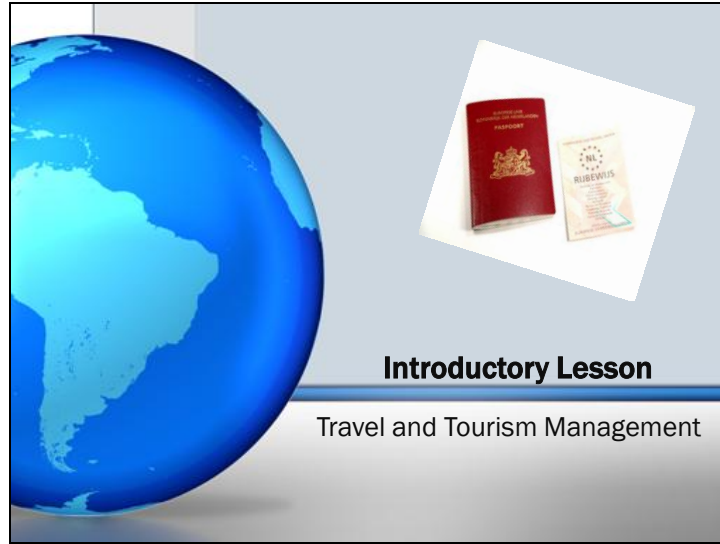


# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 1

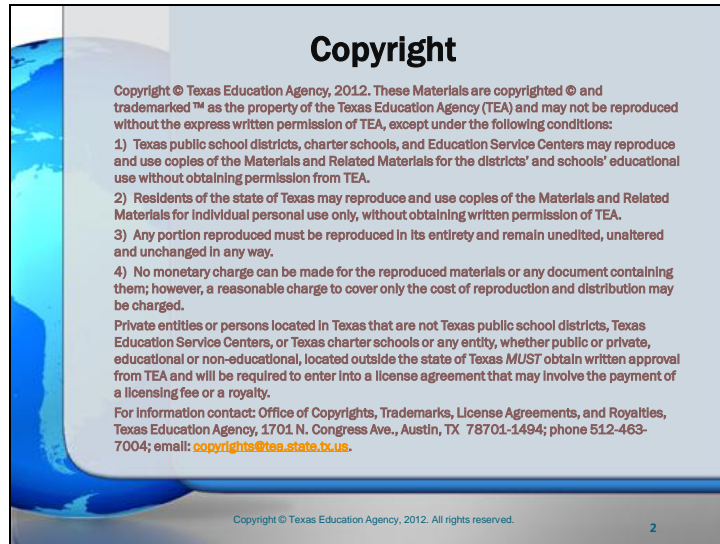


This lesson will provide you with a brief overview of this course.

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 2



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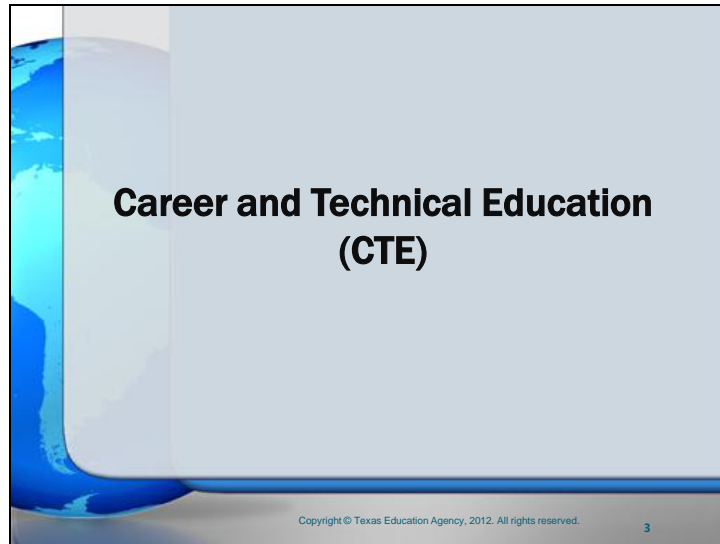
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# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 3

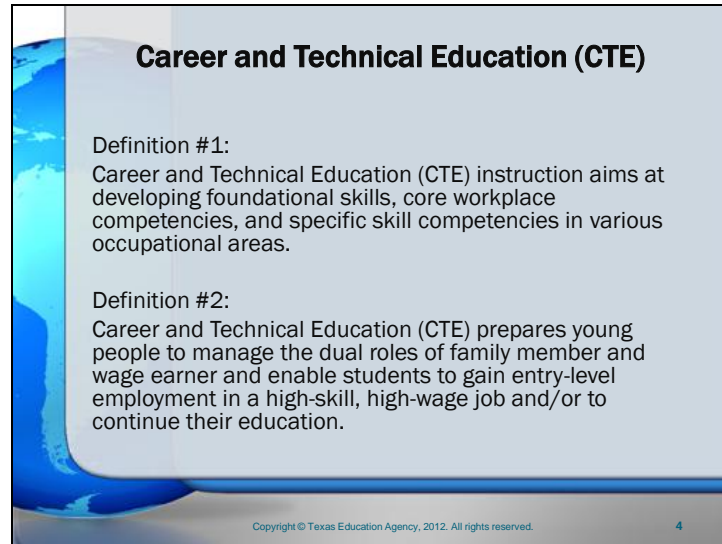


Has anyone ever heard of Career and Technical Education?  
Have students brainstorm: What do you think it is?

