

**Florida Department of Education
CLUSTER CURRICULUM FRAMEWORK**

Program Title: Academy of Hospitality and Tourism
Occupational Area: Marketing
Components: Core, Three Occupational Completion Points

	<u>Secondary</u>	<u>PSAV</u>
Program Number:	8845100	M811040
CIP Number:	0208110400	0208110400
SOC Code:	41-3041.00	41-3041.00
Grade Level:	9-12, 30, 31	30, 31
Length:	4 credits	600 hours
Certification:	BUS ED 1 @2 @4 TEACH CDE @7 MKTG 1 DIST ED @7 TRANSPORT @7 G HOTEL TRNG @7 G MKTG MGMT @7 G	BUS ED 1 @2 @4 TEACH CDE @7 MKTG 1 DIST ED @7 TRANSPORT @7 G HOTEL TRNG @7 G MKTG MGMT @7 G
Facility Code:	222	222
CTSO:	DECA	DEX
Co-op Method:	Yes	Yes
<u>Basic Skills:</u>		
Math		9
Language		9
Reading		9

- I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for employment in the travel and tourism industry as reservation and transportation agents, travel destination specialists, tour operators, transportation attendants, cruise ship consultants, or to provide supplemental training for those persons previously or currently employed in these occupations. This program focuses on broad, transferable skills and stresses understanding and demonstration of the following elements of the travel and tourism industry: planning, management, finance, technical and production skills, underlying principles of technology, labor issues, community issues, and health, safety, and environmental issues.

Listed below are the courses that comprise this program:

8850110 –Introduction to Hospitality and Tourism
 8845140 - Computer Technology for Travel and Tourism
 8845130 - Hospitality and Tourism Internship

OR

8800410 - Marketing Cooperative Education OJT
 8845120 - Travel and Tourism Marketing and Management

- II. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this cluster. Equipment and supplies should be provided to enhance hands-on experiences for students in the chosen occupation.
- III. **SPECIAL NOTES:** DECA, “An Association of Marketing Students” (secondary), and Delta Epsilon Chi, “An Association of Marketing Students” (postsecondary), are the appropriate career student organizations for providing leadership training and for reinforcing specific career and technical skills. Career Student Organizations, when provided, shall be an integral part of the

career and technical instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.065 (8), FAC.

Cooperative Training (OJT), 8800410/M899990/02089999CP, or Hospitality and Tourism Internship, 8845130, are the appropriate work-based learning experiences for this program. Whenever OJT is offered each student is required to have a training agreement and training plan signed by the student, teacher/coordinator, and employer. The training plan should include a diverse list of instructional objectives, on-the-job skills, and in-school learning experiences. The workstation should reflect equipment, skills, and tasks relevant to the occupation that the student has chosen as a career goal. The student must receive compensation for work performed. The employer will evaluate the student's job performance of the instructional objectives and learning experiences each grading period.

Students who choose the internship option must work a minimum of 150 hours to earn one credit. Travel and Tourism I and Computer Technology for Travel and Tourism should be completed prior to enrollment in Hospitality and Tourism Internship. Each student intern is required to have a job performance skills plan, signed by the student/intern, teacher, and employer. This plan should include competencies developed through classroom experiences, a list of on-the-job duties and tasks to be performed, and identification of student performance standards. The Hospitality and Tourism Internship may provide paid or nonpaid work experience based on the needs of the student and availability of positions.

It is highly recommended that for every 20 students (or portion thereof) enrolled in OJT/internship, the teacher/coordinator be given a minimum of one hour of OJT-coordination release time per day for the purposes of visiting students on the job and managing the cooperative method of instruction.

The teacher/coordinator should visit each intern/OJT site a minimum of once during each grading period for the purpose of observation, preferably while the student is actually working. A second contact during each grading period for the purpose of evaluating the student's progress in attaining the competencies listed in the job performance basic skills/training plan is highly recommended.

OJT and internship may be continued as a summer learning experience without classroom instruction for those students who participated in the program during the school year immediately preceding the summer assignment.

The OJT course may be taken by a student for one or more semesters at the secondary level enabling the student to earn multiple credits. The specific student performance standards, which the student must achieve to earn credit, must be specified in the OJT training plan.

In accordance with Rule 6A-10.040, FAC., the minimum basic skills grade levels required for postsecondary adult career and technical students to exit the programs in this cluster are listed at the program level or at the occupational completion points within the program. These grade level numbers correspond to a grade equivalent score obtained on one of the state designated basic skills examinations. If a student does not meet the basic skills level required for completion of the program, remediation should be provided concurrently through Career and technical Preparatory Instruction (VPI). Please refer to the Rule for exemptions.

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Adult students with disabilities must self-identify and request such services. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

SCANS Competencies: Instructional strategies for this program must include methods that require students to: identify, organize, and use resources appropriately; to work with each other cooperatively and productively; to acquire and use information; to understand social, organizational, and technological systems; and to work with a variety of tools and equipment. Instructional strategies must also incorporate methods to improve students' personal qualities, higher-order critical thinking skills, and problem solving, technical, and literacy skills.

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

When offered at the postsecondary adult career and technical level, this program may be offered in courses. Career and technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44 (3)(b) F. S.

- IV. **INTENDED OUTCOMES**: After successfully completing appropriate course(s) for each Occupational Completion Point of this program, the student will be able to:

OCCUPATIONAL COMPLETION POINT A

GUEST SERVICES AGENT - SOC 43-4081.00

- 01.0 Identify careers in the hospitality and tourism industry.
- 02.0 Demonstrate knowledge of the hospitality and tourism industry.
- 03.0 Demonstrate employability skills necessary for success in hospitality and tourism occupations.
- 04.0 Demonstrate human relations skills necessary for success in hospitality and tourism occupations.
- 05.0 Demonstrate proficiency in applying communication and technology skills in the hospitality and tourism industry.
- 06.0 Explain economic principles as related to the hospitality and tourism industry.
- 07.0 Identify marketing and business fundamentals related to the hospitality and tourism industry.
- 08.0 Identify sales techniques and procedures appropriate for use in the hospitality and tourism industry.
- 09.0 Perform mathematical operations related to hospitality and tourism occupations.

OCCUPATIONAL COMPLETION POINT B

RESERVATION AND TRANSPORTATION TICKET AGENT – SOC 43-4181.02

- 10.0 Operate technology, computer systems, and the Internet.
- 11.0 Understand and demonstrate proficiency using a computer reservation system.
- 12.0 Demonstrate an understanding of computer reservation system records.
- 13.0 Demonstrate the importance of standardization in the airline industry.
- 14.0 Perform functions that are associated with the computer reservation system.
- 15.0 Recognize functions associated with making a lodging reservation.
- 16.0 Recognize functions associated with making a ground transportation reservation.
- 17.0 Recognize functions associated with a cruise reservation.
- 18.0 Assess the impact of technology and automation on the travel reservation industry.

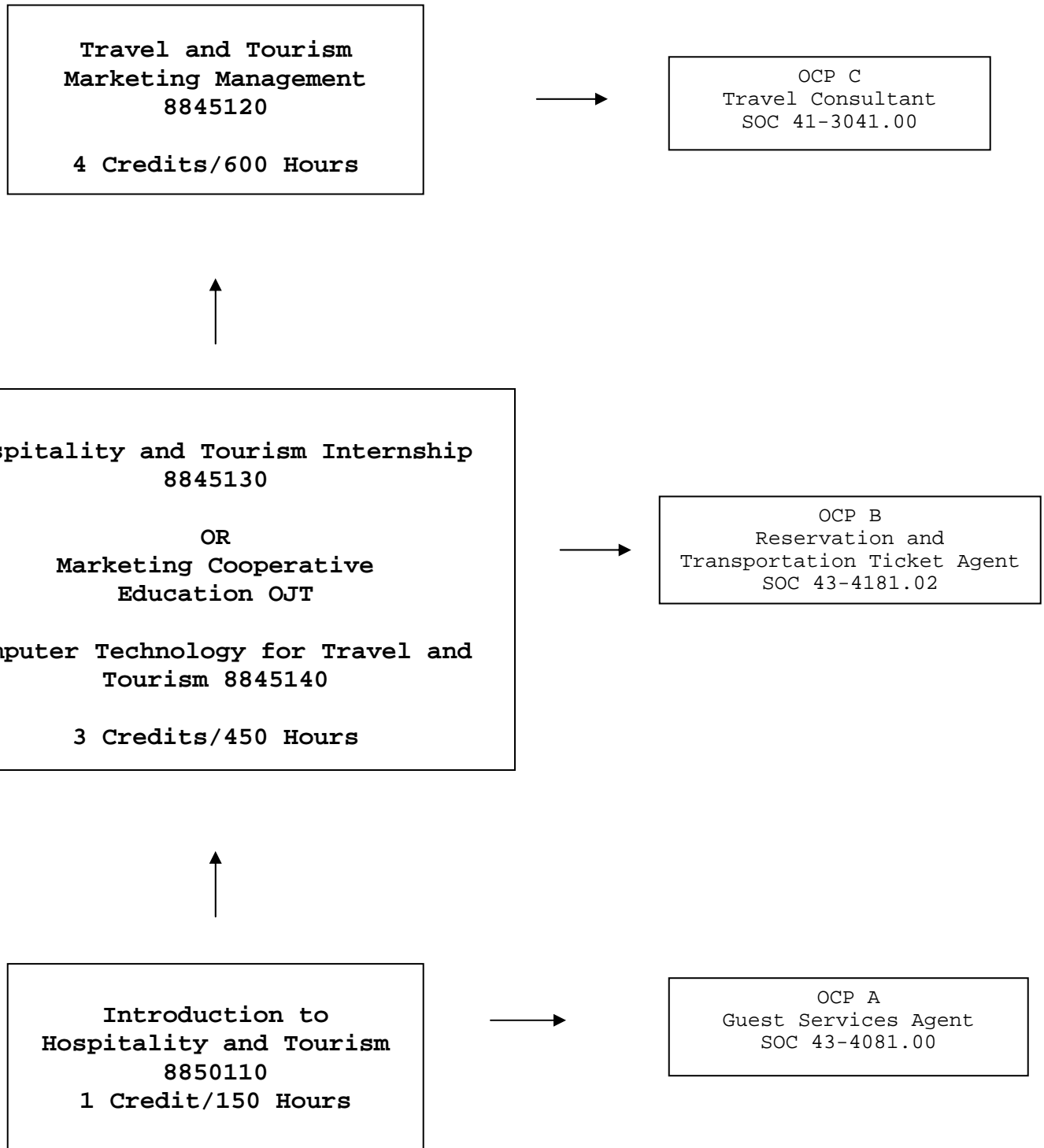
- 19.0 Demonstrate proficiency in applying communication, leadership, and customer relations skills in the travel and tourism industry.
- 20.0 Apply employability skills necessary for success in the travel and tourism industry.
- 21.0 Perform designated job skills.
- 22.0 Demonstrate work ethics.

OCCUPATIONAL COMPLETION POINT C

TRAVEL CONSULTANT - SOC 41-3041.00

- 23.0 Explain marketing principles as they relate to travel and tourism.
- 24.0 Demonstrate sales and customer service techniques in the selling of travel and tourism products.
- 25.0 Demonstrate proficiency in applying higher level mathematical skills unique to travel and tourism.
- 26.0 Discuss the Internet as a travel and tourism marketing tool.
- 27.0 Discuss the needs of the business traveler.
- 28.0 Examine the impact of meetings, conventions, conferences, and incentive travel.
- 29.0 Examine facts and principles related to the cruise industry.
- 30.0 Examine facts and principles related to the air travel industry.
- 31.0 Examine facts and principles related to the ground travel industry.
- 32.0 Examine facts and principles related to the lodging industry.
- 33.0 Examine facts and principles related to leisure travel.
- 34.0 Describe the development of the tour package.
- 35.0 Explain options for selling travel and tourism products.
- 36.0 Create a sales promotion tool for a travel and tourism product.
- 37.0 Develop a plan for a career in the travel and tourism industry.

