



Introductory Lesson

Travel and Tourism Management

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Career and Technical Education (CTE)

Career and Technical Education (CTE)

Definition #1:

Career and Technical Education (CTE) instruction aims at developing foundational skills, core workplace competencies, and specific skill competencies in various occupational areas.

Definition #2:

Career and Technical Education (CTE) prepares young people to manage the dual roles of family member and wage earner and enable students to gain entry-level employment in a high-skill, high-wage job and/or to continue their education.



Career and Technical Education (CTE)

Internships, practicum courses, career preparation courses, dual enrollment programs, and apprenticeships are a few venues that deliver career and technical education by providing meaningful opportunities for learners to apply their academic and technical skills.

Career and Technical Education

Historical Side Notes:

In the past, Career and Technical Education (CTE) was organized by program areas, but is now organized by career clusters.

Example:

Family and Consumer Sciences (program area) courses are now located in five career clusters:

- **Architecture and Construction (Interior Design courses)**
- **Arts, AV Technology and Communication (Fashion Design courses)**
- **Education and Training**
- **Hospitality and Tourism**
- **Human Services**

Career and Technical Education (CTE)

- You are currently enrolled in the course Travel and Tourism Management
- **Travel and Tourism Management** is a CTE course
- You are a CTE student
- I am a CTE instructor

The 16 Career Clusters™

Career Clusters



Processing, production, distribution, and development of agricultural commodities and natural resources



Designing, managing, building, and maintaining the built environment



Creating, exhibiting, performing, and publishing multimedia content



Organizing, directing, and evaluating functions essential to productive business operations



Providing education and training services, and related learning support services



Financial and Investment planning, banking, insurance, and business financial management



Executing governmental functions at the local, state, and federal levels



Providing diagnostic and therapeutic services, health informatics, support services, and biotechnology research



Managing restaurants and other food services, lodging, attractions, recreation events, and travel-related services



Providing for families and serving human needs



Designing, supporting, and managing hardware, software, multimedia, and systems integration



Providing legal, public safety, protective, and homeland security services



Processing materials into intermediate or final products



Performing marketing activities to reach organizational objectives



Performing scientific research and professional and technical services



Managing movement of people, materials, and goods by road, pipeline, air, rail, and water

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Performing scientific research and professional and technical services

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Travel and Tourism Management