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 4



**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.

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Allow a student to read the definitions for Career and Technical Education. Provide students with an index card and have them write a definition for CTE in their own words. Share responses.

If you choose to further explore the topic of Career and Technical Education, please see **About CTE Presentation** <http://cte.unt.edu/home/about.html>

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 5

A presentation slide with a light blue background and a dark blue globe graphic on the left side. The title "Career and Technical Education (CTE)" is in bold black text. The main text describes various CTE venues like internships and apprenticeships. At the bottom, there is a copyright notice and the number 5.

**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.

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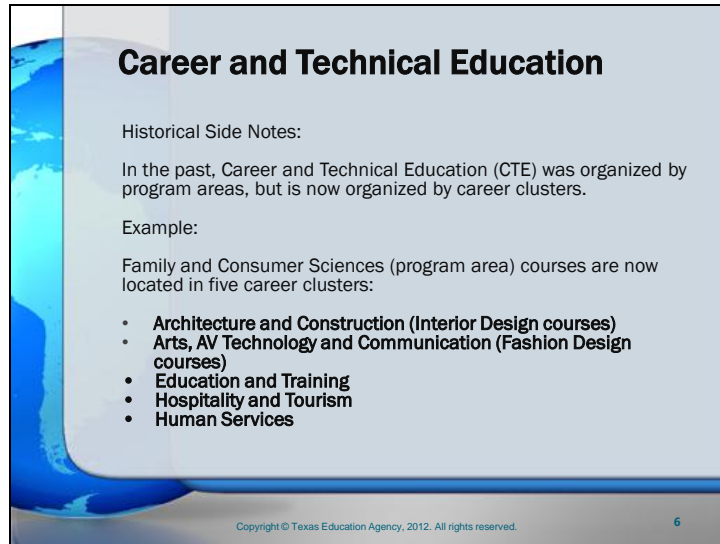
Allow student a few moments to read the information on the slide and on the back of their index card write down all unfamiliar terms.

Lead a brief class discussion on the contents of the slide. Define and provide examples of all unfamiliar terms. Inform students of CTE venues available in your district, your campus and your program.

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 6

The slide features a light blue background with a decorative graphic on the left side consisting of a blue globe and a blue wave. The title "Career and Technical Education" is prominently displayed at the top. Below the title, the text discusses the historical organization of CTE and provides an example of how Family and Consumer Sciences courses are now categorized into five career clusters.

**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**

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Architecture and Construction (Interior Design courses) and Arts, AV Technology and Communication (Fashion Design courses) cluster information can be found at <http://cte.unt.edu/>

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 7

The slide features a light blue background with a decorative blue globe graphic on the left side. The text is centered and includes a title and a bulleted list.

**Career and Technical Education (CTE)**

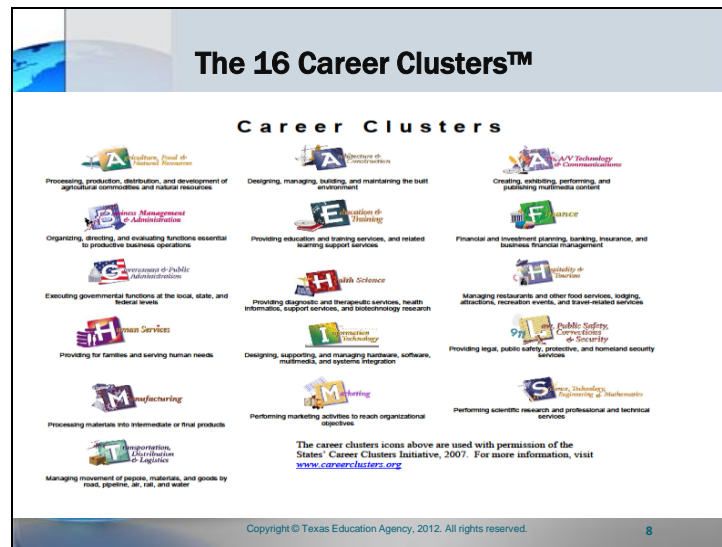
- You are currently enrolled in the course Travel and Tourism Management
- **Travel and Tourism Management** is a CTE course
- You are a CTE student
- I am a CTE instructor

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# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 8



Provide a copy of this slide to the students.

The 16 clusters identified by the U.S. Department of Education, classify workforce preparation programs that are obtained through career and technical education.

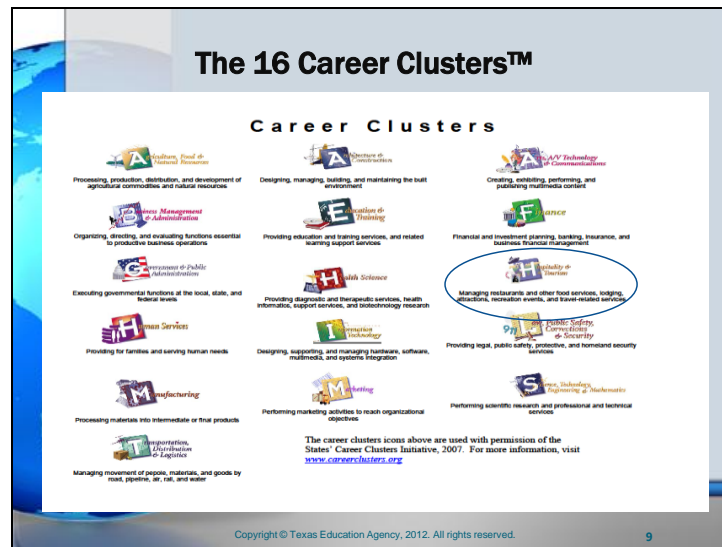
What cluster do you think **Travel and Tourism Management** falls under? Have students read the descriptors for each cluster?



# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 9



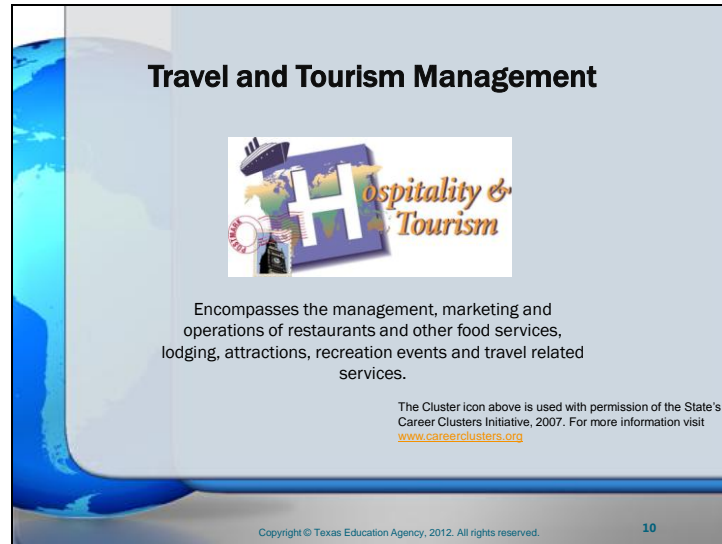
The course **Travel and Tourism Management** is in the Hospitality and Tourism Clusters.

If time permits, allow students to discuss other CTE courses available at your campus and determine their career clusters.


# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 10



**Travel and Tourism Management**



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

The Cluster icon above is used with permission of the State's Career Clusters Initiative, 2007. For more information visit [www.careerclusters.org](http://www.careerclusters.org)

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**Travel and Tourism Management is in the Hospitality and Tourism Cluster.**

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 11



The Texas Education Agency has approved 9 high school courses in Hospitality and Tourism. Not all high schools offer all courses.

What is a sequence?

The goal of CTE in high school is to progress through a sequence of courses that lead to the attainment of academic and technical skills.

Discuss the sequence for Hospitality and Tourism on your campus/district.

If applicable, discuss other courses/sequences offered at your campus and in your district.

Inform students that it is possible to incorporate courses from other sequences or clusters into their personal program of study.

Example:

Sandra wants to be a high school coach. In addition to her education and training courses, she asks her counselor to enroll her in the course DOLLARS and SENSE (Human Services cluster) so that she can learn about handling finances.

In the future, Juan would like to become an elementary school principal. In addition to his education and training courses, Juan asked his counselor to enroll him in CHILD DEVELOPMENT, (Human Services cluster) so he can learn as much as he can about children.

# **Presentation Notes**

## **Introductory Lesson: Travel and Tourism Management**

Encourage students to speak to their counselors.

Recommended sequences for all cluster courses can be found at:  
<http://www.tea.state.tx.us/index2.aspx?id=5415>

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 12



Review the sequence available for your course.

If time permits, allow students to determine the sequences available for other CTE courses on their campus/district.

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 13



Each cluster has various Programs of Study.

We have already established that **Travel and Tourism Management** is in the Hospitality and Tourism career cluster.

There are four Programs of Study in Hospitality and Tourism:

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

What Program of Study interests you?

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 14

**Career and Technical Education (CTE)**

Career Cluster →  The Cluster icon above is used with permission of the State's Career Clusters Initiative, 2007. For more information visit [www.careerclusters.org](http://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

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# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 15

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

Sample Career Specialist Occupations	General Manager • Food & Beverage Manager • Kitchen Manager • Catering & Banquets Manager • Service Manager • Dining Room Supervisor • Restaurant Owner • Baker • Brewer • Canteen • Dentician • Executive Chef • Cook • Pastry & Specialty Chef • Bartender • Restaurant Server • Manager Server • Digital Server • Manager Set-Up Employee • Bus Person • Room Service Attendant • Kitchen Steward • Counter Server • Wine Steward • Host • Research and Development Chef • Food Beverage Wholesale • Product Demonstrator • Personal Chef	Front Office Manager • Executive Housekeeper • Director of Sales & Marketing • Chief Engineer • Director of Human Resources • Rooms Division Manager • Director of Security • Controller • Food & Beverage Director • Resident Manager • Director of Operations • General Manager • Regional Manager • Quality Assurance Manager • Corporate Management • Lodging Management • Owner-Franchisee • Uniform Services Support • Communications Supervisor • Front Desk Supervisor • Reservations Supervisor • Laundry Supervisor • Rooms 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 Workers • Van Driver	Executive Director • Assistant Director • Director of Tourism Development • Director of Communications • Director of Visitor Services • Director of Sales • Director of Marketing and Advertising • Director of Volunteer Services • Director of Conventions 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) • Events Planner • Meeting Planner • Special Events Producer • Nature Tourism Coordinator • Tour and Travel Coordinator • Tourism Marketing Specialist • Transportation Specialist • Welcome Center Supervisor • Visitor Center Coordinator • Tourism Assistant • Executive Assistant • Tour Guide • Tour Operator • Motor Coach Operator • Tour and Ticket Reservationist • Interpreter	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 & Gardens Ranger • Resort Trains • 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 Center Manager • Family Centers Equipment Operator • Maintenance • Historical/Cultural/Architectural Ecological Industrial Sites Guides/Rangers • Historical/Cultural/Architectural Ecological Industrial Sites Exhibit Developer • Museums/Zoo/Aquariums Docent • Museum/Zoo/Aquariums Animal Trainer and Handler • Museum/Zoo/Aquariums Exhibit Developer
	Restaurants and Food/Beverage Services	Lodging	Travel & Tourism	Recreation, Amusements & Attractions
	<b>Cluster Knowledge and Skills</b> • 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			
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Review the contents of this chart with students, helping them make a connection between the cluster, selected program of study/pathway and possible career/occupations available to them.