ACADEMY OF
Hospitality and TOURISM
8110100/M811040/0208110400



STUDENT PERFORMANCE STANDARDS

Program Title: Academy of Hospitality and Tourism
Secondary Number: 8845100
Postsecondary Number: M811040

OCCUPATIONAL COMPLETION POINT A

GUEST SERVICES AGENT - SOC 43-4081.00

- 01.0 IDENTIFY CAREERS IN THE HOSPITALITY AND TOURISM INDUSTRY— the student will be able to:
- 01.01 List career positions in a variety of hospitality and tourism related industry components (e.g., ground transportation, cruise, air travel, lodging, food service, retail and corporate travel, leisure and recreation, conventions and special events). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.1.4.7, SC.H.3.4.5**
 - 01.02 Explain duties and responsibilities for the identified hospitality and tourism positions using current sources of information. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.6, LA.A.2.4.8, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.1.4.7, SC.H.3.4.5**
 - 01.03 Identify skills and knowledge needed by hospitality and tourism professionals. LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.1.4, SC.H.1.4.7, SC.H.3.4.5**
 - 01.04 Identify requirements for entry and advancement, career ladders, and employment opportunities. LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.E.1.4.1, MA.E.1.4.2, SC.H.1.4.7, SC.H.3.4.5**
 - 01.05 Identify advantages and disadvantages of working in the hospitality and tourism industry. LA.A.1.4.3, LA.A.2.2.7, LA.A.2.4.6, LA.A.2.4.8, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.1.4.7, SC.H.3.4.5, SS.D.2.4.1**
 - 01.06 Complete self-assessment and analysis of life style goals and aspirations to evaluate for suitability in the hospitality and tourism industry. LA.A.2.4.4, **MA.E.1.4.1, MA.E.1.4.2, SC.H.1.4.7, SC.H.3.4.5**
 - 01.07 Develop an individualized education and career plan related to the hospitality and tourism industry. LA.A.2.4.4, LA.B.2.4.1, **SC.H.1.4.7, SC.H.3.4.5**
- 02.0 DEMONSTRATE KNOWLEDGE OF THE HOSPITALITY AND TOURISM INDUSTRY— the student will be able to:
- 02.01 Trace history and development of the hospitality and tourism industry (e.g., airline deregulation, technology, globalization). LA.A.1.4.2, LA.A.2.4.6, **MA.B.3.4.1, MA.D.1.4.1, MA.E.1.4.1, SC.D.2.4.1, SC.H.3.4.3, SS.A.5.4.8**
 - 02.02 Trace history, development, and relative importance of various travel modalities and lodging facilities. LA.A.1.4.2, LA.A.2.4.6, **MA.B.3.4.1, MA.D.1.4.1, MA.E.1.4.1, SC.H.3.4.3 SS.D.2.4.2**
 - 02.03 Define commonly used terms in the hospitality and tourism industry. LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**
 - 02.04 Identify major components of the hospitality and tourism industry. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**
 - 02.05 Identify and describe organizational structures and divisions within the hospitality and tourism industry. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.D.1.4.1, MA.D.2.4.2, SC.H.3.4.3**
 - 02.06 Identify technological advancement within the hospitality and tourism industry. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**
 - 02.07 Describe importance of quality service and continuous improvement. LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**

- 02.08 Understand concept of perishability and seasonality of hospitality and tourism products. LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.1.4.4, **SC.H.3.4.3**, **SS.D.2.4.2**
- 02.09 Recognize the need for quality assurance in the hospitality and tourism industry. LA.A.1.4.2, LA.A.2.4.7, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.10 Identify business and professional associations and certifications. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.11 Differentiate between international, domestic, and local hospitality and tourism. LA.A.2.4.6, **SC.H.3.4.3**, **SC.H.3.4.5**, **SS.B.1.4.4**, **SS.D.2.4.6**
- 02.12 Identify and cite sources of major travel documents needed by travelers. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.13 Recognize the problems caused by improper documentation. LA.A.1.4.2, LA.A.2.4.7, **MA.A.1.4**, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.14 Identify and understand the use of industry specific resources. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.15 Identify future trends in the hospitality and tourism industry. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.1.4.3**, **MA.A.1.4.4**, **MA.E.1.4.1**, **MA.E.1.4.3**, **MA.E.2.4**, **MA.E.3.4.2**, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.16 Demonstrate a functional understanding of domestic and international procedures throughout the hospitality and tourism industry. LA.A.1.4.2, LA.A.2.4.4, LA.A.2.4.7, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.17 Identify factors influencing travelers to choose a particular location (e.g., weather, culture, climate, cost, natural resources). LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.6, LA.A.2.4.7, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.D.1.4.1**, **SC.H.3.4.3**, **SC.H.3.4.5**, **SS.B.1.4.5**, **SS.B.2.4.1**, **SS.B.2.4.2**
- 02.18 Describe components of an itinerary and a tour package. LA.A.1.4.3, LA.A.2.4.1, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.D.1.4.1**, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.19 Identify modes and uses of ground transportation and discuss advantages and disadvantages of each. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4 **SC.D.1.4.1**, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.20 Demonstrate a functional understanding of flight schedules. LA.A.2.4.4, LA.A.2.4.6, **MA.B.1.4.2**, **MA.B.3.4.1**, **MA.E.1.4.1**, **SC.C.1.4.2**, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.21 Identify, compare, and contrast types of lodging facilities and ownership. LA.A.1.4.3, LA.A.2.2.7, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.E.1.4.1**, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.22 Explain factors that determine room rates and package plans. LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.1.4**, **MA.A.2.4.1**, **MA.A.2.4.2**, **MA.B.1.4.3**, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.23 Identify sources of information concerning popular cruise destinations and itineraries. LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.24 Demonstrate a functional understanding of a cruise ship including the deck plan, public spaces, and stateroom accommodations. LA.A.2.4.4, LA.A.2.4.6, LA.A.2.4.7, **MA.D.1.4.1**, **MA.E.1.4.1**, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.25 Identify and explain the similarities of a cruise ship and a hotel as a destination. LA.A.1.4.3, LA.A.2.2.7, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.26 Identify types of food service operations, segments, and ownership. LA.A.1.4.2, LA.A.2.4.6, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.27 Identify role of conventions and special events in the hospitality and tourism industry. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.28 Identify components of leisure and recreation industry and provide examples of each. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.29 Explain differences between public and commercial leisure and recreational systems. LA.A.1.4.3, LA.A.2.2.7, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**, **SC.H.3.4.5**

- 03.0 DEMONSTRATE EMPLOYABILITY SKILLS NECESSARY FOR SUCCESS IN HOSPITALITY AND TOURISM OCCUPATIONS— the student will be able to:
- 03.01 Identify and utilize resources used in a job search for a hospitality and tourism related career (e.g., networking, newspaper, Internet). LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **MA.A.3.4.2**, **SC.H.3.4.5**, **SC.H.3.4.6**, **SS.D.1.4.1**
 - 03.02 Discuss importance of drug tests and criminal background checks in identifying possible employment options. LA.A.1.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.1, LA.C.3.4, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, **SC.H.3.4.1**, **SC.H.3.4.3**, **SS.A.5.4.7**
 - 03.03 Identify steps in the job application process including arranging for references and proper documentation (e.g., green card). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **MA.A.5.4.1**, **SC.H.3.4.6**
 - 03.04 Identify procedures and documents required when applying for a job (e.g., application, W-4, I-9). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **MA.A.5.4.1**, **SC.H.3.4.6**, **SS.A.5.4.7**
 - 03.05 Prepare a resume (electronic and written), letter of application, follow-up letter, acceptance/rejection letter, letter of resignation, and letter of recommendation. LA.A.1.4.3, LA.B.1.4, LA.B.2.4.3, LA.B.2.4.4, **MA.A.1.4.1**, **SC.H.3.4.2**
 - 03.06 Identify and demonstrate appropriate dress and grooming for employment. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.7, LA.A.2.4.8, LA.C.3.4.3 **SC.H.3.4.3**
 - 03.07 Identify and demonstrate effective interviewing skills (e.g., behavioral). LA.A.1.4.3, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.D.1.4, LA.D.2.4.1, **MA.A.1.4.1**, **MA.A.1.4.3**, **SC.H.3.4.3**, **SS.C.2.4.3**
 - 03.08 Describe methods for handling illegal interview and application questions. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.2, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.8, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.2, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.2, LA.D.2.4.3, LA.D.2.4.4, LA.D.2.4.5, LA.D.2.4.6, **SC.H.3.4.1**, **SS.A.5.4.7**
 - 03.09 Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, sexual harassment, EEOC, ADA, FMLA, and OSHA). LA.A.1.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, **SS.C.2.4.3**, **SC.H.3.4.4**
 - 03.10 Identify positive work attitudes and behaviors such as honesty, compassion, respect, responsibility, fairness, trustworthiness, and caring. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **SC.H.3.4.3**
 - 03.11 Identify ways to work cooperatively in a business situation with diverse populations and the physically challenged. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6
 - 03.12 Describe importance of producing quality work and meeting performance standards. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **SC.H.3.4.2**
 - 03.13 Identify personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **MA.A.1.4**, **SC.H.3.4.3**, **SS.C.2.4.3**, **SS.C.2.4.6**
 - 03.14 Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.D.1.4, LA.D.2.4.1, LA.D.2.4.2, LA.D.2.4.3, LA.D.2.4.4, LA.D.2.4.5, LA.D.2.4.6, LA.E.2.4.4, LA.E.2.4.6, LA.E.2.4.8, **MA.A.5.4.1**, **MA.B.1.4.2**
 - 03.15 Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **SC.H.3.4.3**

- 03.16 Identify how to prepare for job separation and re-employment. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **SC.H.3.4.5**
- 03.17 Create and maintain a portfolio of documents for job placement (e.g., resume, letters of recommendation, awards, evidence of participation in school/community/volunteer activities, employer evaluations). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, **MA.A.1.4.1**, **MA.A.1.4.4**, **SC.H.3.4.5**, **SC.H.3.4.6**
- 03.18 Identify and practice stress management and relaxation techniques. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6
- 03.19 Discuss importance of practicing positive customer service skills. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.4, LA.C.3.4.1, LA.C.3.4.2
- 04.0 **DEMONSTRATE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN HOSPITALITY AND TOURISM OCCUPATIONS**— the student will be able to:
- 04.01 Develop a list of qualities necessary to be an effective team player (e.g., respect). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.3.4, **SC.H.1.4.7**, **SC.H.3.4.6**
- 04.02 Demonstrate ability to work cooperatively with team members, supervisors, and guests from diverse cultural backgrounds. LA.D.1.4, **SC.H.3.4.6**
- 04.03 Identify sensitive workplace issues (i.e., gender equity, cultural diversity, professional ethics, disability, age). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.1.4, **SC.H.3.4.5**, **SC.H.3.4.6**, **SS.A.5.4.7**, **SS.A.5.4.8**, **SS.C.2.4.3**
- 04.04 Identify, define, and demonstrate professional interpersonal skills and personality traits. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.3.4, **SC.H.1.4.4**
- 04.05 Maintain hygiene, professional appearance, and a positive attitude. HE.A.1.4.3, HE.B.1.4.5, **SC.H.1.4.7**
- 04.06 Demonstrate ability to use creative problem-solving, decision-making, and critical-thinking strategies. LA.A.2.4.7, LA.A.2.4.8, **MA.A.3.4.2**, **MA.A.3.4.3**, **MA.D.2.4.2**, **SC.H.1.4.3**, **SC.H.1.4.6**
- 04.07 Demonstrate self-management, initiative, and multi-tasking. LA.B.2.4.2, LA.C.1.4.1, **SC.H.1.4.2**, HE.B.1.4.3, HE.B.3.4.2
- 04.08 Demonstrate appropriate workplace social behavior. LA.C.1.4.1, LA.C.1.4.4, LA.C.3.4.4, **SC.H.2.4.4**, HE.B.3.4.2
- 04.09 Set personal and career goals and develop a plan of action to achieve those goals. LA.A.2.4.4, LA.B.2.4.2, **MA.A.1.4**, **SC.H.3.4.2**
- 04.10 Identify areas where personal and professional change and adjustment may be necessary. LA.A.2.4.8, LA.C.1.4.1, **SC.H.3.4.2**, HE.B.3.4.5
- 04.11 Demonstrate ability to offer and accept feedback. LA.C.3.4.2, **SC.H.1.4.7**, **SC.H.3.4.5**, HE.B.3.4.3, HE.B.3.4.4
- 04.12 Identify and practice stress management and relaxation techniques. LA.A.2.4.4, **SC.H.2.4.2**, HE.B.1.4.3
- 04.13 Explain importance of maintaining confidentiality of business matters. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.3.4, LA.D.1.4.2, **SC.H.1.4.7**, HE.B.3.4.2
- 04.14 Express importance of supporting and following company policies and procedures (e.g., attendance, tardiness). LA.C.1.4.1, LA.D.1.4.2, **SC.H.1.4.7**
- 04.15 Identify customer service skills needed for successful entry and progress in the hospitality and tourism industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.3.4, LA.D.1.4.2, **MA.A.1.4**, **SC.H.1.4.6**
- 05.0 **DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION AND TECHNOLOGY SKILLS IN THE HOSPITALITY AND TOURISM INDUSTRY**— the student will be able to:
- 05.01 Identify and apply effective communication techniques (e.g., verbal, nonverbal, written, electronic). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.1.4.1, LA.C.3.4, **MA.A.1.4.1**, **MA.A.1.4.2**, **MA.A.1.4.3**, HE.B.3.4.1, **SC.H.3.4.3**, VA.E.1.4.3

