

Standards and Competencies for Travel and Tourism Operations (Course # 5003)

	Begin-End Yr
Standard 1 - The student will analyze career paths within the travel and tourism industry	2009 -
1.1 - Explore the employment opportunities in the travel and tourism industrie:	2009 -
1.2 - Compare education and training requirements for career advancement in travel and tourism	2009 -
1.3 - Analyze how employability skills enhance employment opportunities and job satisfactor	2009 -
Standard 2 - The student will distinguish the components of the travel and tourism industry	2009 -
2.1 - Explore the basic divisions of the travel and tourism industry	2009 -
2.2 - Employ terminology used in the travel and tourism industry	2009 -
2.3 - Interpret trends associated with the travel/tourism industry	2009 -
2.4 - Assess the historical development of the travel/tourism industry	2009 -
2.5 - Assess the social and cultural effects of the travel/tourism industry	2009 -
Standard 3 - The student will explore the impact of the travel and tourism industry on local, regional, state and national economies.	2009 -
3.1 - Understand how economic concepts are applied in a learning experience	2009 -
3.2 - Assess the impact of events on the travel and tourism industry	2009 -
3.3 - Explain the monetary value of tourism including local, state and federal tax revenue:	2009 -
3.4 - Understand the importance of facilities in attracting conventions and tourist:	2009 -
Standard 4 - The student will explain the importance of the marketing strategies to the travel and tourism industry	2009 -
4.1 - Demonstrate familiarity with basic principles of travel, marketing and sale:	2009 -
4.2 - Apply the marketing mix as it relates to the travel and tourism industry	2009 -
4.3 - Differentiate between the target markets for the travel and tourism industry	2009 -
Standard 5 - The student will explain the importance of understanding destinations in the travel and tourism industry	2009 -
5.1 - Categorize types of travel destinations and stopovers	2009 -
5.2 - Analyze the psychological and motivational aspects of travel and tourism	2009 -
5.3 - Debate the special issues associated with international travel	2009 -
5.4 - Select markets for travel destinations	2009 -
5.5 - Examine and locate major travel destinations	2009 -
Standard 6 - The student will apply human relations and communications skills required for the travel and tourism industry	2009 -
6.1 - Demonstrate the use of effective communication	2009 -
6.2 - Evaluate the personality traits important to the travel and tourism industr	2009 -
6.3 - Assess the value of ethical responsibilities in the travel and tourism industr	2009 -
6.4 - Measure the critical aspects of business image as it relates to building permanent customer relationship:	2009 -
Standard 7 - The student will evaluate the technical, personnel and legal operational aspects of the travel and tourism industry	2009 -
7.1 - Analyze the importance of technology and technical skills in travel and tourism	2009 -
7.2 - Categorize the personnel responsibilities necessary for the travel and tourism industr	2009 -
7.3 - Evaluate legal responsibilities, limitations and implications of actions within the travel and tourism industr	2009 -
7.4 - Appraise the importance of safety and security precautions in the travel and tourism industr	2009 -
Standard 8 - The student will demonstrate organizational and leadership skills	2009 -
8.1 - Analyze the value of student organizations as an integral part of the travel and tourism curriculun	2009 -
8.2 - Apply leadership and organizational skills gained through the activities of the vocational student organization (DECA)	2009 -
Standard 9 - The student will understand the importance of academic integration in the area of travel and tourism	2009 -
9.1 - Compose formally in reports, narratives and essays	2009 -
9.2 - Compare and contrast technical manuals	2009 -
9.3 - Formulate oral presentations	2009 -
9.4 - Evaluate geographic, sociological and economical factors relating to the industr	2009 -
9.5 - Apply algebraic formulas while solving problems	2009 -
9.6 - Estimate probabilities and predict outcomes	2009 -
9.7 - Compare and contrast graphs, illustrating quantitative data	2009 -
Standard 10 - The student will demonstrate Travel and Tourism principles in a work-based learning experience	2009 -
10.1 - Apply principles of advertising and public relations to a work-based situatior	2009 -
10.2 - Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities	2009 -
10.3 - Evaluate and apply principles of ethics as they relate to the work-based experience	2009 -
10.4 - Employ the principles of safety to the work-based experience	2009 -