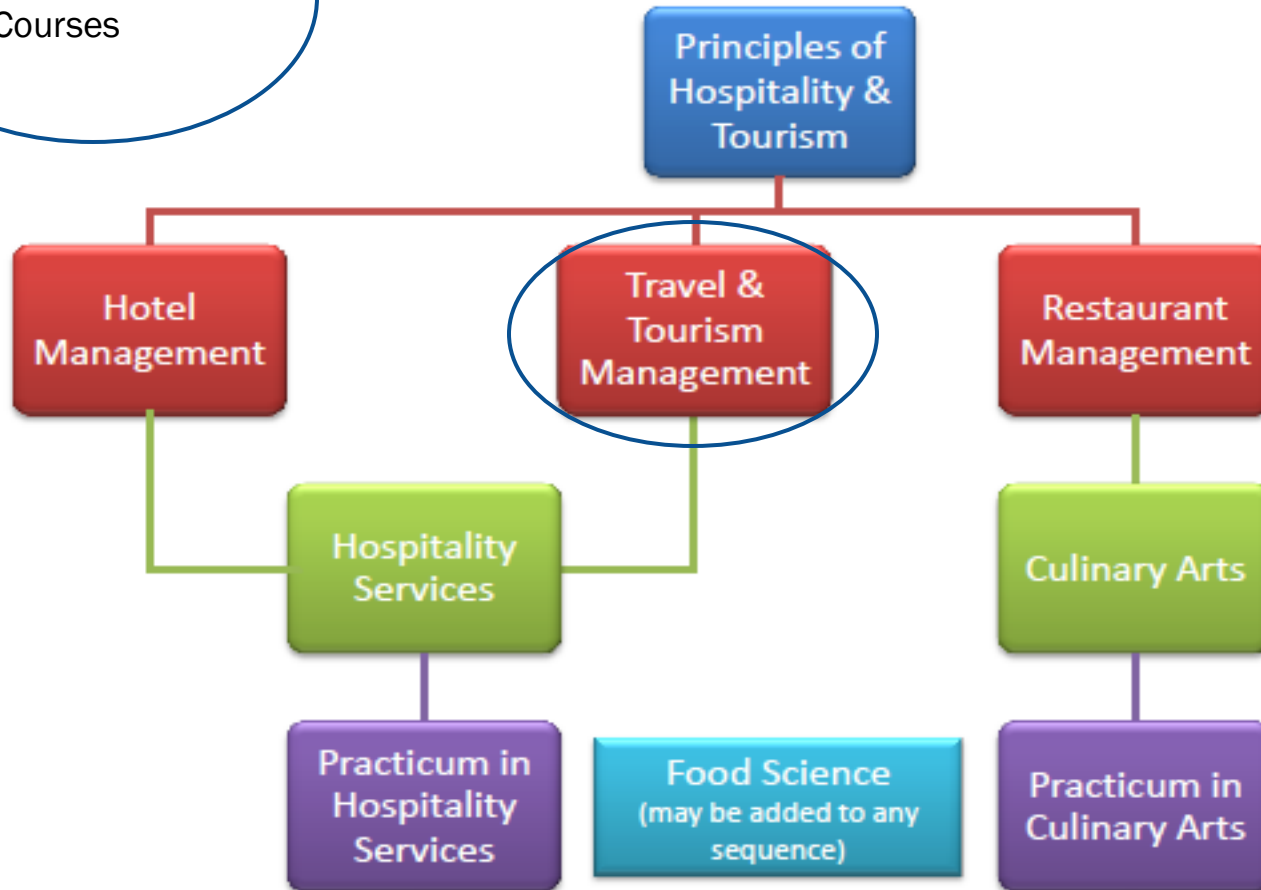


Encompasses the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services.

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Hospitality and Tourism

TEA Recommended
Coherent Sequence
of Courses



August 2009

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Sequence of courses available in our district/campus



Hospitality and Tourism Programs of Study

- Restaurants and Food/Beverage Services
- Lodging
- Travel and Tourism
- Recreation, Amusements, and Attractions

Career and Technical Education (CTE)

Career Cluster



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For more information visit

www.careerclusters.org

Course Title

Travel and Tourism Management

Programs of Study

- Restaurants and Food/Beverage Services
- Lodging
- Travel & Tourism
- Recreation, Amusements & Attractions

Description

Hospitality & Tourism encompasses the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services



Hospitality & Tourism encompasses the management, marketing and operations of restaurants and other foodservices, lodging, attractions, recreation events and travel related services.