- 05.02 Describe effective staff communication and its uses (e.g., interpersonal, departmental, interdepartmental, company). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.3.4, **SC.H.3.4.3**, HE.B.3.4.2, HE.B.3.4.3
- 05.03 Identify, read, and comprehend a variety of forms of written communications utilized in the workplace. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.1.4.1**, **MA.A.1.4.2**, **MA.A.1.4.3**, **SC.H.3.4.3**, HE.B.3.4.3
- 05.04 Prepare a business letter, memo, fax, and e-mail. LA.B.1.4.3, LA.B.2.4.4, **MA.A.1.4.1**, **SC.H.3.4.3**, **SC.H.3.4.6**
- 05.05 Describe positive guest/client relations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.1.4.1, LA.C.1.4.2, LA.C.3.4.3, LA.C.3.4, **SC.H.3.4.3**, HE.B.3.4.4, HE.B.3.4.7
- 05.06 Demonstrate ability to speak effectively to guests, co-workers, supervisors, and vendors using grammar and terminology appropriate to the industry. LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, **MA.A.1.4.1**, **MA.A.1.4.2**, **MA.A.1.4.3**, **SC.H.3.4.3**
- 05.07 Identify techniques of placing, answering, placing on hold, recording messages, and referring telephone calls. LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.4, LA.D.1.4.3, **MA.A.1.4.1**, **MA.A.1.4.3**, **SC.H.3.4.6**
- 05.08 Identify techniques of dealing with inappropriate telephone calls (i.e., bomb threats, obscene, abusive). LA.C.1.4.1, LA.C.1.4.2, LA.C.3.4.4, **SC.H.3.4.6**, HE.B.3.4.7
- 05.09 Demonstrate effective etiquette/netiquette in a business situation. LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.4, LA.C.3.4.1, LA.D.1.4.2, **SC.H.3.4.3**, HE.B.3.4.4
- 05.10 Discuss importance of developing networking skills to expand contacts within the industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.1.4.2, **MA.A.1.4.1**, **MA.A.1.4.3**, **MA.A.1.4.4**, **SC.H.3.4.3**, HE.B.3.4.4
- 05.11 Demonstrate active listening strategies that improve understanding and performance on the job. LA.C.1.4, **MA.A.1.4.1**, **MA.A.1.4.3**, **SC.H.1.4.7**, HE.B.3.4.4
- 05.12 Discuss importance of providing clear directions, interpretations, descriptions, and explanations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.1.4.1**, **MA.A.1.4.3**, **MA.A.1.4.4**, **SC.H.1.4.5**, **SC.H.3.4.3**, HE.B.3.4.4
- 05.13 Create and deliver an oral presentation. LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, **SC.H.3.4.3**
- 05.14 Identify and demonstrate mediation techniques (i.e., resolving complaints, disputes, negotiations). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.1.4.1, LA.C.3.4, **SC.H.1.4.6**, **SC.H.3.4.6**, HE.B.3.4.5, HE.B.3.4.6, **SS.C.2.4.3**
- 05.15 Identify components of and prepare an itinerary. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.1.4.1**, **MA.A.1.4.2**, **MA.A.1.4.4**, **MA.B.1.4.2**, **SC.H.1.4.7**
- 05.16 Demonstrate ability to locate and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, maps, and Internet resources. LA.A.1.4.2, LA.A.2.4.6, LA.B.2.4.1, LA.B.2.4.4, **MA.A.1.4**, **MA.D.1.4.1**, **MA.E.1.4.1**, **SC.H.1.4.7**, **SC.H.3.4.2**, **SS.B.1.4.1**
- 05.17 Identify types of technology/equipment used in a hospitality/tourism-related workplace (i.e., cash register, computer, scanner, time clock). LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.1.4**, **SC.H.3.4.1**
- 06.0 **EXPLAIN ECONOMIC PRINCIPLES AS RELATED TO THE HOSPITALITY AND TOURISM INDUSTRY**— the student will be able to:
- 06.01 Explain concept of supply and demand (e.g., overbooking, yield management). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.2.4.1**, **MA.A.2.4.2**, **MA.A.2.4.3**, **SC.H.3.4.1**, **SS.D.2.4.2**
- 06.02 Explain role of employee productivity in contributing to profit margin (bottom line). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.1.4**, **MA.A.2.4.1**, **MA.A.2.4.2**, **MA.A.2.4.3**, **SC.H.1.4.7**, **SS.D.2.4.1**
- 06.03 Identify economic opportunities in the industry. LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.2.4.1**, **MA.A.2.4.2**, **SC.H.1.4.7**, **SS.D.2.4.4**
- 06.04 Explain impact of tourism on local, state, national, and international economies. LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.2.4.1**, **MA.A.2.4.2**, **MA.A.2.4.3**, **MA.B.1.4.3**, **SC.H.3.4.5**, **SS.D.2.4.4**, **SS.D.2.4.6**

- 06.05 Identify advantages and disadvantages of the primary forms of business ownership. LA.A.1.4.3, LA.A.2.2.7, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.5**, **SS.D.1.4.1**, **SS.D.2.4.4**, **SS.D.2.4.5**
- 07.0 **IDENTIFY MARKETING AND BUSINESS FUNDAMENTALS RELATED TO THE HOSPITALITY AND TOURISM INDUSTRY**— the student will be able to:
- 07.01 Explain marketing and its role in the industry and the free enterprise system. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.1.4.3**, **SC.H.3.4.3**, **SC.H.3.4.5**, **SS.D.1.4.1**
- 07.02 Explain elements in the marketing mix (price, product, promotion, place, and people). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.1.4.4**, **MA.A.2.4.1**, **MA.A.2.4.2**, **MA.A.5.4.1**, **MA.D.1.4.1**, **MA.E.1.4**, **MA.E.2.4**, **MA.E.3.4.1**, **MA.E.3.4.2**, **SC.H.3.4.3**, **SS.D.2.4.1**, **SS.D.2.4.2**
- 07.03 Explain functions of the business and marketing plan. LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.1.4.1**, **MA.A.2.4.1**, **MA.A.2.4.2**, **SC.H.3.4.3**, **SS.D.2.4.2**
- 07.04 Explain concept of service vs. product marketing strategies. LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.5**, **SS.D.2.4.2**
- 07.05 Explain concept of target markets and market identification (e.g., market segmentation). LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.B.1.4.3**, **SC.H.3.4.5**, **SS.D.2.4.2**
- 07.06 Identify industry specific channels of distribution. LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.E.1.4.1**, **MA.E.1.4.3**, **MA.E.2.4**, **SC.H.3.4.5**
- 07.07 Identify niche markets (customer segmentation). LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.E.1.4.1**, **MA.E.1.4.3**, **MA.E.2.4**, **SC.H.3.4.3**
- 07.08 Identify specialty markets (product segmentation, e.g., sports, shopping, religion). LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**
- 07.09 Recognize cultural customs and taboos. LA.D.1.4, **SC.H.3.4.5**, **SS.B.1.4.4**, **SS.D.1.4.1**, **SS.D.2.4.6**, HE.B.2.4.4
- 07.10 Discuss the role of federal regulatory agencies. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.4**, **SS.C.2.4.6**, **SS.C.2.4.7**, HE.B.2.4.2
- 08.0 **IDENTIFY SALES TECHNIQUES AND PROCEDURES APPROPRIATE FOR USE IN THE HOSPITALITY AND TOURISM INDUSTRY**— the student will be able to:
- 08.01 Explain purpose, principles, and importance of selling. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 08.02 Identify effective sales techniques (e.g., steps in sales process, cross-selling, alternative options). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 08.03 Explain motivation, needs, and expectations of the hospitality and tourism consumer. LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 08.04 Identify an effective sales presentation (e.g., feature-benefit analysis). LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**
- 08.05 Discuss the importance of meeting specialized sales needs (e.g., business travel, conventions and meetings, conferences, physically and/or mentally challenged). LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.3.4, **SC.H.3.4.5**
- 08.06** Identify pros and cons of using the Internet as a sales tool. LA.A.1.4.3, LA.A.2.2.7, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.5**
- 09.0 **PERFORM MATHEMATICAL OPERATIONS RELATED TO HOSPITALITY AND TOURISM OCCUPATIONS**— the student will be able to:
- 09.01 Perform addition, subtraction, multiplication, division, ratios, and percentages as they relate to hospitality and tourism (e.g., air travel, lodging, food service, car rentals, tours, cruises). **MA.A.1.4**, **MA.A.2.4.2**, **MA.A.3.4.1**, **MA.A.3.4.3**, **MA.A.5.4.1**, **MA.B.1.4.3**, **MA.B.2.4.1**, **MA.B.2.4.2**, **MA.B.3.4.1**, **MA.E.1.4**, **SC.H.3.4.1**

- 09.02 Apply problem-solving techniques to hospitality and tourism sales-related transactions (e.g., cash, checks, debit cards, credit cards, discounts, etc). MA.A.1.4, MA.A.2.4.2, MA.A.5.4.1, MA.B.3.4.1, SC.H.1.4.3
- 09.03 Interpret quantitative information from tables, charts, and graphs as related to the hospitality/tourism related workplace. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4, MA.A.2.4.1, MA.A.2.4.2, MA.B.1.4.3, MA.B.3.4.1, MA.D.1.4.1, MA.D.2.4.2, MA.E.1.4, MA.E.2.4, MA.E.3.4.2, SC.H.1.4.4
- 09.04 Using standard industry formulas relative to discount date and due date, compute amount of payment on an invoice. MA.A.1.4, MA.A.2.4.2, MA.A.3.4.1, MA.A.3.4.3, SC.H.1.4.7
- 09.05 Calculate commissions, gratuities, taxes, and miscellaneous charges. MA.A.1.4, MA.A.2.4.1, MA.A.2.4.2, MA.A.3.4.1, MA.A.3.4.3, MA.B.1.4.3, MA.B.3.4.1, SC.H.3.4.3
- 09.06 Calculate actual flying time and time zone differences. MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.B.2.4.2, MA.A.3.4.3, MA.D.1.4.1, MA.D.2.4.2, SC.C.1.4.2, SC.E.1.4.1, SC.H.3.4.5
- 09.07 Use ratios, proportions, and scales to calculate distance on a map. MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.4, MA.A.2.4.2, MA.A.3.4, MA.B.1.4.1, MA.B.1.4.3, MA.B.3.4.1, MA.D.1.4.1, MA.D.1.4.2, MA.D.2.4.2, SC.H.3.4.5
- 09.08 Identify sources of currency exchange rates. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4.1, MA.D.1.4.1, MA.D.2.4.2, SC.H.3.4.4
- 09.09 Classify different payment options (e.g., cash, personal checks, traveler's checks, credit cards, debit cards, incentive program points). LA.A.1.4.2, LA.A.2.4.6, LA.C.1.4.1, SC.H.3.4.4
- 09.10 Calculate refunds and exchange transactions for hospitality and tourism related services. MA.A.1.4, MA.A.2.4.1, MA.A.2.4.2, MA.A.3.4, SC.H.3.4.3
- 09.11 Explain function of a night audit in the lodging and cruise industry. LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SC.H.3.4.5

OCCUPATIONAL COMPLETION POINT B

RESERVATION AND TRANSPORTATION TICKET AGENT –SOC 43-4181.02

- 10.0 OPERATE TECHNOLOGY, COMPUTER SYSTEMS, AND THE INTERNET— the student will be able to:
 - 10.01 Demonstrate computer knowledge (e.g., hardware, software, operating systems, terminology, etc). LA.A.1.4.2
 - 10.02 Demonstrate proper keyboarding techniques. LA.A.1.4.2
 - 10.03 Utilize word-processing software to create career/industry related documents. LA.B.1.4.3, LA.B.2.4.4, VA.A.1.4.1
 - 10.04 Create a business card for networking purposes. LA.B.1.4.3
 - 10.05 Utilize spreadsheet software to enhance decision-making skills. LA.A.1.4.2, MA.E.3.4.1
 - 10.06 Utilize database software to create a basic database. LA.A.2.4.6
 - 10.07 Utilize presentation software to create a multimedia presentation. LA.A.2.4.6, LA.B.1.4.2, LA.B.2.4.4, LA.D.2.4.4
 - 10.08 Demonstrate knowledge of Internet fundamentals (e.g., E-mail, portals/search engines). LA.A.1.4.2, LA.B.2.4.4
 - 10.09 Demonstrate knowledge of office technology equipment. LA.A.1.4.2
 - 10.10 Utilize a desktop publishing program to design a homepage for the schools travel program (i.e., High Wire). LA.A.2.4.6, LA.B.1.4.3, LA.B.2.4.4, LA.D.2.4.4
 - 10.11 Compare the uses of the Internet, including electronic mail, as used to communicate quickly with suppliers, customers, and other agencies.
 - 10.12 Identify the impact of the Internet on the hospitality and tourism industry.
 - 10.13 List some of the many web site addresses of organizations that can provide the most up-to-date information about the industry.
 - 10.14 Demonstrate the importance of the Internet as a research tool to quickly answer customers' questions regarding such items as weather, sightseeing options, hotels, car rentals, restaurants, documentation requirements, theatres, and parks.

- 10.15 Analyze past, present, and future impact of technology on the travel and tourism industry (i.e., liquor portion control system, hospitality information systems, food and beverage information systems, club management software). LA.A.1.4.2, LA.A.2.4.4, LA.A.2.4.7, [MA.B.3.4.1](#)
- 11.0 UNDERSTAND AND DEMONSTRATE PROFICIENCY USING A COMPUTER RESERVATION SYSTEM— the student will be able to:
- 11.01 Identify the major travel computerized reservation systems (e.g., SABRE, APOLLO, System One AMADEUS, WorldSpan, etc). LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 11.02 Distinguish between hosts and co-hosts. LA.A.1.4.2
- 11.03 Identify the tasks performed by computer reservations agents (e.g., creating Passenger Name Records [PNRs], maintaining PNRs, airspace, quoting airfares, pricing itineraries, rental cars, hotel accommodations). LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 12.0 DEMONSTRATE AN UNDERSTANDING OF COMPUTER RESERVATION SYSTEM RECORDS— the student will be able to:
- 12.01 Define a Passenger Name Record (PNR). LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 12.02 Identify and explain the items needed to create a PNR. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 12.03 Identify optional parts of a PNR (e.g., Special Services Requests [SSR], Other Service Information [OSI], remarks). LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 12.04 Create a PNR by entering coded ticketing information. LA.A.2.4.6
- 12.05 Retrieve a PNR. LA.A.2.4.6
- 12.06 Modify a PNR. LA.A.2.4.6
- 13.0 DEMONSTRATE THE IMPORTANCE OF STANDARDIZATION IN THE AIRLINE INDUSTRY— the student will be able to:
- 13.01 Identify airline references used for air travel (e.g., Official Airline Guide [OAG], Customer Reservation System [CRS], and published timetables). LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 13.02 Identify carrier, airport, and city codes for major domestic and international airlines. LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, [MA.D.1.4.1](#)
- 13.03 Demonstrate an understanding of the city/airport and airline codes. LA.A.1.4.2, [MA.E.1.4.1](#)
- 13.04 Identify hub and spoke systems utilized by major carriers. LA.A.2.4.6
- 13.05 Explain the use of the tables, including class of service, frequency code, and meal/snack service. LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, [MA.E.1.4.1](#)
- 13.06 Interpret a flight schedule by identifying the classes of service and booking codes. LA.A.1.4.2
- 13.07 Calculate flight times in relation to different time zones. LA.A.2.4.6, [MA.B.3.4.1](#), [MA.E.1.4.1](#)
- 13.08 Define passenger bill of rights and rules governing air travel (e.g., delays, cancellations, acts of nature). LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, [SS.C.2.4.5](#)
- 13.09 Demonstrate knowledge and understanding of ticketless and e-travel. LA.A.1.4.2
- 14.0 PERFORM FUNCTIONS THAT ARE ASSOCIATED WITH THE COMPUTER RESERVATION SYSTEM— the student will be able to:
- 14.01 Simulate booking a flight reservation from an availability display. LA.A.2.4.6, [MA.D.1.4.1](#)
- 14.02 Create a CRS itinerary. LA.A.2.4.6

