Machu Picchu, the Carnival of Rio, the Grand Canyon, and the Great Barrier Reef).

Process/Skill Questions

- What are major travel and tourism attractions on each continent? Why is each a major attraction?
- What resources are available for information on international businesses and attractions?
- How do less frequented continents market their global attractions to increase tourism? What types of promotion could be used?
- What major attractions offer virtual tours?
- How are virtual tours useful to hospitality professionals? To their customers?
- How does social media assist with major attractions on each continent?

National MBAResearch Standards-Business Administration

Acquire information to guide business decision-making.

Understand marketing's role and function in business to facilitate economic exchanges with customers.

Understand the nature of business to show its contributions to society.

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

Task Number 60

Explain how differences in culture influence domestic and global travel.

Definition
Explanation should include differences in lifestyles or customs (e.g., culinary, language, political systems, architecture, religion, family structure, laws, traditions) of people from a variety of cultures.

**Process/Skill Questions**

- What are the major areas of cultural differences (e.g., attitudes, lifestyles, customs) that international business travelers should know? Why are they important?
- What resources can be used to identify cultural differences?
- How can travelers and travel and tourism professionals respond respectfully to cultural differences?
- How might monetary exchange rates affect travel planning?
- How can a traveler prepare for differences in electrical current? Foods? Water processing?
- What adjustments would a traveler expect to make in different cultures (i.e., dress, coverage of certain parts of the body, daily schedule, meal timing, prayer, gestures, language tone)?

**National MBAResearch Standards-Business Administration**

Acquire information to guide business decision-making.

Understand economic indicators to recognize economic trends and conditions.

Understand economic systems to be able to recognize the environments in which businesses function.

Understand global trade's impact to aid business decision-making.

Understand the nature of business to show its contributions to society.

---

**Task Number 61**

**Identify cross-cultural communication skills.**

**Definition**

Identification should include communication skills (e.g., foreign language, basic etiquette, nonverbal cues) appropriate for a variety of countries.

Identification should also include an overview of the culture of a selected country or region and its effect on the expectations of a traveler, including:
• Buying choices and decisions
• Lodging
• Food
• Transportation
• Social interaction
• Laws and regulations

Process/Skill Questions

• What resources are available for information about cross-cultural communication skills?
• How can a traveler or travel and tourism professional overcome language barriers?
• What preparations are necessary before traveling internationally?
• Why is it important to take cultural differences into account when anticipating consumer wants and expectations?
• What are consequences of cultural ignorance?
• What are common non-verbal cues and etiquette in cultures across the globe?

National MBA Research Standards-Business Administration

Acquire information to guide business decision-making.

Analyze cost/profit relationships to guide business decision-making.

Apply verbal skills to obtain and convey information.

Communicate with staff to clarify workplace objectives.

Understand the nature of business to show its contributions to society.

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

Task Number 62

Identify risk management and security issues and procedures for global travel.

Definition

Identification should include security issues and procedures (e.g., checkpoints, baggage restrictions, personal identification, government travel warnings) related to all segments of the travel and tourism industry.
Process/Skill Questions

- How have security issues changed in the past decade?
- Why is personal identification important in international travel?
- Why is awareness of government travel warnings important before traveling internationally?
- What happens when a traveler loses his or her identification while traveling abroad?
- When traveling internationally, where would one go if one needed help?
- How does one obtain a passport or passbook?

National MBA Research Standards-Business Administration

Acquire information to guide business decision-making.

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

Apply knowledge of business ownership to establish and continue business operations.

Determine needed safety policies/procedures to protect employees.

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

Task Number 63

Identify personal safety and health concerns for international travelers.

Definition

Identification should include personal safety (e.g., knowledge of laws, avoidance of areas of political unrest, high crime, and other unfriendly, non-tourist places) and health (e.g., immunizations, medications, sanitation, diseases, food cautions) concerns.

Process/Skill Questions

- What is the role of the Centers for Disease Control and Prevention (CDC) and the World Health Organization (WHO), and the U.S. Department of State in international travel?
- What travel protection, insurance, and immunizations are necessary for international travel?
- What steps should be taken before traveling to any country?
National MBA Research Standards-Business Administration

Acquire information to guide business decision-making.