Sample Career Specialties / Occupations	<p>General Manager • Food & Beverage Manager • Kitchen Manager • Catering & Banquets Manager • Service Manager • Dining Room Supervisor • Restaurant Owner • Baker • Brewer • Caterer • Dietician • Executive Chef • Cook • Pastry & Specialty Chef • Bartender • Restaurant Server • Banquet Server • Cocktail Server • Banquet Set-Up Employee • Bus Person • Room Service Attendant • Kitchen Steward • Counter Server • Wine Steward • Host • Research and Development Chef • Food/Beverage Wholesaler • Product Demonstrator • Personal Chef</p>	<p>Front Office Manager • Executive Housekeeper • Director of Sales & Marketing • Chief Engineer • Director of Human Resources • Rooms Division Manager • Director of Security • Contoller • Food & Beverage Director • Resident Manager • Director of Operations • General Manager • Regional Manager • Quality Assurance Manager • Corporate Management • Lodging Management • Owner/Franchisee • Uniformed Services Support • Communications Supervisor • Front Desk Supervisor • Reservations Supervisor • Laundry Supervisor • Room Supervisor • Bell Captain • Shift Supervisor • Sales Professional • Night Auditor • Front Desk Employee • Valet Attendant • Bell Attendant • Door Attendant • Concierge • Reservationist • Guestroom Attendant • Public Space Cleaner • House Person • Maintenance Worker • Van Driver</p>	<p>Executive Director • Assistant Director • Director of Tourism Development • Director of Membership Development • Director of Communications • Director of Visitor Services • Director of Sales • Director of Marketing and Advertising • Director of Volunteer Services • Director of Convention and Visitors Bureau • Market Development Manager • Group Sales Manager • Events Manager • Sales Manager • Destination Manager • Convention Services Manager • Heritage Tourism Developer • Travel Agent (Commercial & Vacation) • Event Planner • Meeting Planner • Special Events Producer • Nature Tourism Coordinator • Tour and Travel Coordinator • Tourism Marketing Specialist • Transportation Specialist • Welcome Center Supervisor • Visitor Center Counselor • Tourism Assistant • Executive Assistant • Tour Guide • Tour Operator • Motor Coach Operator • Tour and Ticket Reservationist • Interpreter</p>	<p>Club Manager • Club Assistant Manager • Club Instructor • Club Equipment & Facility Maintenance • Club Scheduler • Club Event Planner • Club Membership Developer • Parks & Gardens Director • Parks & Gardens Activity Coordinator • Parks & Gardens Access Management • Parks & Gardens Safety & Security • Parks & Garden Ranger • Resort Trainer • Resort Instructor • Resort Equipment Maintenance • Resort Scheduler • Gaming & Casino Manager • Gaming & Casino Supervisor • Gaming & Casino Dealer • Gaming & Casino Slot Supervisor and Maintenance • Gaming & Casino Security & Safety • Fairs/Festival Event Planner • Fairs/Festival Set up Supervisor • Fairs/Festival Facility Manager • Fairs/Festival Promotional Developer • Theme Parks/Amusement Parks Resale Department Manager • Theme Parks/Amusement Parks Area Retail Manager • Theme Parks/Amusement Parks Area Ride Operations Manager • Theme Parks/Amusement Parks Group Events Manager • Family Centers Manager • Family Centers Equipment Operator/Maintenance • Historical /Cultural/Architectural Ecological Industrial Sites Guides/Ranger • Historical/Cultural/Architectural Ecological Industrial Sites Exhibit Developer • Museums/Zoos/Aquariums Docent • Museum/Zoos/Aquariums Animal Trainer and Handler • Museums/Zoos/Aquariums Exhibit Developer</p>
Pathways	<p style="text-align: center;">Restaurants and Food/Beverage Services</p>	<p style="text-align: center;">Lodging</p>	<p style="text-align: center;">Travel & Tourism</p>	<p style="text-align: center;">Recreation, Amusements & Attractions</p>
Cluster K&S	<p style="text-align: center;">Cluster Knowledge and Skills</p> <ul style="list-style-type: none"> ◆ Academic Foundations ◆ Communications ◆ Problem Solving and Critical Thinking ◆ Information Technology Applications ◆ Systems ◆ Safety, Health and Environmental ◆ Leadership and Teamwork ◆ Ethics and Legal Responsibilities ◆ Employability and Career Development ◆ Technical Skills 			



2008-2009

Hospitality and Tourism

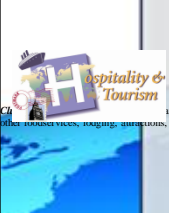




Possible Program of Study



Travel and Tourism Directors



Travel & Tourism

management, marketing and operations of restaurants and recreation events, and travel related services.

Career Goal (O*NET Code): Travel Agent (41-3041), Private Sector Executive (11-1011), Program Director (27-2012), Sales Manager (11-2022), Tour/Travel Guide (39-6021/22), Ticket Agent & Travel Clerk (43-4181).