- 14.03 Demonstrate knowledge of airfares and the ticketing process. LA.A.1.4.2, MA.A.3.4.3, MA.B.3.4.1
 - 14.04 Identify the agencies that set standards and monitor ticketing processes such as issuance, payment, and refunds. LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 14.05 Enter data in an automated system and use the ticket information to invoice an itinerary with non-ARC segments.
 - 14.06 Read and interpret an Automated Ticket and Boarding Pass (ATB). LA.A.1.4.2
 - 14.07 Demonstrate a functional understanding of how to handle a segment status change. LA.A.1.4.2
- 15.0 RECOGNIZE FUNCTIONS ASSOCIATED WITH MAKING A LODGING RESERVATION—the student will be able to:
- 15.01 Identify references used in the lodging industry (e.g., Official Hotel Guide, Hotel and Travel Index, OAG Business Travel Planner, Internet, a CRS display). LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 15.02 Compare a sample listing for a lodging establishment in each of the references identified above. LA.A.2.2.7
 - 15.03 Recognize and display hotel codes. LA.A.1.4.2, LA.A.2.4.6, MA.E.1.4.1
 - 15.04 Compare the information found on a hotel's website vs. a CRS availability display. LA.A.2.2.7, MA.E.1.4.1
 - 15.05 Determine information needed to book a hotel reservation. LA.A.1.4.2
 - 15.06 Identify types of computer generated reports used in the industry (i.e., cashier report, arrival report, credit report, departure report). LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.E.1.4.1
- 16.0 RECOGNIZE FUNCTIONS ASSOCIATED WITH MAKING A GROUND TRANSPORTATION RESERVATION—the student will be able to:
- 16.01 Identify references used in the car rental and rail transportation industry (e.g., OAG Business Travel Planner, Internet, CRS display, Amtrak National Train Timetable, VIA Rail Selling Guide, VIA Resernet Interactive). LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 16.02 Determine options for transferring to destination (e.g., mass transit, taxi, shuttle, car rental). LA.A.1.4.2
 - 16.03 Determine information needed to book rail travel. LA.A.1.4.2
 - 16.04 Determine information needed to book a car rental. LA.A.1.4.2
 - 16.05 Using a CRS, read and interpret the information found in an availability display. LA.A.1.4.2, MA.E.1.4.1
 - 16.06 Compare and contrast policies and procedures for renting a car vs. booking a rail ticket (domestic and international). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.A.2.2.7
- 17.0 RECOGNIZE FUNCTIONS ASSOCIATED WITH A CRUISE RESERVATION—the student will be able to:
- 17.01 Identify references used in the cruise line industry (e.g., Cruise Line International Association [CLIA] Manual, Berlitz Complete Handbook to Cruising, Star Service, and Total Traveler by Ship, cruise brochures, and CRSs). LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 17.02 Compare a sample listing for a cruise reservation in two of the references identified above. LA.A.2.2.7, MA.E.1.4.1
 - 17.03 Determine information needed to book a cruise reservation. LA.A.1.4.2
- 18.0 ASSESS THE IMPACT OF TECHNOLOGY AND AUTOMATION ON THE TRAVEL RESERVATION INDUSTRY—the student will be able to:
- 18.01 Research current trends in the use of computers in the travel reservation industry. LA.A.2.4.6

- 18.02 Analyze major uses and effects of the Internet on the travel reservation industry. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.7, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.A.2.4.4
- 18.03 Contrast the value-added services offered by a travel consultant vs. online services. LA.A.2.2.7
- 18.04 Assess possible career paths requiring the knowledge of computers in the travel reservation industry. LA.A.1.4.2

19.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION, LEADERSHIP, AND CUSTOMER RELATIONS SKILLS IN THE TRAVEL AND TOURISM INDUSTRY— the student will be able to:

- 19.01 Demonstrate techniques for making and maintaining a positive first impression. LA.A.1.4.2, LA.C.2.4.2, LA.C.3.4.1
- 19.02 Practice telephone techniques for placing, answering, placing on hold, and referring telephone calls. LA.C.3.4.1
- 19.03 Record and relay accurate messages. LA.C.3.4.1, LA.B.2.4.1
- 19.04 Interpret business policies to customers/vendors. LA.A.1.4.2
- 19.05 Propose techniques to resolve complaints. LA.C.1.4.1
- 19.06 Apply networking skills. LA.C.1.4.3
- 19.07 Evaluate team performance. LA.C.1.4.3
- 19.08 Differentiate between appropriate and inappropriate business attire and grooming. LA.A.2.4.7
- 19.09 Compare and contrast school and work environment. LA.A.2.4.7
- 19.10 Debate current issues impacting the industry. LA.C.1.4.2, LA.C.3.4.5, **SS.D.1.4.1**
- 19.11 Generate a report using industry-related resources. LA.B.2.4.1, LA.A.2.4.6, LA.B.2.4.3, **MA.E.3.4.1**
- 19.12 Create an itinerary. LA.A.2.4.6
- 19.13 Plan and participate in a meeting/conference. LA.A.2.4.6
- 19.14 Apply leadership skills through involvement in community and/or school activities. LA.A.2.4.6

20.0 APPLY EMPLOYABILITY SKILLS NECESSARY FOR SUCCESS IN THE TRAVEL AND TOURISM INDUSTRY— the student will be able to:

- 20.01 Investigate career skills necessary to be successful in the industry (e.g., geography, sales, customer service, telephone, computer, foreign language, math, written and oral communication). LA.A.2.4.6
- 20.02 Research currently available job opportunities and/or post-secondary programs. LA.A.2.4.6
- 20.03 Update resume and cover letter for the purpose of applying for a travel and tourism related job or college admission. LA.A.2.4.6
- 20.04 Evaluate and update career portfolio (e.g., resume, letters of recommendation, awards, evidence of participation in service and work-based learning activities, employer evaluations). LA.A.2.4.6, LA.B.1.4.3
- 20.05 Assess skills needed for a successful interview (research company, anticipate questions, prepare questions). LA.A.1.4.2
- 20.06 Develop criteria and measure performance of specified professional behaviors. LA.A.2.4.6

21.0 PERFORM DESIGNATED JOB SKILLS— the student will be able to:

- 21.01 Perform tasks as outlined in the job performance skills plan. LA.B.2.4.1
- 21.02 Display an acceptable level of production and quality control. LA.B.2.4.1
- 21.03 Maintain appropriate records. LA.B.2.4.3, **MA.A.1.4.3**, **MA.A.1.4.4**, **SC.H.1.4.4**
- 21.04 Demonstrate appropriate dress and grooming habits for the workplace environment. LA.C.3.4.3, HE.B.2.4.3
- 21.05 Demonstrate an understanding of a company's products and services. LA.C.3.4.3

22.0 DEMONSTRATE WORK ETHICS— the student will be able to:

- 22.01 Demonstrate effective written and oral communication and listening skills. LA.B.1.4, LA.C.1.4.1
- 22.02 Demonstrate the ability to resolve customer, employee, and employee/employer problems and concerns. LA.C.3.4.3, [SS.C.2.4.3](#), HE.B.3.4.2
- 22.03 Demonstrate acceptable work habits and conduct in the workplace as defined by company policy. LA.C.3.4.3
- 22.04 Demonstrate legal and ethical behavior within the scope of job responsibilities. LA.C.3.4.3, [SS.C.2.4.6](#)
- 22.05 Follow policies and procedures affecting safety, health, and well-being. HE.A.1.4.7
- 22.06 Exhibit behavior supporting and promoting cultural and ethnic diversity. [SS.B.1.4.4](#), HE.B.3.4.2
- 22.07 Demonstrate interpersonal skills which enhance team productivity and foster positive work ethics. LA.C.3.4.3, [SS.C.2.4.3](#), HE.A.1.4.1

OCCUPATIONAL COMPLETION POINT C

TRAVEL CONSUTANT - SOC 41-3041.00

23.0 EXPLAIN MARKETING PRINCIPLES AS THEY RELATE TO TRAVEL AND TOURISM— the student will be able to:

- 23.01 Identify and explain levels of travelers' needs by applying Maslow's hierarchy. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 23.02 Explain methods to identify and qualify the customer (e.g., time, money, interests). LA.A.1.4.3, LA.A.2.4.8, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 23.03 Assess importance of value-added services.
- 23.04 Research the role of travel suppliers.
- 23.05 Explain the role of local, state, national, and international government organizations that promote travel. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, [SS.C.2.4.7](#), [SS.D.1.4.1](#), [SS.D.2.4.6](#)
- 23.06 Diagram and explain the various channels of distribution used in the travel and tourism industry. [MA.D.2.4.1](#), LA.C.3.4.2
- 23.07 Compare and contrast marketing and sales. LA.C.3.4.2
- 23.08 Discuss how the product life cycle affects the prices and desirability of travel and tourism products. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, [SS.D.1.4.1](#)
- 23.09 Identify and analyze the types of marketing used in the travel and tourism industry. LA.A.1.4.3, LA.A.2.4.7, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 23.10 Describe major sales promotion techniques. LA.A.2.4.5, LA.C.3.4.3
- 23.11 Explain how public relations differ from advertising. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 23.12 Explain why and how travel markets are segmented. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 23.13 Evaluate viability of a market segment.
- 23.14 Explain methods used to segment markets (i.e., demographic, geographic, behavioristic, psychographic). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, [SC.G.2.4.6](#)
- 23.15 Explain importance and methods of market research. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

24.0 DEMONSTRATE SALES AND CUSTOMER SERVICE TECHNIQUES IN THE SELLING OF TRAVEL AND TOURISM PRODUCTS— the student will be able to:

- 24.01 Explain why service is a technical skill and hospitality an emotional skill. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 24.02 Describe and demonstrate traits needed to be an effective sales professional. LA.A.1.4.3, LA.A.2.4.5, LA.B.1.4, LA.B.2.4, LA.C.3.4, HE.B.3.4.2
- 24.03 Describe the value of using emotive words in making a sale. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.1.4.4, LA.C.3.4, LA.D.1.4.2

- 24.04 Describe and demonstrate methods of overcoming obstacles to a sale. LA.A.1.4.3, LA.A.2.4.5, LA.B.1.4, LA.B.2.4, LA.C.3.4, [SS.D.1.4.1](#)
 - 24.05 Practice problem-solving techniques for the resolution of challenges. HE.B.3.4.5
 - 24.06 Evaluate importance and impact of customer service.
 - 24.07 Discuss the importance of service-minded behaviors. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 24.08 Develop and demonstrate customer service skills.
- 25.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGHER LEVEL MATHEMATICAL SKILLS UNIQUE TO TRAVEL AND TOURISM— the student will be able to:
- 25.01 Apply standard industry formula to determine markup and markdown (i.e., occupancy, average daily rate, food cost controls, inventory). [MA.A.1.4.4](#), [MA.A.3.4.2](#), [MA.A.3.4.3](#)
 - 25.02 Recognize yield and revenue management concepts.
 - 25.03 Explain financial concepts used in making business decisions. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, [MA.D.1.4.2](#), [MA.E.1.4.3](#), [MA.E.3.4.2](#)
 - 25.04 Explain concept of financial administration. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 25.05 Explain difference between income (credit) and expense (debit). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 25.06 Describe and prepare a cash-flow statement. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, [MA.A.4.4.1](#), [MA.D.1.4.1](#), [MA.D.1.4.2](#)
 - 25.07 Analyze industry concepts of price, profit, competition, and productivity. LA.A.1.4.4, LA.A.2.4.7, LA.A.2.4.8, [MA.E.1.4.1](#), [MA.E.1.4.2](#)
- 26.0 DISCUSS THE INTERNET AS A TRAVEL AND TOURISM MARKETING TOOL— the student will be able to:
- 26.01 Define Internet and industry related terms (e.g., protocol, ISP, URL, WWW, bandwidth, etc). LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 26.02 Explain services the Internet provides (e.g., file transfer protocol, newlists, e-mail). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 26.03 Research advantages and disadvantages of marketing on the Internet (e.g., cost, accessibility). LA.B.2.4.4, LA.D.2.4.3
 - 26.04 Practice a variety of forms of communication (e.g., website, e-mail, newsgroups, chatrooms, etc).
 - 26.05 Discuss political, ethical, and legal issues of using the Internet. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.6, [SS.D.2.4.3](#)
 - 26.06 Discuss history and emerging trends. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 26.07 Discuss security issues (e.g., firewalls, hacking, viruses, e-commerce). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.6
 - 26.08 Discuss social impact of the Internet (e.g., commerce, relationships, gathering personal research, validity of data). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, [SS.D.2.4.3](#)
 - 26.09 Discuss demographics of Internet users. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 26.10 Discuss criteria for selecting an Internet Service Provider (ISP). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 26.11 Describe process for securing a domain name. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.6
 - 26.12 Discuss copyright and registered trademark issues in securing a domain name. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.6
- 27.0 DISCUSS THE NEEDS OF THE BUSINESS TRAVELER— the student will be able to:
- 27.01 Explain who the business traveler is and why they travel. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 27.02 Compare and contrast corporate travel policies. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 27.03 Explain the role of the frequent flyer and guest programs. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