This chart and frames for all career clusters can be found at:

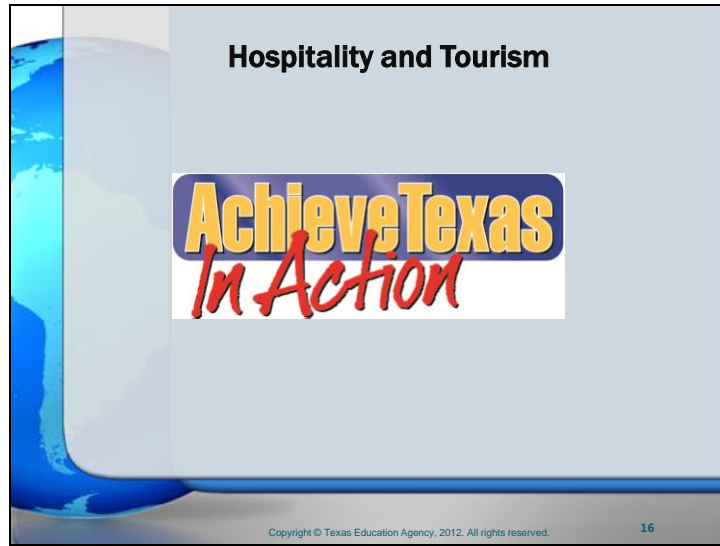
<http://www.careertech.org/career-clusters/resources/career-frames.html>



# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 16

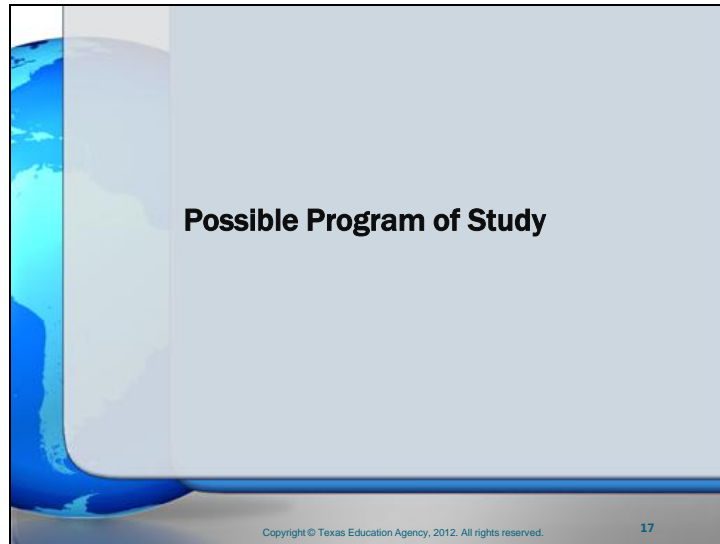


Click on logo to link to AchieveTexas Hospitality and Tourism component.

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 17



# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 18



# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 19

SUGGESTED COURSEWORK		EXTENDED LEARNING EXPERIENCES	
9th Grade	<b>9th Course:</b> English I English I English I	World Language Languages other than English I Physical Education	Career-Related Activities: Principles of Geography and Statistics
10th Grade	<b>10th Course:</b> English II Business II Spanish II	World History Languages other than English II	Career-Related Activities: Integrated Studies in Travel and Tourism Management
11th Grade	<b>11th Course:</b> English III Mathematics of Models with Applications Physics	United States History Professional Communications	Career-Related Activities: Hospitality Services or Human Resources Management or Languages other than English III or Business Management
12th Grade	<b>12th Course:</b> English IV Spanish III Environmental Systems	Government/Politics Fine Arts	Career-Related Activities: Professionalism in Geography and Tourism or Proficiency in Professional Languages other than English IV

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 20

The slide features a light blue background with a decorative blue and white globe graphic on the left side. The title "Sample Bachelor Degrees" is centered at the top in a bold, black font. Below the title is a bulleted list of five degree programs. At the bottom of the slide, there is a small copyright notice and the slide number "20".

**Sample Bachelor Degrees**

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

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# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 21



The slide features a light blue background with a decorative blue globe graphic on the left side. The title "Sample Graduate Degrees" is centered at the top in a bold, black font. Below the title is a bulleted list of five graduate degree programs. At the bottom of the slide, there is a small copyright notice and the slide number "21".