Apply knowledge of business ownership to establish and continue business operations.

Determine needed safety policies/procedures to protect employees.

Implement safety procedures to minimize loss.

Understand production's role and function in business to recognize its need in an organization.

---

Marketing the Travel and Tourism Product and Service

Task Number 64

Describe strategies to serve the needs of target markets.

Definition

Description should include strategies such as the following:

- Conducting market research on specific target markets (by listening, questioning, observing nonverbal cues, and reviewing customer history)
- Analyzing customer data to determine needs in each target market
- Applying information about customer needs to product design and product image decisions
- Pricing products for target markets
- Promoting products to target markets
- Distributing products to target markets

Process/Skill Questions

- How would a lodging design its product to satisfy a low-income, middle-income, and high-income family?
- What is the role of technology in reaching specific target markets?
- How does the target market affect the distribution of a travel and tourism product?
• How might differentiation among like products better serve the needs of specific target markets?
• How does the target market affect the positioning of a travel and tourism product?

National MBAResearch Standards-Business Administration

Acquire information to guide business decision-making.

Understand marketing's role and function in business to facilitate economic exchanges with customers.

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

Understand the nature of business to show its contributions to society.

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 65

Explain the concept of relationship marketing within the travel and tourism industry.

Definition

Explanation should include the following:

• The concept of developing and maintaining personal relationships with customers or other businesses, whether face-to-face or electronically
• The importance of gathering relevant data from customers to enhance relationships
• The importance of marketing to current customers (e.g., through customized sales, occasional rewards, or established rewards programs)
Process/Skill Questions

- What are business relationships that exist within the travel and tourism industry? How do these relationships affect customers?
- How does the concept of relationship marketing affect consumer buying decisions?
- What is the cost of lost customers?
- What are the different levels of relationships?

National MBAResearch Standards-Business Administration

Understand marketing's role and function in business to facilitate economic exchanges with customers.

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

Understand the nature of business to show its contributions to society.

National MBAResearch Standards-Marketing

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

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

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

Evaluate marketing research procedures and findings to assess their credibility.

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

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

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

---

Providing Customer Service and Sales in Travel and Tourism
Task Number 66

Explain customer service.

Definition

Explanation should include the importance of the following:

- Going beyond customer expectations
- Treating the customer as you would want to be treated
- Demonstrating politeness, willingness to listen, and consistency of service
- Demonstrating appropriate greetings for various professional situations
- Keeping in mind the value of memories to a customer
- Establishing quality service so customers do not have to ask for anything
- Providing equitable treatment
- Demonstrating initiative when dealing with customer requests and wants
- Practicing appropriate conflict resolution when necessary

Process/Skill Questions

- Why are communication skills important for customer service?
- Why are nonverbal communication skills equally as important as verbal communication skills when dealing with customers?
- What is professional etiquette? Why is it important in the travel and tourism industry?
- What resources could be used to learn about appropriate international greetings?
- How can preparation efforts by professionals prevent unpleasant interaction with customers?
- What is the most common reason customers do not return to a business?
- What constitutes a customer-focused employee?

National MBAResearch Standards-Business Administration

Apply verbal skills to obtain and convey information.

Exhibit techniques to manage emotional reactions to people and situations.

Identify with others' feelings, needs, and concerns to enhance interpersonal relations.

Understand the nature of business to show its contributions to society.

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 67

Determine the parameters of customer service.

Definition

Determination of parameters should incorporate the following:

- Company policy
- Employee handbooks
- Employee training
- Customer needs and expectations
- Financial policies
- Amenities
- Promotional items
- Value added
- Employee empowerment
- The importance of exceeding customer expectations
- Inclusive practices

Process/Skill Questions

- What are some customer service policies that exist in the travel and tourism industry?
- How does exceeding customer expectations create a positive memory?
- How are all positions at a lodging dependent on one another when it comes to providing customer service?
- How do amenities create patronage?
- What are some techniques for handling customer complaints?
- How is customer satisfaction a requisite for customer loyalty?
- How does a company motivate its employees to prioritize customer satisfaction?
- What incentives should a company offer its employees to ensure they take ownership of a positive customer experiences?

