Travel and Tourism Management

- 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
  - Resorts

Destination geography - The study of those characteristics of locations that influence travel. Things that attract people to different locations.

Airlines – An air transportation system including its equipment, routes, operating personnel, and management.

International travel – People traveling globally outside of their region and home country.

Cruising – Take a vacation on a ship or boat following a predetermined course, usually calling at several ports.

Travel by rail – Rail transport is the means of conveyance of passengers and goods by way of wheeled vehicles running on rail tracks.

Lodging – A place to sleep for one or more nights.

Recreation – Any activity people do for rest, relaxation, and enjoyment.

Amusements (park) – A large outdoor area with fairground rides, shows, refreshments, games of chance or skill, and other entertainments.

Attractions – Places of special interest to visit.

Resorts – A place that provides entertainment, recreation, and relaxation for vacationers; many are located near seashores, mountains, and hot springs.
AchieveTexas College and Career Initiative is an education initiative designed to prepare students for a lifetime of success. It allows students to achieve excellence by preparing them for secondary and postsecondary opportunities, career preparation and advancement, meaningful work, and active citizenship.

AchieveTexas is 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 with relevant career education. When schools integrate academic and technical education, students can see the “usefulness” of what they are learning. The system also facilitates a seamless transition from secondary to postsecondary opportunities.
The POS represent a **recommended** sequence of coursework based on a student’s interest and career goal. POS contain lots of helpful information, including the core courses and career-related electives in high school that will help prepare students for their career goals. The POS are based upon the Recommended High School Graduation Plan and can easily be adapted for the Distinguished Achievement High School Graduation Plan.

There is one Program of Study and one Model for this Career Cluster.

All schools are different and may choose to follow other Programs of Study. Be sure to tell students what your school has to offer.
See Programs of Study Models for Travel and Tourism Director in the all Lesson Attachments tab to follow along with the slide presentation.
High School

*Career Related Electives*

- 9th – Principle of Hospitality and Tourism
- 10th – Interpersonal Studies or Travel and Tourism Management
- 11th – Hospitality Services or Human Resource Management
- 12th – Practicum in Hospitality and Tourism

*Note - Sequence of courses in your school may be different from the recommended sequence of coursework.*

These are recommended sequence of courses but _____________ (name of your school) offers _________________.

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Discuss employment opportunities in your town or city. Remind students that many careers begin at the bottom.
Education never ends. Students should be aware that earning certifications will help their careers as they move up the ladder of success.
Associate Degrees

Career Options:
- Agency Manager
- Customer Service Agent
- Travel Agent
- Travel/Tour Guide

Associate Degrees are generally a two year programs at a community college.
Bachelor Degrees are generally four year programs that will assist the student as they continue in their careers.
Management Careers are at the top of the ladder of success.
Click on hyperlink CareerOneStop – Career and Cluster Videos from Career One Stop: Pathways to Career Success.

The link will take you to the website. Click on Hospitality and Tourism Videos and a drop down menu will appear.
To view short videos on Travel and Tourism Careers, click on:
Food Service Managers
Interpreters and Translators
Lodging Managers
Meeting, Convention, and Event Planners
Reservations and Transportation Ticket Agents and Travel Clerks
Tour Guides and Escorts
Transportation Attendants
Travel Agents
Travel Clerks
The career portfolio and interview skills may be taught in another lesson but you can introduce the information at this time.
Maintaining Employment

- Once you have secured employment, be sure to:
  - Arrive to work on time
  - Work responsibly
  - Work safely
  - Respect the business
  - Maintain a positive attitude
  - Complete your assigned tasks

Discuss with students other responsibilities they would need to keep their jobs.
Stress is a part of life. It is emotional and physical. Your body reacts with physical symptoms: sinking feeling in your stomach, tension headaches, and sweaty palms.

Fatigue is tiredness that can be caused by physical exertion, stress, and lack of sleep. Employees become inattentive and not respond quickly.

Anxiety is a feeling of worry, nervousness, or unease, typically about an imminent event or something with an uncertain outcome.
Mental Health Tips

- Rest
- Eat healthy
- Exercise
- Take short breaks during the day
- Be organized
- Keep a positive attitude
- Express thoughts and feelings properly
Terminating Employment

• If you have to quit your job, be sure to follow these steps:
  – Give at least two weeks notice
  – Submit a letter of resignation which may include:
    • Reason for leaving
    • Thanking employer for experience
    • Offering to train new employee

There may be several reasons to leave employment. Students may move away to college, have found another job with better pay, or have decided to return to school. Whatever the reasons may be, students should leave on good terms.
### Professional Organizations

- [Hospitality Financial & Technology Association](#)
- [Hospitality Sales and Marketing Association](#)
- [National Concierge Association](#)
- [Texas Hotel & Lodging Association](#)
- [Texas Restaurant Association](#)

Links are live and will take you to the websites.
Continued Education

- Learning does not stop after completing a program
- Must keep up with current trends in the industry
- Continue updating your skills through
  - Certificate programs
  - Conferences
  - Educational opportunities
  - Meetings
  - Seminars
  - Webinars

Stress to students the need for updating their skills to keep up with current trends. What other ways can students update their skills?
Employment can be found by networking (talking to friends, family, neighbors), newspaper ads, the website of the place where they would like employment, and the Texas Workforce Commission.
Allow time for questions about the lesson.
References and Resources

Images:
• Microsoft Office Clip Art: Used with permission from Microsoft.

Textbook:

Websites:
• Achieve Texas
  An education initiative designed to prepare students for a lifetime of success
  http://www.achievetexas.org

• CTE – Learning that works for America
  Nationwide, Career Technical Education (CTE) programs are changing, evolving and innovating to better serve the country’s needs.
  http://www.careertech.org

• O*NET OnLine
  Detailed descriptions of the world of work for use by job seekers, workforce development and HR professionals, students, researchers, and more!
  http://www.onetonline.org
  Browse by Career Cluster – Hospitality and Tourism
  http://www.onetonline.org/find/career?c=9&g=Go

• Texas Work Prep Learning Management System
  Texas Job Hunter’s Guide*Course.
  https://www.texasworkprep.com/texasworkprep.htm