### Sample Graduate Degrees

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

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# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 22



### 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


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# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 23

**TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS)**  
**Travel and Tourism Management**



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23



# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 24

**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

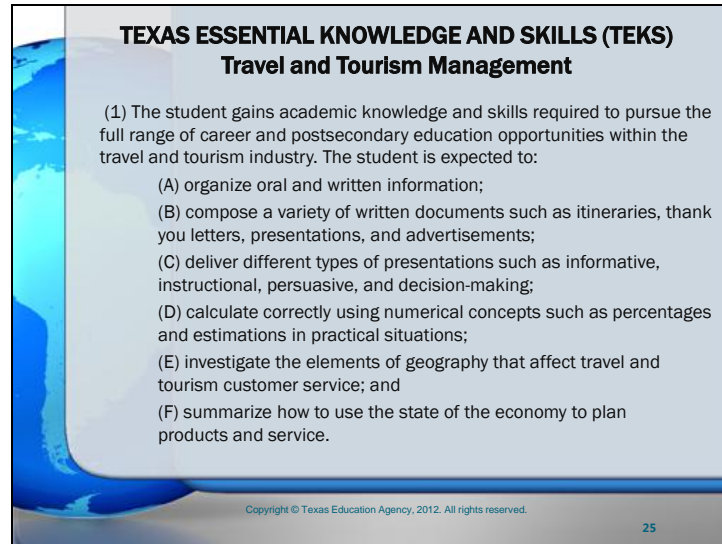
- (A) categorize a business plan and the need for a well-orchestrated business plan;
- (B) research business plan outlines, resources, and templates using web search engines;
- (C) explain a marketing plan, including price competition, non-price competition, market analysis, competition, marketing research,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

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# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 25



**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.

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25

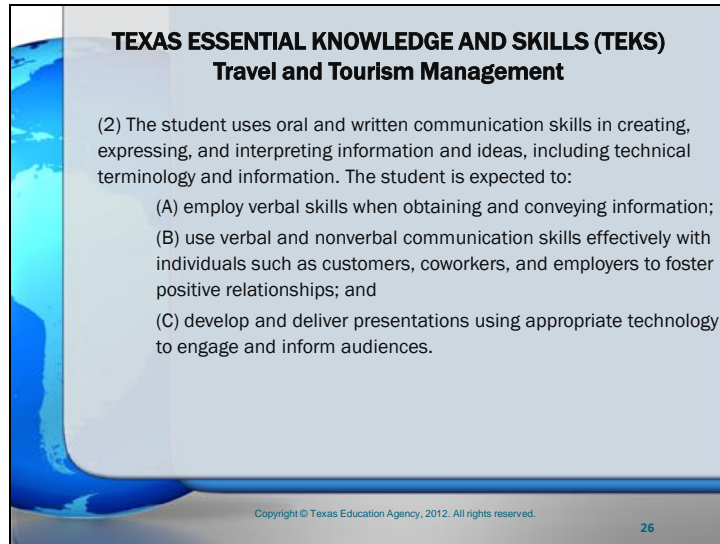
Provide students with a copy of the course TEKS. Inform students that they will be referring to this document throughout the school year. Stress that all TEKS listed will be addressed.

Provide students with activities that correspond to the TEKS.

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 26

A presentation slide with a blue globe graphic on the left side. The main content is in a white box with a black border. The title is "TEXAS ESSENTIAL KNOWLEDGE AND SKILLS (TEKS) Travel and Tourism Management". The text describes a skill set for oral and written communication, including sub-points (A), (B), and (C). At the bottom, there is a copyright notice and the slide number 26.

**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.

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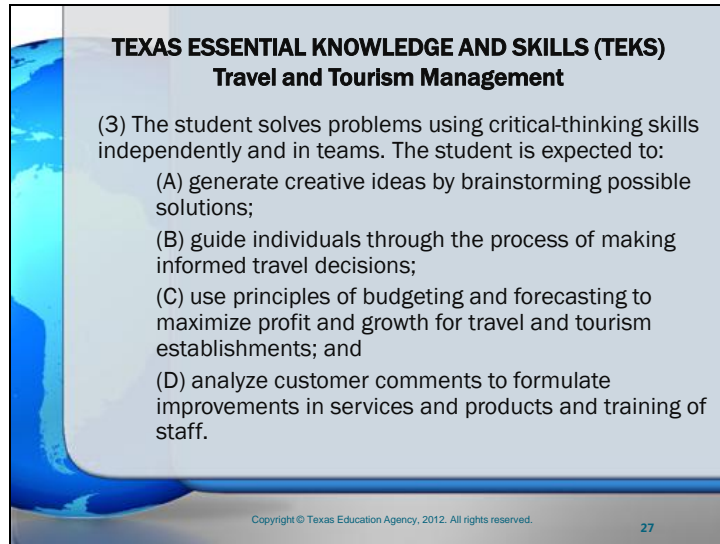
26

Provide students with activities that correspond to the TEKS.

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 27

The slide features a light blue background with a stylized globe on the left side. The text is centered and includes a title, a main objective, and four sub-objectives.

