Arkansas CTE

Introduction to Travel and Tourism: Grades 10, 11, 12

Adopted 2004

Going Places: An Overview of the Travel Industry

1.1 Define terminology

1. Prepare a list of travel terms and explain the two major kinds of travel that exist 1.1.1
2. Write a true statement about each term 1.1.2

1.2 Discuss major segments of the travel industry

1. List at least ten sectors of the travel industry 1.2.1
2. Write a sentence to describe each 1.2.2

1.3 Describe how travel is typically sold

1. Describe how travel product sales typically flow from supplier to consumers 1.3.1
2. Visit a travel agency or have an agent present to the class a flow chart on suppliers and consumers 1.3.2

1.4 Discuss the different kinds of consumers and what satisfies their travel needs

1. Explain what Dependables, Venturers, and Centrics are and what types of travel each favors 1.4.1

The Air Transportation Industry

2.1 Define terminology

1. Define, discuss, compare and contrast airline terms 2.1.1
2. Create a study guide list containing airline terminology 2.1.2

2.2 Discuss types of aircraft used in commercial aviation

1. Research textbooks and web sites for examples of various types of aircraft used in commercial aviation starting with the early years of aviation and progressing to the current year 2.2.1
2. Create a time line with pictures of the various planes 2.2.2
3. If possible bring model planes from home for display 2.2.3
4. Create an imaginary airplane on the floor using strips of paper and chairs then discuss size, types of flights, seat room, pitch and classes of service 2.2.4

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5. Assign a pilot, sky cap, flight attendants, and other typical jobs to work with passengers as they board the plane 2.2.5

2.3 Discuss what government agencies control aviation

1. Discuss the need for government agencies with a visiting licensed pilot, aviation instructor, air traffic controller, or a member of the Federal Aviation Administration (FAA), Air Transport Association (ATA), or International Air Transport Association (IATA) 2.3.1

2.4 Discuss airport hubs and spokes along with their codes

1. Research Major Airlines on the Internet and determine how they have established a Hub and Spoke System 2.4.1
2. Create a hub and spoke diagram using airline/city codes to show the domestic hub and the outlying cities serviced by the system 2.4.2

2.5 Explain what to expect at an airport

1. Interview someone who does a lot of traveling using the air transportation having them explain what process they go through to board a plane, and any changes since 9/11 2.5.1
2. Visit a local airport or interview an airport employee to experience the different aspects and problems you might face before you board the plane 2.5.2

The Hospitality Industry

3.1 Define terminology

1. Define, discuss, compare and contrast terms of the lodging industry 3.1.1
2. Compose a fictional story using 10 terms from the unit in ten minutes 3.1.2

3.2 Discuss types of lodging properties

1. Visit a lodging property as a group, on your own, or on the Internet to identify the property as one of the major types of hotels 3.2.1
2. Write a short report or create a computer presentation on the property you visited 3.2.2

3.3 Discuss the cost of lodging

1. List 10 factors that affect the cost of a room 3.3.1
2. Research the Internet for 10 different properties and develop a chart showing their different rates based on the factors affecting the cost of a room 3.3.2

3.4 Discuss how lodging is sold

1. Visit a hotel/motel or have a member of hotel management visit the class to explain how lodging is sold 3.4.1
2. Research newspapers, magazines, travel agency letters or tv ads for hotel/motel advertisements; clip or video tape ads and present your findings to the class. 3.4.2

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3. Visit a local travel agent or have one visit the classroom and discuss how lodging is sold in bulk 3.4.3

3.5 Discuss how the food service industry relates to hospitality, travel, and tourism

1. Visit a local restaurant or have a member of management visit the class and discuss how food service relates to hospitality, travel and tourism 3.5.1

The Travel Agency Industry

4.1 Define terminology

1. Discuss, compare, and contrast terms of the travel agency 4.1.1

4.2 Explain why consumers use travel agents

1. Discuss and list at least five reasons why people decide to use travel agents to plan their trips 4.2.1

4.3 Describe the different kinds of travel agencies

1. Visit a travel agency or have an agent visit the class to help identify four kinds of travel agents 4.3.1
2. Research "Travel agency" on the Internet then list basic similarities of several sites and discuss how the Internet may help or hinder the sales of an agency 4.3.2

4.4 Discuss skills agents need to deal with mostly leisure customers or primarily with business travelers

1. Categorize and chart various agent tasks and skills needed for Corporate Agents and Leisure Agent 4.4.1
2. Using teams, create several mock leisure travel agencies with several types of vacation packages to sell at different price ranges, produce brochures for the products, multimedia presentations to show customers, sales pitch, and then have other individuals shop for tour packages; use play money to purchase one or more of the tours 4.4.2