- 27.04 Discuss the role of the business travel department and the corporate travel agency. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 27.05 List the services and amenities a business traveler requires. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 27.06 Differentiate between the needs of the business traveler and the leisure traveler. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, HE.B.1.4.3
- 27.07 Discuss when the business traveler becomes a leisure traveler. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 27.08 Assess role of emerging technology in assisting the business traveler (e.g., cellular telephones, Global Positioning System [GPS] mapping devices, optical scanners, digital cameras, personal data assistants [PDA], wireless technology, etc). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 28.0 EXAMINE THE IMPACT OF MEETINGS, CONVENTIONS, CONFERENCES, AND INCENTIVE TRAVEL— the student will be able to:
- 28.01 Compare and contrast different types of meetings, trade shows, conventions, and exhibitions. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 28.02 Discuss factors affecting site selection. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 28.03 Describe the role of the meeting planner. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 28.04 Compare pure incentive travel to sales incentive travel. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 28.05 Differentiate between a destination selection company and a destination management company. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 29.0 EXAMINE FACTS AND PRINCIPLES RELATED TO THE CRUISE INDUSTRY— the student will be able to:
- 29.01 Classify modes of water transportation. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 29.02 Recognize differences between the cruise industry and other forms of water transportation. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 29.03 Explain the role of theme cruises in the cruise industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 29.04 Discuss issues and trends in the cruise industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 29.05 Recognize differences between shipboard and shoreside operations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 29.06 Discuss how to explain to a client the differences between brochure pricing and guaranteed price. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 30.0 EXAMINE FACTS AND PRINCIPLES RELATED TO THE AIR TRAVEL INDUSTRY— the student will be able to:
- 30.01 Classify modes of air transportation. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 30.02 Describe differences between types of aircraft. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 30.03 Classify the levels of available air service. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 30.04 Discuss issues and trends in the air travel industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 30.05 Recognize differences between landside and airside operations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 30.06 Demonstrate an understanding of the configuration of an airplane. **SC.C.2.4.1**
- 30.07 Explain how the federal government retains authority to protect airline passengers and to police unfair practices.
- 31.0 EXAMINE FACTS AND PRINCIPLES RELATED TO THE GROUND TRAVEL INDUSTRY— the student will be able to:

- 31.01 Classify modes of ground transportation here and abroad. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 31.02 Classify rental car categories and discuss policies and procedures of rental car agencies. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 31.03 Classify the levels of available ground service. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 31.04 Discuss issues and trends in the ground travel industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, [SS.D.1.4.1](#)
- 32.0 EXAMINE FACTS AND PRINCIPLES RELATED TO THE LODGING INDUSTRY— the student will be able to:
- 32.01 Classify types of lodging facilities. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 32.02 Discuss major rating systems, codes, room types, and rates. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 32.03 Recognize differences between front of the house and back of the house operations.
 - 32.04 Discuss issues and trends in the lodging industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, [SS.D.1.4.2](#), [SS.D.2.4.6](#)
- 33.0 EXAMINE FACTS AND PRINCIPLES RELATED TO LEISURE TRAVEL— the student will be able to:
- 33.01 Describe entertainment options for leisure travel. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, [PE.C.1.4.1](#)
 - 33.02 Discuss issues and trends within the leisure travel industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, [PE.C.1.4.1](#)
- 34.0 DESCRIBE THE DEVELOPMENT OF THE TOUR PACKAGE— the student will be able to:
- 34.01 Differentiate between types of tour packages and their components. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 34.02 Compare advantages and disadvantages of types of tour packages. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, [PE.C.1.4.1](#)
 - 34.03 Explain role of the tour operator. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 34.04 Investigate customs and immigration laws, travel documentation, inoculations, and entry and exit fees for international travel (e.g., proof of citizenship, passports, visas, tourist cards). [SS.C.2.4.4](#), [SS.D.2.4.3](#)
 - 34.05 Compare customer regulations involving articles free of U.S. Duty Tax, personal exemption, forbidden and restricted items, and duty-free ports.
 - 34.06 Identify terms and conditions that would appear on the back of a tour brochure. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 34.07 Create a tour package illustrating the main stages of development. LA.B.2.4.3
- 35.0 EXPLAIN OPTIONS FOR SELLING TRAVEL AND TOURISM PRODUCTS— the student will be able to:
- 35.01 Describe primary functions of a retail travel agency. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 35.02 Explain the role of the Airline Reporting Corporation (ARC) and International Air Transportation Network and discuss requirements for obtaining their approval. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 35.03 Analyze methods agencies use to compensate travel consultants. LA.A.2.4.7
 - 35.04 Evaluate role of professional/trade associations that support the travel and tourism industry.
 - 35.05 Discuss the evolving role of the travel consultant. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 35.06 Compare and contrast those products sold by a retail travel agency, a wholesale travel agency, and over the Internet. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4

36.0 CREATE A SALES PROMOTION TOOL FOR A TRAVEL AND TOURISM PRODUCT— the student will be able to:

- 36.01 Recognize importance of using databases to identify target markets.
- 36.02 Develop a sales promotion tool for a travel and tourism product (e.g., brochure, press release, radio spot, print ad, web site). LA.B.2.4.3, VA.B.1.4.4, VA.A.1.4.1
- 36.03 Develop a budget for the chosen sales promotion tool. MA.A.3.4.3

37.0 DEVELOP A PLAN FOR A CAREER IN THE TRAVEL AND TOURISM INDUSTRY— the student will be able to:

- 37.01 Assess careers in a variety of travel and tourism industries.
- 37.02 Evaluate career opportunities available in the travel and tourism industry.
- 37.03 Explain duties, skills, and knowledge needed by each of the identified professionals. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 37.04 Research a travel and tourism career including a job description, educational requirements and training, benefit package, responsibilities, and job advancement opportunities. LA.A.2.4.6
- 37.05 Finalize a career portfolio including a financial plan for achieving education/career goal.

**Florida Department of Education
STUDENT PERFORMANCE STANDARDS**

Course Title: Introduction to Hospitality and Tourism
Course Number: 8850110
Course Credit: 1
COURSE DESCRIPTION:

The purpose of this course is to introduce students to the skills necessary for success in the hospitality and tourism industry. Students will also have the opportunity to learn hospitality and tourism terminology and the mathematical, economic, marketing, and sales fundamentals of the industry. Students will have met Occupational Completion Point A: Guest Services Agent; SOC 43-4081.00

- 01.0 IDENTIFY CAREERS IN THE HOSPITALITY AND TOURISM INDUSTRY— the student will be able to:
- 01.01 List career positions in a variety of hospitality and tourism related industry components (e.g., ground transportation, cruise, air travel, lodging, food service, retail and corporate travel, leisure and recreation, conventions and special events). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.1.4.7, SC.H.3.4.5**
 - 01.02 Explain duties and responsibilities for the identified hospitality and tourism positions using current sources of information. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.6, LA.A.2.4.8, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.1.4.7, SC.H.3.4.5**
 - 01.03 Identify skills and knowledge needed by hospitality and tourism professionals. LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.1.4, SC.H.1.4.7, SC.H.3.4.5**
 - 01.04 Identify requirements for entry and advancement, career ladders, and employment opportunities. LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.E.1.4.1, MA.E.1.4.2, SC.H.1.4.7, SC.H.3.4.5**
 - 01.05 Identify advantages and disadvantages of working in the hospitality and tourism industry. LA.A.1.4.3, LA.A.2.2.7, LA.A.2.4.6, LA.A.2.4.8, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.1.4.7, SC.H.3.4.5, SS.D.2.4.1**
 - 01.06 Complete self-assessment and analysis of life style goals and aspirations to evaluate for suitability in the hospitality and tourism industry. LA.A.2.4.4, **MA.E.1.4.1, MA.E.1.4.2, SC.H.1.4.7, SC.H.3.4.5**
 - 01.07 Develop an individualized education and career plan related to the hospitality and tourism industry. LA.A.2.4.4, LA.B.2.4.1, **SC.H.1.4.7, SC.H.3.4.5**
- 02.0 DEMONSTRATE KNOWLEDGE OF THE HOSPITALITY AND TOURISM INDUSTRY— the student will be able to:
- 02.01 Trace history and development of the hospitality and tourism industry (e.g., airline deregulation, technology, globalization). LA.A.1.4.2, LA.A.2.4.6, **MA.B.3.4.1, MA.D.1.4.1, MA.E.1.4.1, SC.D.2.4.1, SC.H.3.4.3, SS.A.5.4.8**
 - 02.02 Trace history, development, and relative importance of various travel modalities and lodging facilities. LA.A.1.4.2, LA.A.2.4.6, **MA.B.3.4.1, MA.D.1.4.1, MA.E.1.4.1, SC.H.3.4.3, SS.D.2.4.2**
 - 02.03 Define commonly used terms in the hospitality and tourism industry. LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**
 - 02.04 Identify major components of the hospitality and tourism industry. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**
 - 02.05 Identify and describe organizational structures and divisions within the hospitality and tourism industry. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.D.1.4.1, MA.D.2.4.2, SC.H.3.4.3**
 - 02.06 Identify technological advancement within the hospitality and tourism industry. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**

- 02.07 Describe importance of quality service and continuous improvement. LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**
- 02.08 Understand concept of perishability and seasonality of hospitality and tourism products. LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.1.4.4, **SC.H.3.4.3**, **SS.D.2.4.2**
- 02.09 Recognize the need for quality assurance in the hospitality and tourism industry. LA.A.1.4.2, LA.A.2.4.7, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.10 Identify business and professional associations and certifications. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.11 Differentiate between international, domestic, and local hospitality and tourism. LA.A.2.4.6, **SC.H.3.4.3**, **SC.H.3.4.5**, **SS.B.1.4.4**, **SS.D.2.4.6**
- 02.12 Identify and cite sources of major travel documents needed by travelers. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.13 Recognize the problems caused by improper documentation. LA.A.1.4.2, LA.A.2.4.7, **MA.A.1.4**, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.14 Identify and understand the use of industry specific resources. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.15 Identify future trends in the hospitality and tourism industry. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.1.4.3**, **MA.A.1.4.4**, **MA.E.1.4.1**, **MA.E.1.4.3**, **MA.E.2.4**, **MA.E.3.4.2**, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.16 Demonstrate a functional understanding of domestic and international procedures throughout the hospitality and tourism industry. LA.A.1.4.2, LA.A.2.4.4, LA.A.2.4.7, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.17 Identify factors influencing travelers to choose a particular location (e.g., weather, culture, climate, cost, natural resources). LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.6, LA.A.2.4.7, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.D.1.4.1**, **SC.H.3.4.3**, **SC.H.3.4.5**, **SS.B.1.4.5**, **SS.B.2.4.1**, **SS.B.2.4.2**
- 02.18 Describe components of an itinerary and a tour package. LA.A.1.4.3, LA.A.2.4.1, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.D.1.4.1**, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.19 Identify modes and uses of ground transportation and discuss advantages and disadvantages of each. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4 **SC.D.1.4.1**, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.20 Demonstrate a functional understanding of flight schedules. LA.A.2.4.4, LA.A.2.4.6, **MA.B.1.4.2**, **MA.B.3.4.1**, **MA.E.1.4.1**, **SC.C.1.4.2**, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.21 Identify, compare, and contrast types of lodging facilities and ownership. LA.A.1.4.3, LA.A.2.2.7, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.E.1.4.1**, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.22 Explain factors that determine room rates and package plans. LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.1.4**, **MA.A.2.4.1**, **MA.A.2.4.2**, **MA.B.1.4.3**, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.23 Identify sources of information concerning popular cruise destinations and itineraries. LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.24 Demonstrate a functional understanding of a cruise ship including the deck plan, public spaces, and stateroom accommodations. LA.A.2.4.4, LA.A.2.4.6, LA.A.2.4.7, **MA.D.1.4.1**, **MA.E.1.4.1**, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.25 Identify and explain the similarities of a cruise ship and a hotel as a destination. LA.A.1.4.3, LA.A.2.2.7, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.26 Identify types of food service operations, segments, and ownership. LA.A.1.4.2, LA.A.2.4.6, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.27 Identify role of conventions and special events in the hospitality and tourism industry. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.28 Identify components of leisure and recreation industry and provide examples of each. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**, **SC.H.3.4.5**
- 02.29 Explain differences between public and commercial leisure and recreational systems. LA.A.1.4.3, LA.A.2.2.7, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**, **SC.H.3.4.5**

- 03.0 DEMONSTRATE EMPLOYABILITY SKILLS NECESSARY FOR SUCCESS IN HOSPITALITY AND TOURISM OCCUPATIONS— the student will be able to:
- 03.01 Identify and utilize resources used in a job search for a hospitality and tourism related career (e.g., networking, newspaper, Internet). LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **MA.A.3.4.2**, **SC.H.3.4.5**, **SC.H.3.4.6**, **SS.D.1.4.1**
 - 03.02 Discuss importance of drug tests and criminal background checks in identifying possible employment options. LA.A.1.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.1, LA.C.3.4, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, **SC.H.3.4.1**, **SC.H.3.4.3**, **SS.A.5.4.7**
 - 03.03 Identify steps in the job application process including arranging for references and proper documentation (e.g., green card). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **MA.A.5.4.1**, **SC.H.3.4.6**
 - 03.04 Identify procedures and documents required when applying for a job (e.g., application, W-4, I-9). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **MA.A.5.4.1**, **SC.H.3.4.6**, **SS.A.5.4.7**
 - 03.05 Prepare a resume (electronic and written), letter of application, follow-up letter, acceptance/rejection letter, letter of resignation, and letter of recommendation. LA.A.1.4.3, LA.B.1.4, LA.B.2.4.3, LA.B.2.4.4, **MA.A.1.4.1**, **SC.H.3.4.2**
 - 03.06 Identify and demonstrate appropriate dress and grooming for employment. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.7, LA.A.2.4.8, LA.C.3.4.3 **SC.H.3.4.3**
 - 03.07 Identify and demonstrate effective interviewing skills (e.g., behavioral). LA.A.1.4.3, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.D.1.4, LA.D.2.4.1, **MA.A.1.4.1**, **MA.A.1.4.3**, **SC.H.3.4.3**, **SS.C.2.4.3**
 - 03.08 Describe methods for handling illegal interview and application questions. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.2, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.8, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.2, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.2, LA.D.2.4.3, LA.D.2.4.4, LA.D.2.4.5, LA.D.2.4.6, **SC.H.3.4.1**, **SS.A.5.4.7**
 - 03.09 Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, sexual harassment, EEOC, ADA, FMLA, OSHA). LA.A.1.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, **SS.C.2.4.3**, **SC.H.3.4.4**
 - 03.10 Identify positive work attitudes and behaviors such as honesty, compassion, respect, responsibility, fairness, trustworthiness, and caring. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **SC.H.3.4.3**
 - 03.11 Identify ways to work cooperatively in a business situation with diverse populations and the physically challenged. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6
 - 03.12 Describe importance of producing quality work and meeting performance standards. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **SC.H.3.4.2**
 - 03.13 Identify personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **MA.A.1.4**, **SC.H.3.4.3**, **SS.C.2.4.3**, **SS.C.2.4.6**
 - 03.14 Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.D.1.4, LA.D.2.4.1, LA.D.2.4.2, LA.D.2.4.3, LA.D.2.4.4, LA.D.2.4.5, LA.D.2.4.6, LA.E.2.4.4, LA.E.2.4.6, LA.E.2.4.8, **MA.A.5.4.1**, **MA.B.1.4.2**
 - 03.15 Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **SC.H.3.4.3**