**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.

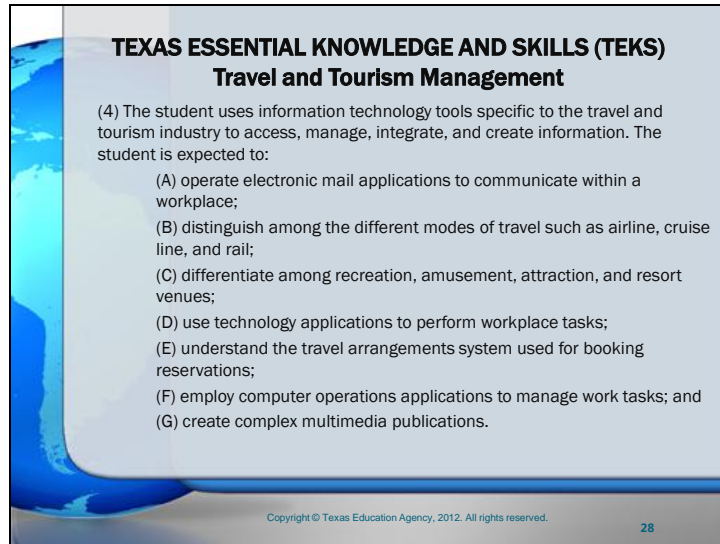
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Provide students with activities that correspond to the TEKS.

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 28

The slide features a blue globe graphic on the left side. The main content is a white box with a black border containing the following text:

**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.

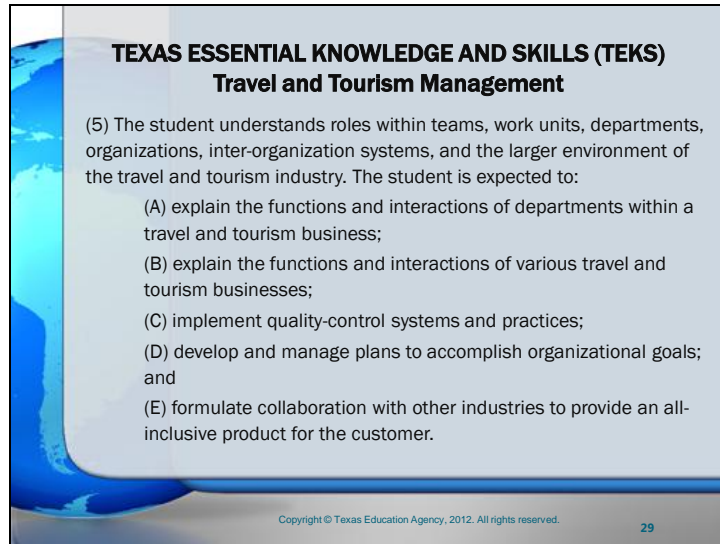
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Provide students with activities that correspond to the TEKS.

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 29



**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.

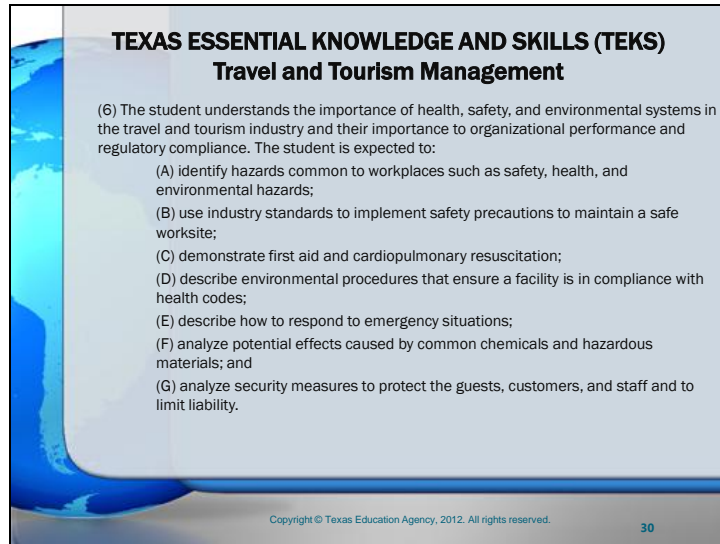
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Provide students with activities that correspond to the TEKS.

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 30



**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.

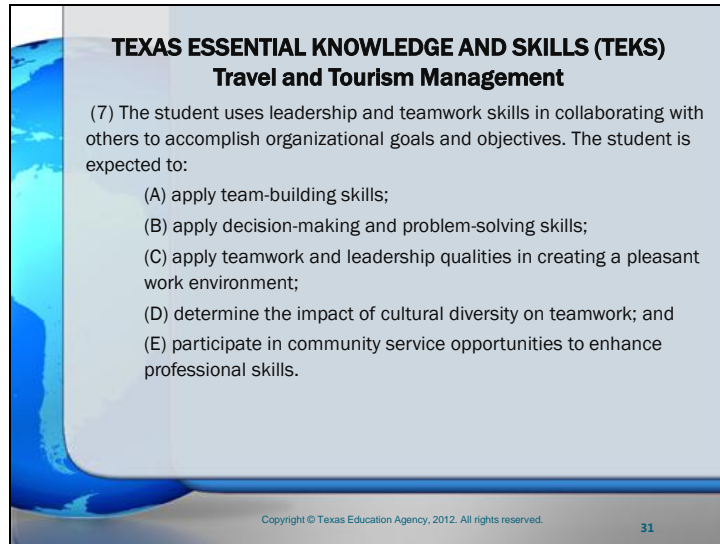
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Provide students with activities that correspond to the TEKS.

