Arkansas CTE

Business and Marketing Technology: Arkansas Tourism Industry

Identify, analyze, and explain the various geographic reasons in the State of Arkansas. 1.1	**1** Identify the different geographic regions. 1.1.1
	2 Examine the various demographics in each geographic region and how this affects consumer behaviors in each region. 1.1.2
	3 Research and explain the economic conditions of each region. 1.1.3
	4 Identify and label the counties in each region. 1.1.4
Describe the parks and tourist attractions in each region. 1.2	**1** Locate and list the city, state and national parks in each region. 1.2.1
	3 Identify and describe the major tourist attractions in each region and discuss how these features relate to consumer wants/needs. 1.2.3
Evaluate and discuss the hospitality industry in Arkansas and its economic relevance to Arkansas communities, regions, and the state as a whole. 2.1	**1** Explain the food and agricultural industry in Arkansas and the impact the industry has on local, state, and the national economy. 2.1.1
	3 Research the various types of cuisine, service styles, restaurants and their price ranges. 2.1.3
	5 Identify the types of lodging available in Arkansas, including hotel, motel, bed and breakfast, resort, CRP7 camping, and time shares. Analyze how each option meets consumer swants/needs. 2.1.5
	6 Determine and analyze the economic impact of the lodging industry in Arkansas 2.1.6
	8 Research, identify and explain trends in lodging industry; Airbnb, VRBO, agritourism, etc. 2.1.8
Evaluate and discuss the tourism in Arkansas and its economic relevance to co	**1** Locate and examine the various types of parks in Arkansas, i.e. city, state, and national 2.2.1
	xplain the tourism industry as it relates to sports, including any professional ports facilities, college athletic programs, marathons, hunting sports, hall of

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and the state as a whole. 2.2		fame, etc. 2.2.3
	5	Discover the different festivals in the state and describe the featured foods, crafts, and the cities where the festivals are located. 2.2.5
	6	Determine the careers available in the tourism industry 2.2.6
	8	Research, examine and explore Agri-tourism and Farm-to-Table 2.2.8
Analyze the transportation industry and the impact of the transportation infrastructure on the travel and tourism industry. 2.3	1	Analyze the Arkansas infrastructure for rail, air, land and water, including the challenges, strengths and deficiencies of each. 2.3.1
	3	Understand the economic impact of the transportation industry on the Arkansas economy. 2.3.3
	5	Determine the careers available in the transportation industry. 2.3.5
Examine and deliberate on businesses that originated in Arkansas as well as professional organizations associated with Arkansas businesses. 3.1	1	Identify and categorize various businesses that originated in Arkansas. 3.1.1
	2	Identify and examine the various professional organizations associated with Arkansas businesses. 3.1.2
	3	Compare and contrast the characteristics of successful and unsuccessful entrepreneurs. 3.1.3
Determine and discuss economic and legal factors affecting Arkansas businesses. 3.2	2	Determine and analyze the liabilities and risk of business ownership. 3.2.2
	3	Analyze the impact of changing economic conditions that affect Arkansas travel and tourism. 3.2.3
Understand and explain basic marketing concepts important in hospitality and tourism businesses. Essential Learning Targets Applications Resour 3.3	2	Identify Visitors and Convention Bureaus, and Destination Marketing Organizations (DMOs) and determine the role they play in tourism. 3.3.2
	3	Determine how advertising and promotion taxes are important to the hospitality and tourism industries. 3.3.3
	5	Research the local market and generate ideas about opportunities for new hospitality and tourism businesses in the local area. Identify unmet wants or needs in the local market and devise a plan to meet those wants and needs. 3.3.5
Understand and demonstrate understanding of educational requirements for career de ad	1	Determine the education required for careers in hospitality and tourism and the importance of life-long learning. 4.1.1

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Understand and demonstrate job readiness concepts and skills. 4.3

1 **Demonstrate personal qualities related to employability: promptness, interpersonal skills, dependability, initiative, honesty, integrity, patience, asking questions, responsibility, respect for diversity, and communication skills.** 4.3.1

4 **Demonstrate good health, hygiene, nutrition, and physical fitness habits and discuss how these can help you to be a better employee and have improved quality of life.** 4.3.4

7 **Participate in quarterly work skills evaluations. (Evaluations should be similar to employee performance reviews used in the workplace.)** 4.3.7