- 03.16 Identify how to prepare for job separation and re-employment. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, **SC.H.3.4.5**
- 03.17 Create and maintain a portfolio of documents for job placement (e.g., resume, letters of recommendation, awards, evidence of participation in school/community/volunteer activities, employer evaluations). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, **MA.A.1.4.1**, **MA.A.1.4.4**, **SC.H.3.4.5**, **SC.H.3.4.6**
- 03.18 Identify and practice stress management and relaxation techniques. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6
- 03.19 Discuss importance of practicing positive customer service skills. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.4, LA.C.3.4.1, LA.C.3.4.2
- 04.0 **DEMONSTRATE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN HOSPITALITY AND TOURISM OCCUPATIONS**— the student will be able to:
- 04.01 Develop a list of qualities necessary to be an effective team player (e.g., respect). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.3.4, **SC.H.1.4.7**, **SC.H.3.4.6**
- 04.02 Demonstrate ability to work cooperatively with team members, supervisors, and guests from diverse cultural backgrounds. LA.D.1.4, **SC.H.3.4.6**
- 04.03 Identify sensitive workplace issues (i.e., gender equity, cultural diversity, professional ethics, disability, age). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.1.4, **SC.H.3.4.5**, **SC.H.3.4.6**, **SS.A.5.4.7**, **SS.A.5.4.8**, **SS.C.2.4.3**
- 04.04 Identify, define, and demonstrate professional interpersonal skills and personality traits. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.3.4, **SC.H.1.4.4**
- 04.05 Maintain hygiene, professional appearance, and a positive attitude. HE.A.1.4.3, HE.B.1.4.5, **SC.H.1.4.7**
- 04.06 Demonstrate ability to use creative problem-solving, decision-making, and critical-thinking strategies. LA.A.2.4.7, LA.A.2.4.8, **MA.A.3.4.2**, **MA.A.3.4.3**, **MA.D.2.4.2**, **SC.H.1.4.3**, **SC.H.1.4.6**
- 04.07 Demonstrate self-management, initiative, and multi-tasking. LA.B.2.4.2, LA.C.1.4.1, **SC.H.1.4.2**, HE.B.1.4.3, HE.B.3.4.2
- 04.08 Demonstrate appropriate workplace social behavior. LA.C.1.4.1, LA.C.1.4.4, LA.C.3.4.4, **SC.H.2.4.4**, HE.B.3.4.2
- 04.09 Set personal and career goals and develop a plan of action to achieve those goals. LA.A.2.4.4, LA.B.2.4.2, **MA.A.1.4**, **SC.H.3.4.2**
- 04.10 Identify areas where personal and professional change and adjustment may be necessary. LA.A.2.4.8, LA.C.1.4.1, **SC.H.3.4.2**, HE.B.3.4.5
- 04.11 Demonstrate ability to offer and accept feedback. LA.C.3.4.2, **SC.H.1.4.7**, **SC.H.3.4.5**, HE.B.3.4.3, HE.B.3.4.4
- 04.12 Identify and practice stress management and relaxation techniques. LA.A.2.4.4, **SC.H.2.4.2**, HE.B.1.4.3
- 04.13 Explain importance of maintaining confidentiality of business matters. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.3.4, LA.D.1.4.2, **SC.H.1.4.7**, HE.B.3.4.2
- 04.14 Express importance of supporting and following company policies and procedures (e.g., attendance, tardiness). LA.C.1.4.1, LA.D.1.4.2, **SC.H.1.4.7**
- 04.15 Identify customer service skills needed for successful entry and progress in the hospitality and tourism industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.3.4, LA.D.1.4.2, **MA.A.1.4**, **SC.H.1.4.6**
- 05.0 **DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION AND TECHNOLOGY SKILLS IN THE HOSPITALITY AND TOURISM INDUSTRY**— the student will be able to:
- 05.01 Identify and apply effective communication techniques (e.g., verbal, nonverbal, written, electronic). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.1.4.1, LA.C.3.4, **MA.A.1.4.1**, **MA.A.1.4.2**, **MA.A.1.4.3**, HE.B.3.4.1, **SC.H.3.4.3**, VA.E.1.4.3

- 05.02 Describe effective staff communication and its uses (e.g., interpersonal, departmental, interdepartmental, company). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.3.4, **SC.H.3.4.3**, HE.B.3.4.2, HE.B.3.4.3
- 05.03 Identify, read, and comprehend a variety of forms of written communications utilized in the workplace. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.1.4.1**, **MA.A.1.4.2**, **MA.A.1.4.3**, **SC.H.3.4.3**, HE.B.3.4.3
- 05.04 Prepare a business letter, memo, fax, and e-mail. LA.B.1.4.3, LA.B.2.4.4, **MA.A.1.4.1**, **SC.H.3.4.3**, **SC.H.3.4.6**
- 05.05 Describe positive guest/client relations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.1.4.1, LA.C.1.4.2, LA.C.3.4.3, LA.C.3.4, **SC.H.3.4.3**, HE.B.3.4.4, HE.B.3.4.7
- 05.06 Demonstrate ability to speak effectively to guests, co-workers, supervisors, and vendors using grammar and terminology appropriate to the industry. LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, **MA.A.1.4.1**, **MA.A.1.4.2**, **MA.A.1.4.3**, **SC.H.3.4.3**
- 05.07 Identify techniques of placing, answering, placing on hold, recording messages, and referring telephone calls. LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.4, LA.D.1.4.3, **MA.A.1.4.1**, **MA.A.1.4.3**, **SC.H.3.4.6**
- 05.08 Identify techniques of dealing with inappropriate telephone calls (i.e., bomb threats, obscene, abusive). LA.C.1.4.1, LA.C.1.4.2, LA.C.3.4.4, **SC.H.3.4.6**, HE.B.3.4.7
- 05.09 Demonstrate effective etiquette/netiquette in a business situation. LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.4, LA.C.3.4.1, LA.D.1.4.2, **SC.H.3.4.3**, HE.B.3.4.4
- 05.10 Discuss importance of developing networking skills to expand contacts within the industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.1.4.2, **MA.A.1.4.1**, **MA.A.1.4.3**, **MA.A.1.4.4**, **SC.H.3.4.3**, HE.B.3.4.4
- 05.11 Demonstrate active listening strategies that improve understanding and performance on the job. LA.C.1.4, **MA.A.1.4.1**, **MA.A.1.4.3**, **SC.H.1.4.7**, HE.B.3.4.4
- 05.12 Discuss importance of providing clear directions, interpretations, descriptions, and explanations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.1.4.1**, **MA.A.1.4.3**, **MA.A.1.4.4**, **SC.H.1.4.5**, **SC.H.3.4.3**, HE.B.3.4.4
- 05.13 Create and deliver an oral presentation. LA.B.2.4.1, LA.B.2.4.2, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, **SC.H.3.4.3**
- 05.14 Identify and demonstrate mediation techniques (i.e., resolving complaints, disputes, negotiations). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.1.4.1, LA.C.3.4, **SC.H.1.4.6**, **SC.H.3.4.6**, HE.B.3.4.5, HE.B.3.4.6, **SS.C.2.4.3**
- 05.15 Identify components of and prepare an itinerary. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.1.4.1**, **MA.A.1.4.2**, **MA.A.1.4.4**, **MA.B.1.4.2**, **SC.H.1.4.7**
- 05.16 Demonstrate ability to locate and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, maps, and Internet resources. LA.A.1.4.2, LA.A.2.4.6, LA.B.2.4.1, LA.B.2.4.4, **MA.A.1.4**, **MA.D.1.4.1**, **MA.E.1.4.1**, **SC.H.1.4.7**, **SC.H.3.4.2**, **SS.B.1.4.1**
- 05.17 Identify types of technology/equipment used in a hospitality/tourism-related workplace (i.e., cash register, computer, scanner, time clock). LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.1.4**, **SC.H.3.4.1**
- 06.0 EXPLAIN ECONOMIC PRINCIPLES AS RELATED TO THE HOSPITALITY AND TOURISM INDUSTRY— the student will be able to:
- 06.01 Explain concept of supply and demand (e.g., overbooking, yield management). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.2.4.1**, **MA.A.2.4.2**, **MA.A.2.4.3**, **SC.H.3.4.1**, **SS.D.2.4.2**
- 06.02 Explain role of employee productivity in contributing to profit margin (bottom line). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.1.4**, **MA.A.2.4.1**, **MA.A.2.4.2**, **MA.A.2.4.3**, **SC.H.1.4.7**, **SS.D.2.4.1**
- 06.03 Identify economic opportunities in the industry. LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.2.4.1**, **MA.A.2.4.2**, **SC.H.1.4.7**, **SS.D.2.4.4**
- 06.04 Explain impact of tourism on local, state, national, and international economies. LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.2.4.1**, **MA.A.2.4.2**, **MA.A.2.4.3**, **MA.B.1.4.3**, **SC.H.3.4.5**, **SS.D.2.4.4**, **SS.D.2.4.6**

- 06.05 Identify advantages and disadvantages of the primary forms of business ownership. LA.A.1.4.3, LA.A.2.2.7, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.5**, **SS.D.1.4.1**, **SS.D.2.4.4**, **SS.D.2.4.5**
- 07.0 IDENTIFY MARKETING AND BUSINESS FUNDAMENTALS RELATED TO THE HOSPITALITY AND TOURISM INDUSTRY— the student will be able to:
- 07.01 Explain marketing and its role in the industry and the free enterprise system. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.1.4.3**, **SC.H.3.4.3**, **SC.H.3.4.5**, **SS.D.1.4.1**
- 07.02 Explain elements in the marketing mix (price, product, promotion, place, and people). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.1.4.4**, **MA.A.2.4.1**, **MA.A.2.4.2**, **MA.A.5.4.1**, **MA.D.1.4.1**, **MA.E.1.4**, **MA.E.2.4**, **MA.E.3.4.1**, **MA.E.3.4.2**, **SC.H.3.4.3**, **SS.D.2.4.1**, **SS.D.2.4.2**
- 07.03 Explain functions of the business and marketing plan. LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.A.1.4.1**, **MA.A.2.4.1**, **MA.A.2.4.2**, **SC.H.3.4.3**, **SS.D.2.4.2**
- 07.04 Explain concept of service vs. product marketing strategies. LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.5**, **SS.D.2.4.2**
- 07.05 Explain concept of target markets and market identification (e.g., market segmentation). LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.B.1.4.3**, **SC.H.3.4.5**, **SS.D.2.4.2**
- 07.06 Identify industry specific channels of distribution. LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.E.1.4.1**, **MA.E.1.4.3**, **MA.E.2.4**, **SC.H.3.4.5**
- 07.07 Identify niche markets (customer segmentation). LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **MA.E.1.4.1**, **MA.E.1.4.3**, **MA.E.2.4**, **SC.H.3.4.3**
- 07.08 Identify specialty markets (product segmentation, e.g., sports, shopping, religion). LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**
- 07.09 Recognize cultural customs and taboos. LA.D.1.4, **SC.H.3.4.5**, **SS.B.1.4.4**, **SS.D.1.4.1**, **SS.D.2.4.6**, HE.B.2.4.4
- 07.10 Discuss the role of federal regulatory agencies. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.4**, **SS.C.2.4.6**, **SS.C.2.4.7**, HE.B.2.4.2
- 08.0 IDENTIFY SALES TECHNIQUES AND PROCEDURES APPROPRIATE FOR USE IN THE HOSPITALITY AND TOURISM INDUSTRY— the student will be able to:
- 08.01 Explain purpose, principles, and importance of selling. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 08.02 Identify effective sales techniques (e.g., steps in sales process, cross-selling, alternative options). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 08.03 Explain motivation, needs, and expectations of the hospitality and tourism consumer. LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 08.04 Identify an effective sales presentation (e.g., feature-benefit analysis). LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.3**
- 08.05 Discuss the importance of meeting specialized sales needs (e.g., business travel, conventions and meetings, conferences, physically and/or mentally challenged). LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.3.4, **SC.H.3.4.5**
- 08.06** Identify pros and cons of using the Internet as a sales tool. LA.A.1.4.3, LA.A.2.2.7, LA.B.1.4, LA.B.2.4, LA.C.3.4, **SC.H.3.4.5**
- 09.0 PERFORM MATHEMATICAL OPERATIONS RELATED TO HOSPITALITY AND TOURISM OCCUPATIONS— the student will be able to:
- 09.01 Perform addition, subtraction, multiplication, division, ratios, and percentages as they relate to hospitality and tourism (e.g., air travel, lodging, food service, car rentals, tours, cruises). **MA.A.1.4**, **MA.A.2.4.2**, **MA.A.3.4.1**, **MA.A.3.4.3**, **MA.A.5.4.1**, **MA.B.1.4.3**, **MA.B.2.4.1**, **MA.B.2.4.2**, **MA.B.3.4.1**, **MA.E.1.4**, **SC.H.3.4.1**