National MBA Research Standards-Business Administration
Acquire foundational knowledge of business laws and regulations to understand their nature and scope.

Exhibit techniques to manage emotional reactions to people and situations.

Identify with others' feelings, needs, and concerns to enhance interpersonal relations.

Implement quality-control processes to minimize errors and to expedite work flow.

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

Understand the fundamental principles of money needed to make financial exchanges.

Understand the nature of business to show its contributions to society.

### 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 68**

**Explain the importance of customer follow-up.**

**Definition**

Explanation should include the role of customer follow-up in customer service, along with a description of basic follow-up techniques, such as telephone calls, letters and postcards, emails, gifts, coupons, and customer relationship management (CRM) platforms.

Explanation of customer loyalty and retention techniques should include reward programs, surveys, birthday wishes, sales notices, gifts, coupons, and invitations to special events, along with the rules governing these programs.

**Process/Skill Questions**
Why is it important to develop relationships with customers?
What are some techniques used to follow-up with travel and tourism customers?
Why might some techniques work better than others for target audiences?
How can social media and current technology contribute to effective follow-up?
How can front-line employees provide immediate customer follow-up?
What additional information might be obtained from customer follow-up, besides satisfaction and recommendations?

National MBAResearch Standards-Business Administration

Apply verbal skills to obtain and convey information.

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

Write internal and external business correspondence to convey and obtain information effectively.

National MBAResearch Standards-Marketing

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 69

Demonstrate skills to address a challenging situation or customer.

Definition

Demonstration should include an application of basic problem-solving skills, such as the following:

- Clarifying the problem
- Overcoming objection
- Empathizing with the customer
- Using active listening skills
- Obtaining and analyzing data as needed
• Finding a suitable solution
• Establishing procedures
• Following diversity training guidelines

Process/Skill Questions

• What are the signs of a dissatisfied customer?
• What are some situations involving difficult customers that one might encounter in the travel and tourism industry?
• Why might different approaches be needed for handling difficult customers?
• Why is it important to establish a company policy for handling customer needs?
• How do service guarantees encourage customers to provide feedback?

National MBAResearch Standards-Business Administration

Acquire information to guide business decision-making.

Apply verbal skills to obtain and convey information.

Implement quality-control processes to minimize errors and to expedite work flow.

Resolve conflicts with/for customers to encourage repeat business.

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

National MBAResearch Standards-Marketing

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

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

Maximizing Technology in Travel and Tourism

Task Number 70
Explore online travel and tourism-related resources.

Definition

Exploration should include a demonstration of processing, retrieving, and transmitting electronic information, to include the following:

- Locating and gathering information
- Sharing information through social media
- Evaluating information for the purpose at hand
- Tracking information

Process/Skill Questions

- What types of web-based travel and tourism-related information do not exist but are needed by travelers and travel and tourism professionals?
- Why has online shopping become so popular?
- What percentage of a travel and tourism business's revenue is generated by online sources?
- How can a company capitalize on online resources to generate business?

National MBAResearch Standards-Business Administration

Implement quality-control processes to minimize errors and to expedite work flow.

Read to acquire meaning from written material and to apply the information to a task.

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

Understand the nature of business to show its contributions to society.

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

National MBAResearch Standards-Marketing

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

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

Task Number 71
Identify technologies used in the travel and tourism field.

Definition

Identification should include existing technology used by consumers (e.g., mobile and online resources, tools for research, education, and planning) and industry professionals (e.g., mobile and online resources, tools for data analysis, productivity and travel management reports, and virtual meetings).

Identification should also include new and emerging industry technologies (e.g., high-speed transportation, biometric scanning, wireless communication), based on research.

Identification should include software that performs functions such as

- reservations (e.g., CRS)
- ticketing
- report generation
- information gathering
- passenger safety and security.

Process/Skill Questions

- What are some ways to keep current with technology?
- What are some software packages used in the travel and tourism field? What are the useful features of each?
- Why is it important to use an industry-approved software package?
- How are microblogs useful in the travel and travel industry?
- What can happen if social media sites are ignored by a travel and tourism business?
- What are the advantages and disadvantages of using photo-sharing sites in the travel and tourism industry?

