# Foundations of Travel & Tourism Course No. 16151 Credit: 0.5

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| **Student name:**  |  | **Graduation Date:** |  |

Pathways and CIP Codes:Restaurant and Event Management (12.0504); Travel and Tourism (52.0901)

Course Description: **Technical Level:** Foundations of Travel and Tourism will assist students in charting a career path in one of the world’s largest industries… travel and tourism. The course includes different segments of the tourism industry and explore careers that the industry offers. Students will explore economic impact and the ramifications of development to the economy. Students will also explore emerging trends and the impact of technology.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Understand the procedures applied to safety, security, and environmental issues.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Explore the world’s geographic regions, focusing on factors that create desirable travel destinations (i.e. weather/climate, physical features, cultural elements and historical interests). |  |
| 1.2 | Understand the importance of safety plans and procedures as they relate to unique risks in amusement, gaming and recreation facilities and practices. |  |

## Benchmark 2: Apply concepts of quality service to assure customer satisfaction.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Understand the USTA (US Travel Association) definition of a visitor and tourist. |  |
| 2.2 | Utilize information from market segmentation (i.e. ethnicity, geographical, gender, income, etc.). to guide product and service decisions for target markets. |  |
| 2.3 | Analyze customer service skills to ensure quality service and guest satisfaction and the impact of poor service to an operations budget. |  |
| 2.4 | Compare and contrast impact of unethical practices in travel and tourism applications (i.e. misleading venue condition, indication of property amenities that are not actually offered). |  |
| 2.5 | Utilize information from market segmentation when making decisions about travel agendas for varying groups (i.e. families, business traveler, eco traveler, international traveler) who are traveling to various locations (i.e. local, state, US, international). |  |

## Benchmark 3: Demonstrate an understanding of the travel and tourism industry.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Analyze the different segments of tourism, culinary tourism, nature-based tourism (i.e. Agri-tourism in Kansas), responsible tourism and sustainable tourism. |  |
| 3.2 | Identify travel motivators and consumer needs. |  |
| 3.3 | Research technology and how it is impacting the industry (i.e. on-line booking, on-line reviews, staff training and guest services). |  |
| 3.4 | Determine the relationship of amusements, recreation and gaming to travel and tourism. |  |
| 3.5 | Research the industry’s economic impacts at the state and local level and understand the calculations used to determine this impact. |  |
| 3.6 | Explore the role of DMOs (Destination Marketing Organizations) to identify marketing and sales tactics used to promote travel and tourism. |  |
| 3.7 | Investigate trends and their impact on travel, tourism and hospitality practices (i.e. economy, green movement, sports, etc.). |  |
| 3.8 | Research costs, pricing and market demands using principles of budgeting and forecasting to maximize profit and growth within the industry. |  |
| 3.9 | Explore the ramifications of tourism development in terms of increased sustainability, profitability and benefits to the surrounding community. |  |
| 3.10 | Demonstrate a basic understanding of economics and community development and consider the role politics play in this process (i.e. funding community tourism). |  |
| 3.11 | Compare and contrast the similarities and differences of tourism in rural communities and urban settings. |  |
| 3.12 | Analyze the organizational structure of the amusement, recreation and gaming entities and the responsibilities of individuals working within it. |  |

## Benchmark 4: Enhance career readiness through practicing appropriate skills in travel and tourism applications.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Identify career opportunities in the travel and tourism industry and the skills/experiences needed for the career path (i.e. operations, management, sales). |  |
| 4.2 | Identify concerns, analyze solutions and apply critical thinking skills to solve problems. |  |
| 4.3 | Model behaviors that demonstrate active listening. |  |
| 4.4 | Enhance development of process skills across all contexts (critical thinking, creativity, goal setting, problem solving, decision making, leadership, management, cooperation). |  |
| 4.5 | Understand the need for accuracy in mathematics, reading comprehension, terminology and writing to correctly deliver products and services in the industry. |  |
| 4.6 | Identify accurate verbal and nonverbal cues to provide a positive experience for guests and fellow employees. |  |
| 4.7 | Examine the leadership, teamwork and partnership skills needed to create good working relationships. |  |
| 4.8 | Review and enhance an electronic career portfolio to document knowledge, skills and experiences, and individual plan of study. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

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