4.5 List information sources for agents

1. Discuss resources travel agents use to obtain information 4.5.1

The Tour Industry

5.1 Define terminology

1. Prepare a list of terms with definitions 5.1.1

5.2 List the kinds of tours

1. Research several web sites for tour companies 5.2.1
2. Compare and contrast the kinds of tours by writing a true statement about each 5.2.2

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Discuss the demand for tour managers

1. Write a short paragraph explaining why tour managers are in demand 5.3.1

5.4 Discuss what motivates people to take a tour

1. Describe what motivates people to take tours 5.4.1
2. Visit a travel agency or have an agent, a tour guide or an experienced traveler that has taken several tours, present to the class reasons people take tours 5.4.2

5.5 Explain how tours are priced and sold

1. List three factors in determining how a tour is priced 5.5.1
2. Research tour prices on the Internet and then develop a chart with pictures to show the different prices of some of the most popular tours by motor coach, train, cruise, car, or air 5.5.2

The Cruise Industry

6.1 Define terminology

1. Prepare a list of terms with definitions 6.1.1

6.2 Discuss why people go on cruises

1. List five reasons why people go on a cruise 6.2.1
2. Search the state newspaper for advertisements of available cruises; clip, display, discuss 6.2.2

6.3 Describe the different types of cruise lines and ships

1. Profile cruise lines by researching different cruise line web sites 6.3.1
2. Write two or three sentences that summarize what kind of cruise lines you found 6.3.2

6.4 Describe what a cruise experience is like

1. Interview someone who has taken a cruise 6.4.1
2. Take a cruise to Cancun, Mexico or preview a cruise video 6.4.2

6.5 Explain how cruises are priced and sold

1. List three places where tours are sold 6.5.1
2. Discuss factors which determine how a tour is priced 6.5.2

6.6 Discuss careers in the cruise industry

1. Research career opportunities in the cruise industry 6.6.1
2. List examples of jobs available in the cruise industry with a short job description 6.6.2

Other Segments of the Travel Industry

7.1 Define terminology

1. Prepare a list of terms with definitions 7.1.1

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Discuss the car rental business

1. Explain the motives behind car rental 7.2.1
2. Visit a car rental business or interview a car rental agent to discuss the business 7.2.2
3. Research car rental companies on the Internet and create a poster, brochure or flyer to advertise the company and different rates for different types of cars 7.2.3

7.3 Discuss rail travel

1. Explain the motives behind rail travel 7.3.1
2. Visit a train station or have an employee of the train industry visit the class or research train travel on the Internet to explain the kinds of rail travel in North America and around the world; discuss how train travel differs in foreign countries and the U.S. 7.3.2
3. List potential careers in rail travel and discuss their job requirements, education level and salaries 7.3.3

7.4 Discuss Destination Marketing Organizations and other suppliers

1. Introduce DMOs with other suppliers and explain the need for the organizations 7.4.1

Geography of Travel

8.1 Define terminology

1. Prepare a list of terms with definitions 8.1.1
2. Write a true statement about each term 8.1.2

8.2 Explain the major segments of map reading and the globe

1. View several types of world maps and then view several types of globes 8.2.1
2. Label a world map with major segments such as equator, latitude and longitude lines, International Date line, Prime Meridian, Hemispheres, etc. 8.2.2
3. Explain the straight-line concept then demonstrate how it does not work on world travel to the east and west, because the world is a sphere, by using a string and a globe to show shorter distances of flight around the globe 8.2.3
4. Have an Agri teacher, local woodsman or surveyor explain and demonstrate Global Positioning System and how it is used in the travel industry or applied to the mapping process 8.2.4

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8.3 Explain world time

1. Explain the basic 24 world time zones and the effect of easterly and westerly travel 8.3.1
2. Locate the International Date Line and the Greenwich Meridian an a map; explain the date changes for eastbound and westbound travelers when they cross the date line 8.3.2
3. On the Internet, research time zones around the world and calculate the time differences between 3 to 5 pairs of cities such as New York and London, or LA and Hong Kong and chart the differences 8.3.3

8.4 Discuss landforms and bodies of water

1. List and discuss the 7 main continents of the world and major land forms in each 8.4.1
2. Using a copy of a world map, label the 7 main continents and the major oceans and seas around them 8.4.2