National MBAResearch Standards-Business Administration

Acquire information to guide business decision-making.

Implement quality-control processes to minimize errors and to expedite work flow.

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

Understand the nature of business to show its contributions to society.

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.

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

### Preparing for Industry Certification

#### Task Number 72

**Describe industry certifications related to the Travel and Tourism Marketing course.**

**Definition**

Description should include a list of industry certifications related to the Travel and Tourism Marketing course and the process and requirements for obtaining each based on

- official websites of the testing organization or vendor
- materials from publishers that have developed practice materials and tests
- information from certified instructors or industry-certified professionals
- information in the course description section of this document.

**Process/Skill Questions**

- What information is required to obtain a certification in travel and tourism?
- What are the best practices for preparing for a certification in travel and tourism?
- What type of careers are available after receiving a certification in travel and tourism?

#### National MBAResearch Standards-Business Administration

**Participate in career planning to enhance job-success potential.**

**Utilize critical-thinking skills to determine best options/outcomes.**

#### Task Number 73
Identify testing skills and strategies for a certification examination.

Definition

Identification should be undertaken by reviewing materials from publishers.

Process/Skill Questions

- What are personal qualities that are helpful when preparing for a certification exam?
- How can you empower yourself to get the best results from the exam?

National MBAREsearch Standards-Business Administration

Participate in career planning to enhance job-success potential.

Utilize critical-thinking skills to determine best options/outcomes.

Task Number 74

Demonstrate the ability to complete selected practice examinations.

Definition

Demonstration should include obtaining and successfully completing practice examinations (i.e., with questions similar to those on the exam) from vendor websites or publishers.

Process/Skill Questions

- What are the best ways to study for practice exams?
- What research can be done to obtain practice exams?

National MBAREsearch Standards-Business Administration

Participate in career planning to enhance job-success potential.

Task Number 75
Complete an industry certification representative of the skills learned in this course.

**Definition**

Completion of an industry certification (e.g., Customer Service and Sales Certification Assessment, Business of Retail: Operations and Profit, ManageFirst Examination, Travel and Tourism Assessment) will be achieved when the student applicant earns an examination score deemed “passing” by the testing organization.

Qualifying examinations are those currently approved at the state level as being representative of Travel and Tourism Marketing skills. Students should be encouraged to attain industry certifications as evidence of their employability.

**Process/Skill Questions**

- How are industry certifications beneficial when preparing for college or a career?

**National MBAResearch Standards-Business Administration**

Participate in career planning to enhance job-success potential.

---

**Developing a Career in Travel and Tourism**

**Task Number 76**

Identify career paths in the travel and tourism industry in the local region.

**Definition**

Identification should include career options and advancement potential in all segments of travel and tourism, including, but not limited to

- convention and event planning
- lodging
- food and beverage
- travel itinerary development (e.g., airlines, buses, trains, cruise lines)
• destination marketing.

Process/Skill Questions

• What career opportunities are available in the travel and tourism industry in the local region?
• What resources are available for researching employment trends in the travel and tourism industry?
• What role does technology play in the availability of jobs in the travel and tourism industry?
• How are travel and tourism promoted in the local region?

National MBAResearch Standards-Business Administration

Implement job-seeking skills to obtain employment.

Participate in career planning to enhance job-success potential.

Task Number 77

Describe the personal qualifications and skills needed for advancement in the travel and tourism field.

Definition

Description should include cooperation, teamwork, initiative, and productivity, other qualifications and skills outlined in Virginia’s All Aspects of Industry and Virginia’s Workplace Readiness Skills and those specific to the field, such as

• collaborative thinking
• succession planning
• coaching and supervisory skills
• customer service skills
• communication skills.

Process/Skill Questions

• Why would an employer need employees who can work well in both teams and individual settings?
• What are opportunities for continuing education in the lodging industry?
• How does taking additional courses and seminars or working extra time in different departments enhance opportunities for advancement?
• What character traits do employers find desirable when hiring workers in the lodging industry?

