

Travel and Tourism II

Travel and Tourism II is a one-credit course. The prerequisite for this course is Travel and Tourism I. Topics focus on economics, marketing and operations, admissions, safety and security, and local and regional tourism markets.

Career and technical student organizations are integral, cocurricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.

Economics and Travel and Tourism

Students will:

1. Summarize the economic impact of business and pleasure in the tourism industry.
2. Explain the importance of forecasting travel and tourism data.
3. Describe the scope of the attractions industry.
4. Analyze diverse transportation, lodging, cruise, attraction, and food service options to produce a customized travel package.

Management of Travel and Tourism

5. Compare maintenance issues related to recreation, amusement, sports, and attractions industries.
6. Describe procedures for selecting, promoting, and conducting specialty tours for clients.
7. Describe admission and traffic control procedures used in the tourism industry.
Examples: admission—tickets, membership
traffic control—managing large groups, parking vehicles

Marketing of Travel and Tourism

8. Describe the impact of market segmentation, seasonality, and collaboration with other entities on designing marketing plans for the tourism industry.
9. Analyze different venues in hospitality and tourism with regard to merchandizing programs and products.
10. Critique other industries that have products or services relevant to a tourism package to gain awareness of their role and the tourism provider's role in delivering a seamless product to a client.

11. Explain community elements essential to maintain cooperative travel and tourism development.
12. Critique various market subsectors and general interests of each to design travel and tourism promotional packages.
13. Evaluate various communication techniques and media venues for the purpose of selecting the most effective manner to convey information to a target audience, including the prospective customer, the general public, a disgruntled customer, or a special needs population.
14. Explain concepts and techniques of selling products and services in the travel and tourism industry.

Safety and Security of Travel and Tourism

15. Organize safety and security information for individuals and groups in multiple environments to minimize risks, including political and social climate of an area, possible natural environmental hazards, health hazards, and terrorism emergency situations.

Legal Issues of Travel and Tourism

16. Describe legal implications and regulations of travel agents.

Technology

17. Develop content for a service-based Web site.
18. Explain technical systems utilized in travel and tourism.
Examples: global distribution system, computer reservation system