- 09.02 Apply problem-solving techniques to hospitality and tourism sales-related transactions (e.g., cash, checks, debit cards, credit cards, discounts, etc). MA.A.1.4, MA.A.2.4.2, MA.A.5.4.1, MA.B.3.4.1, SC.H.1.4.3
- 09.03 Interpret quantitative information from tables, charts, and graphs as related to the hospitality/tourism related workplace. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4, MA.A.2.4.1, MA.A.2.4.2, MA.B.1.4.3, MA.B.3.4.1, MA.D.1.4.1, MA.D.2.4.2, MA.E.1.4, MA.E.2.4, MA.E.3.4.2, SC.H.1.4.4
- 09.04 Using standard industry formulas relative to discount date and due date, compute amount of payment on an invoice. MA.A.1.4, MA.A.2.4.2, MA.A.3.4.1, MA.A.3.4.3, SC.H.1.4.7
- 09.05 Calculate commissions, gratuities, taxes, and miscellaneous charges. MA.A.1.4, MA.A.2.4.1, MA.A.2.4.2, MA.A.3.4.1, MA.A.3.4.3, MA.B.1.4.3, MA.B.3.4.1, SC.H.3.4.3
- 09.06 Calculate actual flying time and time zone differences. MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.B.2.4.2, MA.A.3.4.3, MA.D.1.4.1, MA.D.2.4.2, SC.C.1.4.2, SC.E.1.4.1, SC.H.3.4.5
- 09.07 Use ratios, proportions, and scales to calculate distance on a map. MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.4, MA.A.2.4.2, MA.A.3.4, MA.B.1.4.1, MA.B.1.4.3, MA.B.3.4.1, MA.D.1.4.1, MA.D.1.4.2, MA.D.2.4.2, SC.H.3.4.5
- 09.08 Identify sources of currency exchange rates. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.1.4.1, MA.D.1.4.1, MA.D.2.4.2, SC.H.3.4.4
- 09.09 Classify different payment options (e.g., cash, personal checks, traveler's checks, credit cards, debit cards, incentive program points). LA.A.1.4.2, LA.A.2.4.6, LA.C.1.4.1, SC.H.3.4.4
- 09.10 Calculate refunds and exchange transactions for hospitality and tourism related services. MA.A.1.4, MA.A.2.4.1, MA.A.2.4.2, MA.A.3.4, SC.H.3.4.3
- 09.11 Explain function of a night audit in the lodging and cruise industry. LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SC.H.3.4.5

**Florida Department of Education
STUDENT PERFORMANCE STANDARDS**

Course Title: Computer Technology for Travel and Tourism
Course Number: 8845140
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to provide an introduction to computers and to develop entry-level skills for computer-related careers in the travel and tourism industry. There is no occupational completion point after the completion of this course.

- 10.0 OPERATE TECHNOLOGY, COMPUTER SYSTEMS, AND THE INTERNET— the student will be able to:
- 10.01 Demonstrate computer knowledge (e.g., hardware, software, operating systems, terminology, etc). LA.A.1.4.2
 - 10.02 Demonstrate proper keyboarding techniques. LA.A.1.4.2
 - 10.03 Utilize word-processing software to create career/industry related documents. LA.B.1.4.3, LA.B.2.4.4, VA.A.1.4.1
 - 10.04 Create a business card for networking purposes. LA.B.1.4.3
 - 10.05 Utilize spreadsheet software to enhance decision-making skills. LA.A.1.4.2, MA.E.3.4.1
 - 10.06 Utilize database software to create a basic database. LA.A.2.4.6
 - 10.07 Utilize presentation software to create a multimedia presentation. LA.A.2.4.6, LA.B.1.4.2, LA.B.2.4.4, LA.D.2.4.4
 - 10.08 Demonstrate knowledge of Internet fundamentals (e.g., E-mail, portals/search engines). LA.A.1.4.2, LA.B.2.4.4
 - 10.09 Demonstrate knowledge of office technology equipment. LA.A.1.4.2
 - 10.10 Utilize a desktop publishing program to design a homepage for the schools travel program (i.e., High Wire). LA.A.2.4.6, LA.B.1.4.3, LA.B.2.4.4, LA.D.2.4.4
 - 10.11 Compare the uses of the Internet, including electronic mail, as used to communicate quickly with suppliers, customers, and other agencies.
 - 10.12 Identify the impact of the Internet on the hospitality and tourism industry.
 - 10.13 List some of the many web sites addresses of organizations that can provide the most up-to-date information about the industry.
 - 10.14 Demonstrate the importance of the Internet as a research tool to quickly answer customers' questions regarding such items as weather, sightseeing options, hotels, car rentals, restaurants, documentation requirements, theatres, and parks.
 - 10.15 Analyze past, present, and future impact of technology on the travel and tourism industry (i.e., liquor portion control system, hospitality information systems, food and beverage information systems, club management software). LA.A.1.4.2, LA.A.2.4.4, LA.A.2.4.7, MA.B.3.4.1
- 11.0 UNDERSTAND AND DEMONSTRATE PROFICIENCY USING A COMPUTER RESERVATION SYSTEM— the student will be able to:
- 11.01 Identify the major travel computerized reservation systems (e.g., SABRE, APOLLO, System One AMADEUS, WorldSpan, etc). LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 11.02 Distinguish between hosts and co-hosts. LA.A.1.4.2
 - 11.03 Identify the tasks performed by computer reservations agents (e.g., creating Passenger Name Records [PNRs], maintaining PNRs, airspace, quoting fares, pricing itineraries, rental cars, hotel accommodations, etc). LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4

- 12.0 DEMONSTRATE AN UNDERSTANDING OF COMPUTER RESERVATION SYSTEM RECORDS— the student will be able to:
- 12.01 Define a Passenger Name Record (PNR). LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 12.02 Identify and explain the items needed to create a PNR. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 12.03 Identify optional parts of a PNR (e.g., Special Services Requests [SSR], Other Service Information [OSI], remarks). LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 12.04 Create a PNR by entering coded ticketing information. LA.A.2.4.6
 - 12.05 Retrieve a PNR. LA.A.2.4.6
 - 12.06 Modify a PNR. LA.A.2.4.6
- 13.0 DEMONSTRATE THE IMPORTANCE OF STANDARDIZATION IN THE AIRLINE INDUSTRY— the student will be able to:
- 13.01 Identify airline references used for air travel (e.g., Official Airline Guide [OAG], Customer Reservation System [CRS], and published timetables). LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 13.02 Identify carrier, airport, and city codes for major domestic and international airlines. LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.D.1.4.1
 - 13.03 Demonstrate an understanding of the city/airport and airline codes. LA.A.1.4.2, A.E.1.4.1
 - 13.04 Identify hub and spoke systems utilized by major carriers. LA.A.2.4.6
 - 13.05 Explain the use of the tables, including class of service, frequency code, and meal/snack service. LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.E.1.4.1
 - 13.06 Interpret a flight schedule by identifying the classes of service and booking codes. LA.A.1.4.2
 - 13.07 Calculate flight times in relation to different time zones. LA.A.2.4.6, MA.B.3.4.1, MA.E.1.4.1
 - 13.08 Define passenger bill of rights and rules governing air travel (e.g., delays, cancellations, acts of nature). LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.C.2.4.5
 - 13.09 Demonstrate knowledge and understanding of ticketless and e-travel. LA.A.1.4.2
- 14.0 PERFORM FUNCTIONS THAT ARE ASSOCIATED WITH THE COMPUTER RESERVATION SYSTEM— the student will be able to:
- 14.01 Simulate booking a flight reservation from an availability display. LA.A.2.4.6, MA.D.1.4.1
 - 14.02 Create a CRS itinerary. LA.A.2.4.6
 - 14.03 Demonstrate knowledge of airfares and the ticketing process. LA.A.1.4.2, MA.A.3.4.3, MA.B.3.4.1
 - 14.04 Identify the agencies that set standards and monitor ticketing processes such as issuance, payment, and refunds. LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 14.05 Enter data in an automated system and use the ticket information to invoice an itinerary with non-ARC segments.
 - 14.06 Read and interpret an Automated Ticket and Boarding Pass (ATB). LA.A.1.4.2
 - 14.07 Demonstrate a functional understanding of how to handle a segment status change. LA.A.1.4.2
- 15.0 RECOGNIZE FUNCTIONS ASSOCIATED WITH MAKING A LODGING RESERVATION— the student will be able to:
- 15.01 Identify references used in the lodging industry (e.g., Official Hotel Guide, Hotel and Travel Index, OAG Business Travel Planner, Internet, a CRS display). LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 15.02 Compare a sample listing for a lodging establishment in each of the references identified above. LA.A.2.2.7

- 15.03 Recognize and display hotel codes. LA.A.1.4.2, LA.A.2.4.6, MA.E.1.4.1
- 15.04 Compare the information found on a hotel's website vs. a CRS availability display. LA.A.2.2.7, MA.E.1.4.1
- 15.05 Determine information needed to book a hotel reservation. LA.A.1.4.2
- 15.06 Identify types of computer generated reports used in the industry (i.e., cashier report, arrival report, credit report, departure report). LA.A.1.4.3, LA.A.2.3.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.E.1.4.1
- 16.0 RECOGNIZE FUNCTIONS ASSOCIATED WITH MAKING A GROUND TRANSPORTATION RESERVATION— the student will be able to:
- 16.01 Identify references used in the car rental and rail transportation industry (e.g., OAG Business Travel Planner, Internet, CRS display, Amtrak National Train Timetable, VIA Rail Selling Guide, VIA Resernet Interactive). LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 16.02 Determine options for transferring to destination (e.g., mass transit, taxi, shuttle, car rental). LA.A.1.4.2
- 16.03 Determine information needed to book rail travel. LA.A.1.4.2
- 16.04 Determine information needed to book a car rental. LA.A.1.4.2
- 16.05 Using a CRS, read and interpret the information found in an availability display. LA.A.1.4.2, MA.E.1.4.1
- 16.06 Compare and contrast policies and procedures for renting a car vs. booking a rail ticket (domestic and international). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.A.2.2.7
- 17.0 RECOGNIZE FUNCTIONS ASSOCIATED WITH A CRUISE RESERVATION— the student will be able to:
- 17.01 Identify references used in the cruise line industry (e.g., Cruise Line International Association [CLIA] Manual, Berlitz Complete Handbook to Cruising, Star Service, Total Traveler by Ship, cruise brochures, and CRSs). LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 17.02 Compare a sample listing for a cruise reservation in two of the references identified above. LA.A.2.2.7, MA.E.1.4.1
- 17.03 Determine information needed to book a cruise reservation. LA.A.1.4.2
- 18.0 ASSESS THE IMPACT OF TECHNOLOGY AND AUTOMATION ON THE TRAVEL RESERVATION INDUSTRY— the student will be able to:
- 18.01 Research current trends in the use of computers in the travel reservation industry. LA.A.2.4.6
- 18.02 Analyze major uses and effects of the Internet on the travel reservation industry. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.7, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.A.2.4.4
- 18.03 Contrast the value-added services offered by a travel consultant vs. online services. LA.A.2.2.7
- 18.04 Assess possible career paths requiring the knowledge of computers in the travel reservation industry. LA.A.1.4.2
- 19.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION, LEADERSHIP, AND CUSTOMER RELATIONS SKILLS IN THE TRAVEL AND TOURISM INDUSTRY— the student will be able to:
- 19.01 Demonstrate techniques for making and maintaining a positive first impression. LA.A.1.4.2, LA.C.2.4.2, LA.C.3.4.1
- 19.02 Practice telephone techniques for placing, answering, placing on hold, and referring telephone calls. LA.C.3.4.1
- 19.03 Record and relay accurate messages. LA.C.3.4.1, LA.B.2.4.1
- 19.04 Interpret business policies to customers/vendors. LA.A.1.4.2
- 19.05 Propose techniques to resolve complaints. LA.C.1.4.1

- 19.06 Apply networking skills. LA.C.1.4.3
- 19.07 Evaluate team performance. LA.C.1.4.3
- 19.08 Differentiate between appropriate and inappropriate business attire and grooming. LA.A.2.4.7
- 19.09 Compare and contrast school and work environment. LA.A.2.4.7
- 19.10 Debate current issues impacting the industry. LA.C.1.4.2, LA.C.3.4.5, SS.D.1.4.1
- 19.11 Generate a report using industry-related resources. LA.B.2.4.1, LA.A.2.4.6, LA.B.2.4.3, MA.E.3.4.1
- 19.12 Create an itinerary. LA.A.2.4.6
- 19.13 Plan and participate in a meeting/conference. LA.A.2.4.6
- 19.14 Apply leadership skills through involvement in community and/or school activities. LA.A.2.4.6

20.0 APPLY EMPLOYABILITY SKILLS NECESSARY FOR SUCCESS IN THE TRAVEL AND TOURISM INDUSTRY— the student will be able to:

- 20.01 Investigate career skills necessary to be successful in the industry (e.g., geography, sales, customer service, telephone, computer, foreign language, math, written and oral communication). LA.A.2.4.6
- 20.02 Research currently available job opportunities and/or post-secondary programs. LA.A.2.4.6
- 20.03 Update resume and cover letter for the purpose of applying for a travel and tourism related job or college admission. LA.A.2.4.6
- 20.04 Evaluate and update career portfolio (e.g., resume, letters of recommendation, awards, evidence of participation in service and work-based learning activities, employer evaluations). LA.A.2.4.6, LA.B.1.4.3
- 20.05 Assess skills needed for a successful interview (research company, anticipate questions, prepare questions). LA.A.1.4.2
- 20.06 Develop criteria and measure performance of specified professional behaviors. LA.A.2.4.6