National MBAResearch Standards-Business Administration

Develop personal traits to foster career advancement.

Foster self-understanding to recognize the impact of personal feelings on others.

Task Number 78

Research local options for advanced education training in high school and postsecondary education in travel and tourism management.

Definition

Research should include advanced education training available in high school, including dual enrollment and Advanced Placement (AP) courses, as well as postsecondary options, such as two- or four-year colleges, technical schools, work-based learning, and professional conferences and workshops.

Process/Skill Questions

• Which Virginia postsecondary institutions offer courses or degrees in travel and tourism related fields? What majors are offered by these schools?
• What postsecondary educational opportunities exist besides traditional college or university courses?
• Why is it important to plan one’s high school program with postsecondary training in mind?

National MBAResearch Standards-Business Administration

Participate in career planning to enhance job-success potential.

Utilize career-advancement activities to enhance professional development.

Task Number 79
Complete an employment application for a job.

Definition

Completion should include

- following all instructions on an electronic application
- filling it out in full and with accurate information
- citing key words relevant to that position
- avoiding abbreviations in most cases
- using the student’s legal name
- signing the application.

Process/Skill Questions

- What is the purpose of a job application? How is it different from a résumé? Why are both required by most companies?
- Why should an application be complete, accurate, and free of errors?
- How should one prepare to have pertinent information available for completing a job application?
- What factors should be considered when selecting references for an application?

National MBAResearch Standards-Business Administration

Implement job-seeking skills to obtain employment.

Read to acquire meaning from written material and to apply the information to a task.

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

Write internal and external business correspondence to convey and obtain information effectively.

Task Number 80

Develop a résumé and cover letter for a selected job.

Definition

Development should include
• a résumé that follows a format specified by the instructor including personal information, educational background, work experience, extracurricular activities and interests, and references.
• an application or cover letter that follows a standard professional format and cites key words relevant to the position.

Process/Skill Questions

• What is the main goal in developing a résumé?
• Why is it important for a résumé to be tailored to a specific job?
• What resources are available to students for résumé writing?
• What is an appropriate length for a résumé?
• What are the similarities and differences between an online resume and a printed résumé?
• Why should a cover letter be included with a résumé?
• Why is having good references important?

National MBA Research Standards-Business Administration

Implement job-seeking skills to obtain employment.

Read to acquire meaning from written material and to apply the information to a task.

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

Write internal and external business correspondence to convey and obtain information effectively.

Task Number 81

Prepare for a job interview.

Definition

Preparation should take the following into account:

• Performing company research (i.e., show the employer one’s ability to fit in with the company or organization)
• Ensuring appropriate appearance
• Handling the introduction (e.g., firm handshake, eye contact)
• Preparing responses to at least one commonly asked interview questions
• Responding to questions, using appropriate tone and volume
• Asking prepared questions
• Closing the session
• Engaging in a mock interview
• Preparing a personal strengths/weaknesses/opportunities/threats (SWOT) story

Process/Skill Questions

• What resources are available to assist with interview preparation?
• What are commonly asked interview questions?
• What are the keys to a successful interview?
• What factors should be considered in choosing attire for a job interview?

National MBAResearch Standards-Business Administration

Apply verbal skills to obtain and convey information.

Communicate with staff to clarify workplace objectives.

Task Number 82

Follow up on the job interview.

Definition

Follow-up should include techniques such as telephone calls, email, written correspondence, and/or personal contact, as appropriate, and should follow conventions on how often and how soon after an interview a candidate should follow up.

Process/Skill Questions

• Why is follow-up important after an interview?
• How long after an interview should an applicant wait to follow-up?
• How would an applicant select the best follow-up technique to use?
• When might a follow-up to an interview be inappropriate?

National MBAResearch Standards-Business Administration

Apply verbal skills to obtain and convey information.

Communicate with staff to clarify workplace objectives.

Read to acquire meaning from written material and to apply the information to a task.
Write internal and external business correspondence to convey and obtain information effectively.

Task Number 83

Cultivate and manage one's personal brand.

