# Common Career Technical CoreTravel & Tourism Pathway

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

Course Description: To be taught in all courses in the approved pathway.

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: Career REady Standards

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Act as a responsible and contributing citizen and employee. |  |
| 1.2 | Apply appropriate academic and technical skills. |  |
| 1.3 | Attend to personal health and financial well-being. |  |
| 1.4 | Communicate clearly, effectively and with reason. |  |
| 1.5 | Consider the environmental,social and economic impacts of decisions. |  |
| 1.6 | Demonstrate creativity and innovation. |  |
| 1.7 | Employ valid and reliable research strategies. |  |
| 1.8 | Utilize critical thinking to make sense of problems and persevere in solving them. |  |
| 1.9 | Model integrity, ethical leadership and effective management. |  |
| 1.10 | Plan education and career path aligned to personal goals. |  |
| 1.11 | Use technology to enhance productivity. |  |
| 1.12 | Work productively in teams while using cultural/global competence. |  |

## Benchmark 2: Hospitality & Tourism Career Cluster

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Describe the key components of marketing and promoting hospitality and tourism products and services. |  |
| 2.2 | Evaluate the nature and scope of the Hospitality & Tourism Career Cluster and the role of hospitality and tourism in society and the economy. |  |
| 2.3 | Demonstrate hospitality and tourism customer service skills that meet customers' needs. |  |
| 2.4 | Describe employee rights and responsibilities and employers' obligations concerning occupational health and safety in the hospitality and tourism workplace. |  |
| 2.5 | Identify potential, real and perceived hazards and emergency situations and determine the appropriate safety and security measures in the hospitality and tourism workplace. |  |
| 2.6 | Describe career opportunities and means to attain those opportunities in each of the Hospitality &Tourism Career Pathways. |  |

## Benchmark 3: Travel & Tourism Career Pathway

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Apply information about time zones, seasons and domestic and international maps to create or enhance travel. |  |
| 3.2 | Apply unit and time conversion skills to develop travel schedules and compute cost, distance and time (including travel time) factors. |  |
| 3.3 | Analyze cultural diversity factors to enhance travel planning. |  |
| 3.4 | Assess the potential (real and perceived) hazards related to multiple environments and recommend appropriate safety, health and security measures for travelers. |  |
| 3.5 | Develop a safety and security plan containing proactive and reactive solutions to manage emergency situations for travelers and staff. |  |
| 3.6 | Use common travel and tourism terminology used to communicate within the industry. |  |
| 3.7 | Customize travel with diverse transportation, lodging, cruise and food options. |  |
| 3.8 | Compare and contrast services and products from related industries to understand and evaluate how they impact the delivery of travel and tourism products and services to customers. |  |
| 3.9 | Identify the community elements necessary to maintain cooperative tourism development efforts. |  |
| 3.10 | Develop a travel product that matches customer needs, wants and expectations. |  |
| 3.11 | Develop a travel product that matches customer needs, wants and expectations. |  |
| 3.12 | Select the most effective communication technique and media venue to convey travel marketing information to a target audience. |  |

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

Instructor Signature:

For more information, contact:

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