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 31

The slide features a blue globe graphic on the left side. The main content is a white box with a black border containing the following text:

**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.

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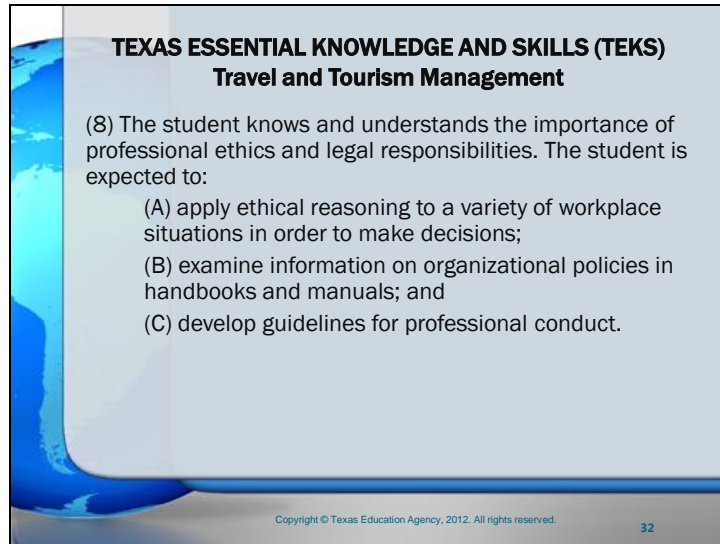
Provide students with activities that correspond to the TEKS.



# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 32

The slide features a light blue background with a decorative graphic on the left side consisting of a blue globe and a blue liquid-like splash. The text is centered and includes a title, a main statement, and three sub-points.

**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.

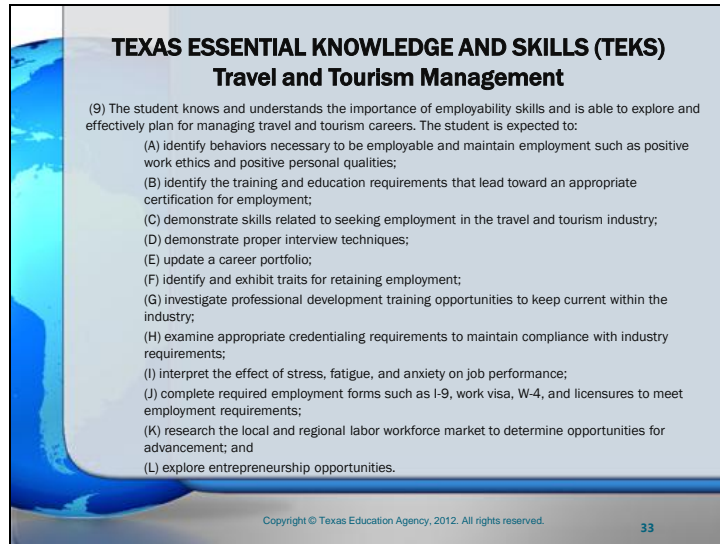
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Provide students with activities that correspond to the TEKS.

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 33



**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.

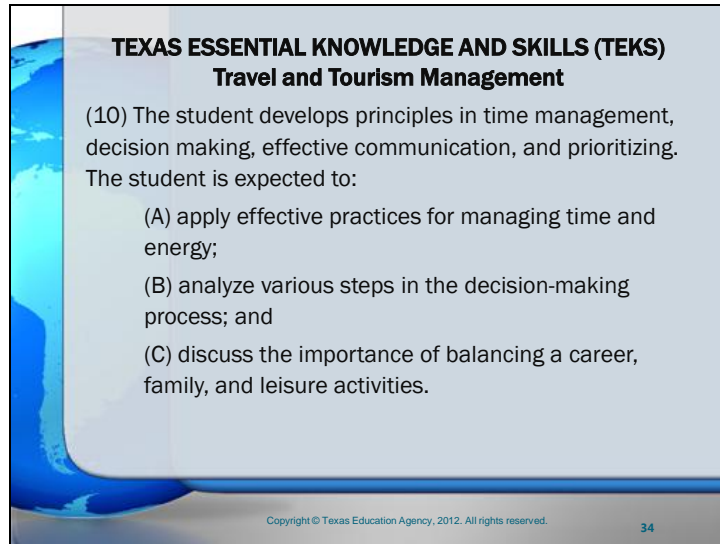
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Provide students with activities that correspond to the TEKS.

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 34

The slide features a light blue background with a stylized globe on the left side. The text is centered and includes a title, a main objective, and three sub-objectives. At the bottom, there is a small copyright notice and the slide number.

**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.

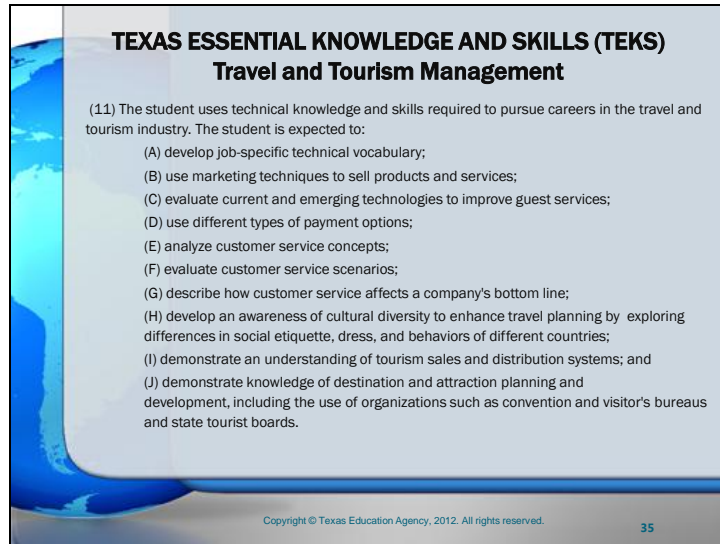
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Provide students with activities that correspond to the TEKS.