Definition

Cultivation should include using various networking strategies to establish and differentiate one’s image from others and being conscientious of what information is available online. Tools may include

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

Process/Skill Questions

- How does personal appearance affect personal brand?
- How can social media affect one’s personal brand?
- What technologies can be used to emphasize and enhance one's personal brand?
- What online tools can be used to establish one’s brand?

National MBAResearch Standards-Business Administration

Acquire self-development skills to enhance relationships and improve efficiency in the work environment.

Write internal and external business correspondence to convey and obtain information effectively.

Task Number 84
Present a plan for reaching one's career goal.

Definition

Presentation should include a self-assessment to determine how personality preferences, aptitudes and skills, values, and personal and professional experiences will help achieve career goals.

Presentation should be accompanied by strategies that enhance skills, increase knowledge of career path, build a network of people in the industry, and identify both strengths and areas for improvement.

Process/Skill Questions

- What are the various self-assessments available?
- How do your current skills fit into your career goals?
- Why is it important to know your strengths and areas for improvement?
- What are your long-term and short-term goals?

National MBA Research Standards-Business Administration

Acquire self-development skills to enhance relationships and improve efficiency in the work environment.

Apply verbal skills to obtain and convey information.

Participate in career planning to enhance job-success potential.

Utilize critical-thinking skills to determine best options/outcomes.