Student Name: _____
 Grade: _____
 School: _____

SUGGESTED COURSEWORK

EXTENDED LEARNING EXPERIENCES

Middle School		Local districts may list high school credit courses here)		Curricular Experiences:	Extracurricular Experiences:	
8th	HS Courses:					Business Professionals of America
High School	9th	Core Courses:	English I Algebra I Biology	World Geography Languages other than English I Physical Education	Career Learning Experiences: Career Preparation Internship Job Shadowing	Service Learning Experiences: Boy Scouts of America Campus Service Organizations Community Service Volunteer Dynamic Leadership Girl Scouts of the USA Peer Mentoring / Peer Tutoring
		Career-Related Electives:	Principles of Hospitality and Tourism			
	10th	Core Courses:	English II Geometry Chemistry	World History Languages other than English II		
		Career-Related Electives:	Interpersonal Studies or Travel and Tourism Management			
11th	Core Courses:	English III Mathematical Models with Applications Physics	United States History Professional Communications			
	Career-Related Electives:	Hospitality Services or Human Resource Management or Languages other than English III or Business Management				
12th	Core Courses:	English IV Algebra II Environmental Systems	Government/Economics Fine Arts	Students should take Advanced Placement (AP), International Baccalaureate (IB), dual credit, Advanced Technical Credit (ATC), or locally articulated courses (Tech Prep), if possible. List those courses that count for college credit on your campus.		
	Career-Related Electives:	Practicum in Hospitality and Tourism or Problems and Solutions or Languages other than English IV				

COLLEGE CREDIT OPPORTUNITIES -- High School

Sample Bachelor Degrees

- Hospitality Administration
- Hospitality Management
- Hotel and Restaurant Management
- Restaurant, Hotel, and Institutional Management
- Tourism Management

Sample Graduate Degrees

- Hospitality Administration
- Hospitality Management
- Hotel and Restaurant Management
- Restaurant, Hotel, and Institutional Management
- Tourism Management

Sample Career Options

- Bell Attendant
- Concierge
- Front Desk Clerk
- Manager Trainee
- Rooms Division Specialist
- Assistant Executive Housekeeper
- Front Office Assistant Manager
- Hotel Assistant Manager
- Convention Services Manager
- Executive Housekeeper
- Front Office Manager
- Lodging Manager
- Corporate Service Trainer
- Executive Director
- Training and Development Specialist
- Recreations Manager
- Vice President of Operations

TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)

Travel and Tourism Management



TEKS: Rule-Text Format

Knowledge and
Skills Statement



(3) The student identifies the importance of a well-written business plan.
The student is expected to:

Student
Expectations

- (A) categorize a business plan and the need for a well-orchestrated business plan;
- ➔ (B) research business plan outlines, resources, and templates using web search engines;
- (C) explain a marketing plan, including price competition, non-price competition, market analysis, competition, marketing research, market segmentation, demographics, and sales forecasting;



TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)

Travel and Tourism Management

(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.



TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)

Travel and Tourism Management

(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.



TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)

Travel and Tourism Management

(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.



TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)

Travel and Tourism Management

(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.



TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)

Travel and Tourism Management

(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.

TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)

Travel and Tourism Management

(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.



TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)

Travel and Tourism Management

(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.



TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)

Travel and Tourism Management

(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.

TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)

Travel and Tourism Management

(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.



TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)

Travel and Tourism Management

(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.

TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)

Travel and Tourism Management

(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.



End of Course Project Options Travel and Tourism Management



Next Lesson

Overview of Culinary Arts course topics.



Career and Technical Education (CTE)

Career Cluster



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Course Title

Travel and Tourism Management

Programs of Study

- Restaurants and Food/Beverage Services
- Lodging
- Travel & Tourism
- Recreation, Amusements & Attractions

Description

Hospitality & Tourism encompasses the management, marketing and operations of restaurants and other food services, lodging, attractions, recreation events and travel related services

Resources and References

Websites:

- AchieveTexas
A college and career initiative designed to help students (and their parents) make wise education choices. It is based on the belief that the curricula of the 21st century should combine rigorous academics and relevant career education.
<http://www.achievetexas.org/in>
- Learning that Works for America CTE™
Sponsored by The National Association of State Directors of Career Technical Education Consortium (NASDCTEc). Aims to support an innovative CTE system that prepares individuals to succeed in education and their careers.
<http://www.careertech.org>
- Texas Education Agency
Texas Essential Knowledge and Skills. The mission of the Texas Education Agency is to provide leadership, guidance and resources to help schools meet the educational needs of all students.
<http://ritter.tea.state.tx.us/rules/tac/chapter130/index.html>