**Florida Department of Education
STUDENT PERFORMANCE STANDARDS**

Course Title: Hospitality and Tourism Internship
Course Number: 8845130
Course Credit: 1

COURSE DESCRIPTION:

The Hospitality and Tourism Internship course provides students the opportunity to demonstrate human relations, communications, and employability skills necessary for entry-level employment in the travel and tourism industry. Additionally, it will enhance the instruction and competencies developed through classroom instruction. Students will have met Occupational Completion Point B: Reservation and Transportation Ticket Agent - SOC 43-4181.02

21.0 PERFORM DESIGNATED JOB SKILLS— the student will be able to:

- 21.01 Perform tasks as outlined in the job performance skills plan. LA.B.2.4.1
- 21.02 Display an acceptable level of production and quality control. LA.B.2.4.1
- 21.03 Maintain appropriate records. LA.B.2.4.3, MA.A.1.4.3, MA.A.1.4.4, SC.H.1.4.4
- 21.04 Demonstrate appropriate dress and grooming habits for the workplace environment. LA.C.3.4.3, HE.B.2.4.3
- 21.05 Demonstrate an understanding of a company's products and services. LA.C.3.4.3

22.0 DEMONSTRATE WORK ETHICS— the student will be able to:

- 22.01 Demonstrate effective written and oral communication and listening skills. LA.B.1.4, LA.C.1.4.1
- 22.02 Demonstrate the ability to resolve customer, employee, and employee/employer problems and concerns. LA.C.3.4.3, S.C.2.4.3, HE.B.3.4.2
- 22.03 Demonstrate acceptable work habits and conduct in the workplace as defined by company policy. LA.C.3.4.3
- 22.04 Demonstrate legal and ethical behavior within the scope of job responsibilities. LA.C.3.4.3, SS.C.2.4.6
- 22.05 Follow policies and procedures affecting safety, health, and well-being. HE.A.1.4.7
- 22.06 Exhibit behavior supporting and promoting cultural and ethnic diversity. SS.B.1.4.4, HE.B.3.4.2
- 22.07 Demonstrate interpersonal skills which enhance team productivity and foster positive work ethics. LA.C.3.4.3, SS.C.2.4.3, HE.A.1.4.1, HE.B.3.4.2

**Florida Department of Education
STUDENT PERFORMANCE STANDARDS**

Course Title: Travel and Tourism Marketing Management
Course Number: 8845120
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to provide students necessary career specific instruction in travel and tourism. Students will learn sales techniques, marketing principles, and entrepreneurship skills necessary to succeed in the travel and tourism industry. Students will have met Occupational Completion Point C: Travel Consultant - SOC 41-3041.00

- 23.0 EXPLAIN MARKETING PRINCIPLES AS THEY RELATE TO TRAVEL AND TOURISM— the student will be able to:
- 23.01 Identify and explain levels of travelers' needs by applying Maslow's hierarchy. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 23.02 Explain methods to identify and qualify the customer (e.g., time, money, interests). LA.A.1.4.3, LA.A.2.4.8, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 23.03 Assess importance of value-added services.
 - 23.04 Research the role of travel suppliers.
 - 23.05 Explain the role of local, state, national, and international government organizations that promote travel. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, [SS.C.2.4.7](#), [SS.D.1.4.1](#), [SS.D.2.4.6](#)
 - 23.06 Diagram and explain the various channels of distribution used in the travel and tourism industry. [MA.D.2.4.1](#), LA.C.3.4.2
 - 23.07 Compare and contrast marketing and sales. LA.C.3.4.2
 - 23.08 Discuss how the product life cycle affects the prices and desirability of travel and tourism products. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, [SS.D.1.4.1](#)
 - 23.09 Identify and analyze the types of marketing used in the travel and tourism industry. LA.A.1.4.3, LA.A.2.4.7, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 23.10 Describe major sales promotion techniques. LA.A.2.4.5, LA.C.3.4.3
 - 23.11 Explain how public relations differ from advertising. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 23.12 Explain why and how travel markets are segmented. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 23.13 Evaluate viability of a market segment.
 - 23.14 Explain methods used to segment markets (i.e., demographic, geographic, behavioristic, psychographic). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, [SC.G.2.4.6](#)
 - 23.15 Explain importance and methods of market research. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 24.0 DEMONSTRATE SALES AND CUSTOMER SERVICE TECHNIQUES IN THE SELLING OF TRAVEL AND TOURISM PRODUCTS— the student will be able to:
- 24.01 Explain why service is a technical skill and hospitality an emotional skill. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 24.02 Describe and demonstrate traits needed to be an effective sales professional. LA.A.1.4.3, LA.A.2.4.5, LA.B.1.4, LA.B.2.4, LA.C.3.4, HE.B.3.4.2
 - 24.03 Describe the value of using emotive words in making a sale. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.1.4.4, LA.C.3.4, LA.D.1.4.2
 - 24.04 Describe and demonstrate methods of overcoming obstacles to a sale. LA.A.1.4.3, LA.A.2.4.5, LA.B.1.4, LA.B.2.4, LA.C.3.4, [SS.D.1.4.1](#)

- 24.05 Practice problem-solving techniques for the resolution of challenges. HE.B.3.4.5
- 24.06 Evaluate importance and impact of customer service.
- 24.07 Discuss the importance of service-minded behaviors. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 24.08 Develop and demonstrate customer service skills.
- 25.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGHER LEVEL MATHEMATICAL SKILLS UNIQUE TO TRAVEL AND TOURISM— the student will be able to:
- 25.01 Apply standard industry formula to determine markup and markdown (i.e., occupancy, average daily rate, food cost controls, inventory). MA.A.1.4.4, MA.A.3.4.2, MA.A.3.4.3
- 25.02 Recognize yield and revenue management concepts.
- 25.03 Explain financial concepts used in making business decisions. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.D.1.4.2, MA.E.1.4.3, MA.E.3.4.2
- 25.04 Explain concept of financial administration. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 25.05 Explain difference between income (credit) and expense (debit). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 25.06 Describe and prepare a cash-flow statement. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, MA.A.4.4.1, MA.D.1.4.1, MA.D.1.4.2
- 25.07 Analyze industry concepts of price, profit, competition, and productivity. LA.A.1.4.4, LA.A.2.4.7, LA.A.2.4.8, MA.E.1.4.1, MA.E.1.4.2
- 26.0 DISCUSS THE INTERNET AS A TRAVEL AND TOURISM MARKETING TOOL— the student will be able to:
- 26.01 Define Internet and industry related terms (e.g., protocol, ISP, URL, WWW, bandwidth, etc). LA.A.1.4.2, LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 26.02 Explain services the Internet provides (e.g., file transfer protocol, newlists, e-mail). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 26.03 Research advantages and disadvantages of marketing on the Internet (e.g., cost, accessibility). LA.B.2.4.4, LA.D.2.4.3
- 26.04 Practice a variety of forms of communication (e.g., website, e-mail, newsgroups, chatrooms, etc).
- 26.05 Discuss political, ethical, and legal issues of using the Internet. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.6, SS.D.2.4.3
- 26.06 Discuss history and emerging trends. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 26.07 Discuss security issues (e.g., firewalls, hacking, viruses, e-commerce). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.6
- 26.08 Discuss social impact of the Internet (e.g., commerce, relationships, gathering personal research, validity of data). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.3
- 26.09 Discuss demographics of Internet users. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 26.10 Discuss criteria for selecting an Internet Service Provider (ISP). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 26.11 Describe process for securing a domain name. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.6
- 26.12 Discuss copyright and registered trademark issues in securing a domain name. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.D.2.4.6
- 27.0 DISCUSS THE NEEDS OF THE BUSINESS TRAVELER— the student will be able to:
- 27.01 Explain who the business traveler is and why they travel. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 27.02 Compare and contrast corporate travel policies. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 27.03 Explain the role of the frequent flyer and guest programs. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 27.04 Discuss the role of the business travel department and the corporate travel agency. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

- 27.05 List the services and amenities a business traveler requires. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 27.06 Differentiate between the needs of the business traveler and the leisure traveler. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, HE.B.1.4.3
- 27.07 Discuss when the business traveler becomes a leisure traveler. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 27.08 Assess role of emerging technology in assisting the business traveler (e.g., cellular telephones, Global Positioning System (GPS) mapping devices, optical scanners, digital cameras, personal data assistants (PDA), wireless technology). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 28.0 EXAMINE THE IMPACT OF MEETINGS, CONVENTIONS, CONFERENCES, AND INCENTIVE TRAVEL— the student will be able to:
- 28.01 Compare and contrast different types of meetings, trade shows, conventions, and exhibitions. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 28.02 Discuss factors affecting site selection. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 28.03 Describe the role of the meeting planner. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 28.04 Compare pure incentive travel to sales incentive travel. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 28.05 Differentiate between a destination selection company and a destination management company. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 29.0 EXAMINE FACTS AND PRINCIPLES RELATED TO THE CRUISE INDUSTRY— the student will be able to:
- 29.01 Classify modes of water transportation. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 29.02 Recognize differences between the cruise industry and other forms of water transportation. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 29.03 Explain the role of theme cruises in the cruise industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 29.04 Discuss issues and trends in the cruise industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 29.05 Recognize differences between shipboard and shoreside operations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 29.06 Discuss how to explain to a client the differences between brochure pricing and guaranteed price. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 30.0 EXAMINE FACTS AND PRINCIPLES RELATED TO THE AIR TRAVEL INDUSTRY— the student will be able to:
- 30.01 Classify modes of air transportation. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 30.02 Describe differences between types of aircraft. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 30.03 Classify the levels of available air service. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 30.04 Discuss issues and trends in the air travel industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 30.05 Recognize differences between landside and airside operations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 30.06 Demonstrate an understanding of the configuration of an airplane. **SC.C.2.4.1**
- 30.07 Explain how the federal government retains authority to protect airline passengers and to police unfair practices.
- 31.0 EXAMINE FACTS AND PRINCIPLES RELATED TO THE GROUND TRAVEL INDUSTRY— the student will be able to:
- 31.01 Classify modes of ground transportation here and abroad. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

- 31.02 Classify rental car categories and discuss policies and procedures of rental car agencies. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 31.03 Classify the levels of available ground service. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 31.04 Discuss issues and trends in the ground travel industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, [SS.D.1.4.1](#)
- 32.0 EXAMINE FACTS AND PRINCIPLES RELATED TO THE LODGING INDUSTRY— the student will be able to:
- 32.01 Classify types of lodging facilities. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 32.02 Discuss major rating systems, codes, room types, and rates. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 32.03 Recognize differences between front of the house and back of the house operations.
 - 32.04 Discuss issues and trends in the lodging industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, [SS.D.1.4.2](#), [SS.D.2.4.6](#)
- 33.0 EXAMINE FACTS AND PRINCIPLES RELATED TO LEISURE TRAVEL— the student will be able to:
- 33.01 Describe entertainment options for leisure travel. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, [PE.C.1.4.1](#)
 - 33.02 Discuss issues and trends within the leisure travel industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, [PE.C.1.4.1](#)
- 34.0 DESCRIBE THE DEVELOPMENT OF THE TOUR PACKAGE— the student will be able to:
- 34.01 Differentiate between types of tour packages and their components. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 34.02 Compare advantages and disadvantages of types of tour packages. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, [PE.C.1.4.1](#)
 - 34.03 Explain role of the tour operator. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 34.04 Investigate customs and immigration laws, travel documentation, inoculations, and entry and exit fees for international travel (e.g., proof of citizenship, passports, visas, tourist cards). [SS.C.2.4.4](#), [SS.D.2.4.3](#)
 - 34.05 Compare customer regulations involving articles free of U.S. Duty Tax, personal exemption, forbidden and restricted items, and duty-free ports.
 - 34.06 Identify terms and conditions that would appear on the back of a tour brochure. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 34.07 Create a tour package illustrating the main stages of development. LA.B.2.4.3
- 35.0 EXPLAIN OPTIONS FOR SELLING TRAVEL AND TOURISM PRODUCTS— the student will be able to:
- 35.01 Describe primary functions of a retail travel agency. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 35.02 Explain the role of the Airline Reporting Corporation (ARC) and International Air Transport Network and discuss requirements for obtaining their approval. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 35.03 Analyze methods agencies use to compensate travel consultants. LA.A.2.4.7
 - 35.04 Evaluate role of professional/trade associations that support the travel and tourism industry.
 - 35.05 Discuss the evolving role of the travel consultant. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 35.06 Compare and contrast those products sold by a retail travel agency, a wholesale travel agency, and over the Internet. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 36.0 CREATE A SALES PROMOTION TOOL FOR A TRAVEL AND TOURISM PRODUCT— the student will be able to:

- 36.01 Recognize importance of using databases to identify target markets.
 - 36.02 Develop a sales promotion tool for a travel and tourism product (e.g., brochure, press release, radio spot, print ad, web site). LA.B.2.4.3, VA.B.1.4.4, VA.A.1.4.1
 - 36.03 Develop a budget for the chosen sales promotion tool. MA.A.3.4.3
- 37.0 DEVELOP A PLAN FOR A CAREER IN THE TRAVEL AND TOURISM INDUSTRY— the student will be able to:
- 37.01 Assess careers in a variety of travel and tourism industries.
 - 37.02 Evaluate career opportunities available in the travel and tourism industry.
 - 37.03 Explain duties, skills, and knowledge needed by each of the identified professionals. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 37.04 Research a travel and tourism career including a job description, educational requirements and training, benefit package, responsibilities, and job advancement opportunities. LA.A.2.4.6
 - 37.05 Finalize a career portfolio including a financial plan for achieving education/career goal.