---

**SOL Correlation by Task**

<p>| Explain marketing and the marketing concept. | English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5 |
| Explain the marketing mix. | English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5 |
| Communicate information to a customer. | English: 10.1, 11.1, 12.1 |
| Explain market segmentation. | English: 10.5, 11.5, 12.5 |
| Identify major industry elements in the travel and tourism field. | English: 10.5, 11.5, 12.5 |
| History and Social Science: GOVT.12, VUS.14, WG.17, WHII.14 |
| Explain how personal interests can guide career choice in the travel and tourism industry. | English: 10.5, 11.5, 12.5 |</p>
<table>
<thead>
<tr>
<th>Identify opportunities to explore careers in the travel and tourism industry.</th>
<th>English: 10.5, 11.5, 12.5</th>
</tr>
</thead>
</table>
| Analyze the role of travel and tourism in Virginia. | English: 10.5, 11.5, 12.5  
History and Social Science: GOVT.8, GOVT.9, GOVT.12, VUS.2, VUS.3, VUS.4, VUS.7, VUS.14, WG.16, WG.17, WG.18, WHII.14 |
| Explain travel and tourism as an industry. | English: 10.5, 11.5, 12.5  
History and Social Science: WG.16, WG.18 |
| Outline the history of the travel and tourism industry. | English: 10.6, 10.7, 11.6, 11.7, 12.6, 12.7  
History and Social Science: GOVT.12, VUS.13, VUS.14, WG.17, WHII.14 |
| Outline growth and future trends in the travel and tourism industry at the local, state, national, and international levels. | English: 10.6, 10.7, 11.6, 11.7, 12.6, 12.7  
History and Social Science: GOVT.12, VUS.13, VUS.14, WG.17, WHII.14 |
| Analyze the reasons a guest travels. | English: 10.5, 11.5, 12.5 |
| Compare key aspects of the major segments of the travel and tourism industry. | English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8 |
| Describe the interdependence of the segments within the travel and tourism industry. | English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5  
History and Social Science: GOVT.12, GOVT.13, GOVT.15, GOVT.16, VUS.14, WG.17, WHII.14 |
| Evaluate the effects of travel and tourism on local, state, national, and global economies. | English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5  
History and Social Science: GOVT.12, GOVT.14, GOVT.15, VUS.13, VUS.14, WG.16, WG.17, WHII.14 |
| Analyze the economic effects of travel and tourism. | English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8  
History and Social Science: GOVT.12, GOVT.14, GOVT.15, VUS.13, VUS.14, WG.16, WG.17, WHII.14 |
| Analyze the non-economic effects of travel and tourism. | English: 10.5, 11.5, 12.5  
History and Social Science: GOVT.9, GOVT.12, VUS.13, VUS.14, WG.17, WHII.14 |
<p>| Describe the function of management in the travel and tourism industry. | English: 10.5, 11.5, 12.5 |
| Describe management functions in customer relations. | English: 10.5, 11.5, 12.5 |
| Explain why global marketing is important in the travel and tourism industry. | English: 10.5, 11.5, 12.5 |
| History and Social Science: GOVT.12, GOVT.13, VUS.14, WG.17, WHII.14 |
| Describe major travel and tourism attractions on each continent. | English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8 |
| History and Social Science: GOVT.12, GOVT.13, VUS.14, WG.1, WG.4, WG.5, WG.6, WG.7, WG.8, WG.9, WG.10, WG.11, WG.12, WG.13, WG.17, WHI.3, WHI.4, WHI.5, WHI.6, WHI.7, WHI.8, WHI.12, WHI.13, WHI.15, WHII.14 |
| Explain how differences in culture influence domestic and global travel. | English: 10.5, 11.5, 12.5 |
| History and Social Science: GOVT.12, GOVT.13, VUS.13, VUS.14, WG.17, WHII.14 |
| Identify cross-cultural communication skills. | English: 10.5, 11.5, 12.5 |
| History and Social Science: GOVT.12, VUS.14, WG.17, WHII.14 |
| Identify risk management and security issues and procedures for global travel. | English: 10.5, 11.5, 12.5 |
| History and Social Science: GOVT.12, VUS.14, WG.17, WHII.14 |
| Identify personal safety and health concerns for international travelers. | English: 10.5, 11.5, 12.5 |
| History and Social Science: GOVT.12, VUS.14, WG.17, WHII.14 |
| Describe strategies to serve the needs of target markets. | English: 10.5, 11.5, 12.5 |
| Mathematics: AFDA.8, PS.2*, PS.7*, PS.8*, PS.9* |
| Explain the concept of relationship marketing within the travel and tourism industry. | English: 10.5, 11.5, 12.5 |
| Explain customer service. | English: 10.5, 11.5, 12.5 |
| Determine the parameters of customer service. | English: 10.5, 11.5, 12.5 |
| Explain the importance of customer follow-up. | English: 10.5, 11.5, 12.5 |
| Demonstrate skills to address a challenging situation or customer. | English: 10.5, 11.5, 12.5 |
| Explore online travel and tourism-related resources. | English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8 |
| Identify technologies used in the travel and tourism field. | English: 10.5, 11.5, 12.5 |</p>
<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Describe industry certifications related to the Travel and Tourism Marketing course.</td>
</tr>
<tr>
<td></td>
<td>Identify testing skills and strategies for a certification examination.</td>
</tr>
<tr>
<td></td>
<td>Demonstrate the ability to complete selected practice examinations.</td>
</tr>
<tr>
<td></td>
<td>Complete an industry certification representative of the skills learned in this course.</td>
</tr>
<tr>
<td></td>
<td>Identify career paths in the travel and tourism industry in the local region.</td>
</tr>
<tr>
<td></td>
<td>Describe the personal qualifications and skills needed for advancement in the travel and tourism field.</td>
</tr>
<tr>
<td></td>
<td>Research local options for advanced education training in high school and postsecondary education in travel and tourism management.</td>
</tr>
<tr>
<td></td>
<td>Complete an employment application for a job.</td>
</tr>
<tr>
<td></td>
<td>Develop a résumé and cover letter for a selected job.</td>
</tr>
<tr>
<td></td>
<td>Prepare for a job interview.</td>
</tr>
<tr>
<td></td>
<td>Follow up on the job interview.</td>
</tr>
<tr>
<td></td>
<td>Cultivate and manage one's personal brand.</td>
</tr>
<tr>
<td></td>
<td>Present a plan for reaching one's career goal.</td>
</tr>
</tbody>
</table>

**Teaching Resources**

**Books**


**Websites**

- **Airline Pilots Association**. Contains pilot career information, timelines for the pilot labor movement and for 70 years of air safety, and other industry and association information.

- **American Hotel and Lodging Association**. Contains links to governmental issues of importance to the lodging industry, the history of the lodging industry, annual lodging industry profiles back to 2001, and other industry resources.
American Society of Travel Advisors. Includes a code of ethics and other data about this major professional trade association, as well as information for travelers.

