

**Chapter 130. Texas Essential Knowledge and Skills for Career and Technical
Education
Subchapter I. Hospitality and Tourism**

§130.225. Travel and Tourism Management (One-Half to One Credit).

(a) General requirements. This course is recommended for students in Grades 10-12. Recommended prerequisite: Principles of Hospitality and Tourism.

(b) Introduction. This course incorporates management principles and procedures of the travel and tourism industry as well as destination geography, airlines, international travel, cruising, travel by rail, lodging, recreation, amusements, attractions, and resorts. Employment qualifications and opportunities are also included in this course. Students are encouraged to participate in extended learning experiences such as career and technical student organizations and other leadership or extracurricular organizations.

(c) Knowledge and skills.

(1) The student gains academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within the travel and tourism industry. The student is expected to:

- (A) organize oral and written information;
- (B) compose a variety of written documents such as itineraries, thank you letters, presentations, and advertisements;
- (C) deliver different types of presentations such as informative, instructional, persuasive, and decision-making;
- (D) calculate correctly using numerical concepts such as percentages and estimations in practical situations;
- (E) investigate the elements of geography that affect travel and tourism customer service; and
- (F) summarize how to use the state of the economy to plan products and service.

(2) The student uses oral and written communication skills in creating, expressing, and interpreting information and ideas, including technical terminology and information. The student is expected to:

- (A) employ verbal skills when obtaining and conveying information;
- (B) use verbal and nonverbal communication skills effectively with individuals such as customers, coworkers, and employers to foster positive relationships; and
- (C) develop and deliver presentations using appropriate technology to engage and inform audiences.

(3) The student solves problems using critical-thinking skills independently and in teams. The student is expected to:

- (A) generate creative ideas by brainstorming possible solutions;
- (B) guide individuals through the process of making informed travel decisions;
- (C) use principles of budgeting and forecasting to maximize profit and growth for travel and tourism establishments; and
- (D) analyze customer comments to formulate improvements in services and products and training of staff.

(4) The student uses information technology tools specific to the travel and tourism industry to access, manage, integrate, and create information. The student is expected to:

- (A) operate electronic mail applications to communicate within a workplace;
- (B) distinguish among the different modes of travel such as airline, cruise line, and rail;
- (C) differentiate among recreation, amusement, attraction, and resort venues;
- (D) use technology applications to perform workplace tasks;
- (E) understand the travel arrangements system used for booking reservations;
- (F) employ computer operations applications to manage work tasks; and
- (G) create complex multimedia publications.

(5) The student understands roles within teams, work units, departments, organizations, inter-organization systems, and the larger environment of the travel and tourism industry. The student is expected to:

- (A) explain the functions and interactions of departments within a travel and tourism business;
- (B) explain the functions and interactions of various travel and tourism businesses;
- (C) implement quality-control systems and practices;
- (D) develop and manage plans to accomplish organizational goals; and
- (E) formulate collaboration with other industries to provide an all-inclusive product for the customer.

(6) The student understands the importance of health, safety, and environmental systems in the travel and tourism industry and their importance to organizational performance and regulatory compliance. The student is expected to:

- (A) identify hazards common to workplaces such as safety, health, and environmental hazards;
- (B) use industry standards to implement safety precautions to maintain a safe worksite;
- (C) demonstrate first aid and cardiopulmonary resuscitation;
- (D) describe environmental procedures that ensure a facility is in compliance with health codes;
- (E) describe how to respond to emergency situations;
- (F) analyze potential effects caused by common chemicals and hazardous materials; and
- (G) analyze security measures to protect the guests, customers, and staff and to limit liability.

(7) The student uses leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives. The student is expected to:

- (A) apply team-building skills;
- (B) apply decision-making and problem-solving skills;
- (C) apply teamwork and leadership qualities in creating a pleasant work environment;
- (D) determine the impact of cultural diversity on teamwork; and
- (E) participate in community service opportunities to enhance professional skills.

(8) The student knows and understands the importance of professional ethics and legal responsibilities. The student is expected to:

- (A) apply ethical reasoning to a variety of workplace situations in order to make decisions;
- (B) examine information on organizational policies in handbooks and manuals; and
- (C) develop guidelines for professional conduct.

(9) The student knows and understands the importance of employability skills and is able to explore and effectively plan for managing travel and tourism careers. The student is expected to:

- (A) identify behaviors necessary to be employable and maintain employment such as positive work ethics and positive personal qualities;
- (B) identify the training and education requirements that lead toward an appropriate certification for employment;
- (C) demonstrate skills related to seeking employment in the travel and tourism industry;
- (D) demonstrate proper interview techniques;
- (E) update a career portfolio;
- (F) identify and exhibit traits for retaining employment;
- (G) investigate professional development training opportunities to keep current within the industry;
- (H) examine appropriate credentialing requirements to maintain compliance with industry requirements;
- (I) interpret the effect of stress, fatigue, and anxiety on job performance;
- (J) complete required employment forms such as I-9, work visa, W-4, and licensures to meet employment requirements;
- (K) research the local and regional labor workforce market to determine opportunities for advancement; and
- (L) explore entrepreneurship opportunities.

(10) The student develops principles in time management, decision making, effective communication, and prioritizing. The student is expected to:

- (A) apply effective practices for managing time and energy;
- (B) analyze various steps in the decision-making process; and
- (C) discuss the importance of balancing a career, family, and leisure activities.

(11) The student uses technical knowledge and skills required to pursue careers in the travel and tourism industry. The student is expected to:

- (A) develop job-specific technical vocabulary;
- (B) use marketing techniques to sell products and services;
- (C) evaluate current and emerging technologies to improve guest services;

- (D) use different types of payment options;
- (E) analyze customer service concepts;
- (F) evaluate customer service scenarios;
- (G) describe how customer service affects a company's bottom line;
- (H) develop an awareness of cultural diversity to enhance travel planning by exploring differences in social etiquette, dress, and behaviors of different countries;
- (I) demonstrate an understanding of tourism sales and distribution systems; and
- (J) demonstrate knowledge of destination and attraction planning and development, including the use of organizations such as convention and visitor's bureaus and state tourist boards.