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 35



**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.

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Provide students with activities that correspond to the TEKS.

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 36



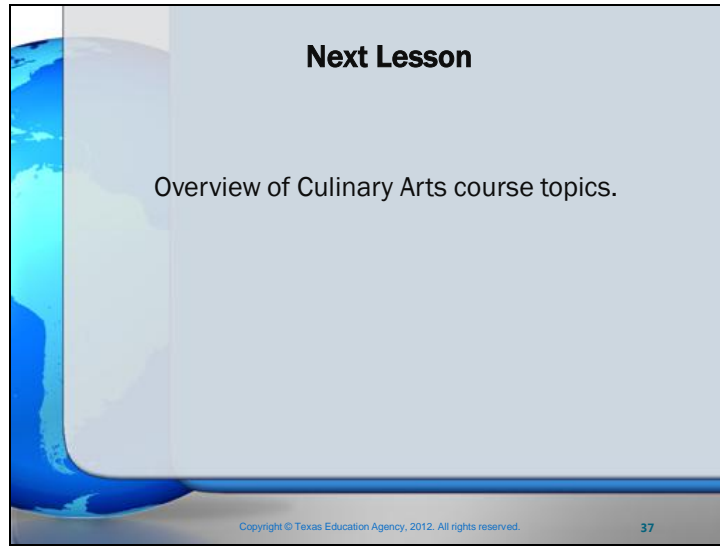
**End of Course Project Options – Travel and Tourism Management** instructional lesson can be found on the SIRDC website.

Title on slide is hyperlinked to slide presentation for said lesson.

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 37



**Next Lesson**

Overview of Culinary Arts course topics.

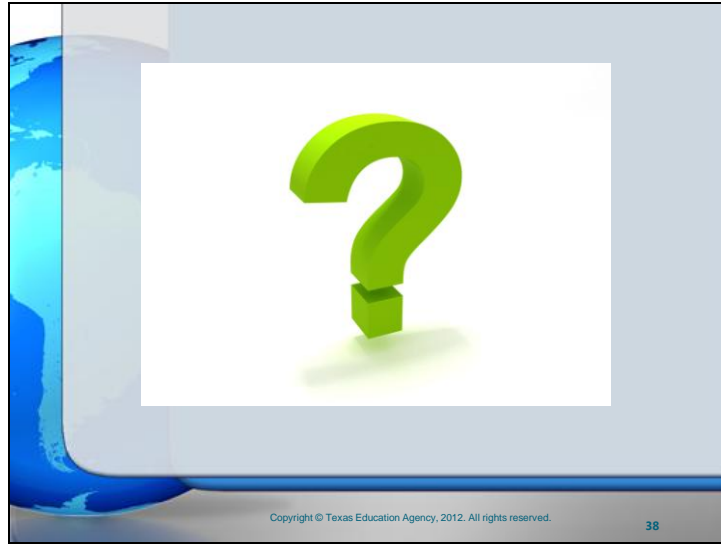
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The slide features a light blue background with a decorative graphic on the left side consisting of a blue and white globe. The text is centered and presented in a clean, sans-serif font.

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 38



Are there any questions?

# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 39

**Career and Technical Education (CTE)**

Career Cluster →  Hospitality & Tourism

The Cluster icon above is used with permission of the State's Career Clusters Initiative, 2007. For more information visit [www.careerclusters.org](http://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

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Instruct students to create their interpretation of the information on this slide. It may be used as the coversheet for their class binder, folder or journal. Students may draw or use a computer to complete the task.

Criteria used for assessment of project:

Must include all five components

Creativity

Neatness

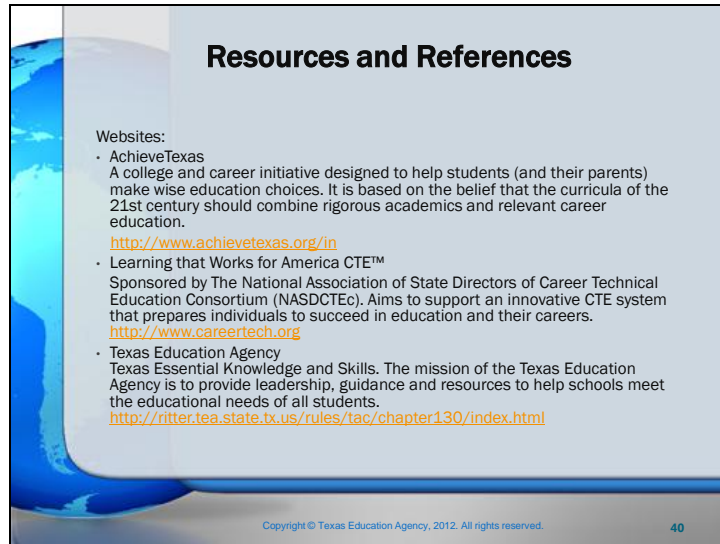
Spelling and grammar



# Presentation Notes

## Introductory Lesson: Travel and Tourism Management

Slide 40



### 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>

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