Association of American Railroads. Includes employment opportunities in both freight and passenger railroad industries, rail safety and security, current and historical information about the railroad industry, and more.

Association of Retail Travel Agents. Includes a searchable database of destination information for the countries of the world, travel news, downloadable travel forms, career information, and regular columns about issues in the travel profession.

CIA World Factbook. Includes country profiles, reference maps, flags, and other U.S. government data useful to travelers and travel professionals.

Cruise Lines International Association. Includes a cruise finder (searchable by destination and by cruise line) and other cruise planning resources, cruise line and ship profiles, cruise industry overview and market research, and current health/safety issues relevant to the cruise industry.

The Global Association for the Attractions Industry. Contains links to safety, legislation, news, and other information related to the amusement park industry, including Funworld, the association's online magazine.

Destinations International. Includes a special section for students that contains an introduction to convention and visitor bureau careers, niche markets in destination marketing, research resources, and career links related to convention and visitor bureaus and destination marketing.

OANDA. Contains currency information, a currency converter, an international measurement guide for a traveler's checklist for packing, a world holiday guide (see OANDA Economic Calendar), and other useful features.

Passenger Vessel Association. Contains safety and security documents related to the passenger vessel industry, policies on ADA accessibility of passenger vessels, and other information related to the organization and industry.

Virginia Career VIEW. Career information on the occupation of travel agent.

Virginia Career VIEW. Career information on the occupation of lodging manager.

Why Use a Travel Advisor? TravelSense. Includes facts about travel agents and a list of common services of a travel agency, as well as travel tips and alerts for consumers.

World Travel and Tourism Council. Includes downloadable country reports, PowerPoint presentations, and other documents related to travel and tourism worldwide.

The Digital Future of the Tourism & Hospitality Industry.
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 Front Desk Representative Examination
- Certified Guest Service Professional Examination
- Certified Hospitality and Tourism Management Professional Examination
- College and Work Readiness Assessment (CWRA+)
- Customer Service and Sales Certification Assessment
- Hospitality Management—Food and Beverage Assessment
- Hospitality Management—Lodging Assessment
- Lodging Assessment
- National Career Readiness Certificate Assessment
- Restaurant, Food and Beverage Services 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)
- Lodging Management (formerly Hotel Management and Operations) (8159/36 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, Tourism, and Destination Marketing (formerly Travel and Tourism Marketing and Sales) (8169/36 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>
</tr>
<tr>
<td></td>
<td>Caterer</td>
</tr>
<tr>
<td></td>
<td>Chief Engineer</td>
</tr>
<tr>
<td></td>
<td>Concierge</td>
</tr>
<tr>
<td></td>
<td>Front Desk Clerk</td>
</tr>
<tr>
<td></td>
<td>Front Office Manager</td>
</tr>
<tr>
<td></td>
<td>Lodging Manager</td>
</tr>
<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>
<tr>
<td></td>
<td>Meeting and Convention Planner</td>
</tr>
<tr>
<td></td>
<td>Recreation Supervisor</td>
</tr>
<tr>
<td></td>
<td>Recreation Worker</td>
</tr>
<tr>
<td></td>
<td>Retail Manager</td>
</tr>
<tr>
<td></td>
<td>Sports Promoter</td>
</tr>
<tr>
<td>Restaurants and Food and Beverage Services</td>
<td>Destination Manager</td>
</tr>
<tr>
<td></td>
<td>Executive Chef</td>
</tr>
<tr>
<td></td>
<td>Facilities Manager</td>
</tr>
<tr>
<td></td>
<td>Food Service Manager</td>
</tr>
<tr>
<td></td>
<td>Host, Hostess</td>
</tr>
<tr>
<td></td>
<td>Meeting and Convention Planner</td>
</tr>
<tr>
<td>Travel and Tourism</td>
<td>Human Resources Manager</td>
</tr>
<tr>
<td></td>
<td>Meeting and Convention Planner</td>
</tr>
<tr>
<td></td>
<td>Tour, Travel Guide</td>
</tr>
<tr>
<td></td>
<td>Travel Agent</td>
</tr>
</tbody>
</table>