Kansas CTE

Foundations of Travel and Tourism - Hospitality and Tourism Career Cluster - Course KCCMS #: 34053

(CIP CODE: 12.0504) Restaurant and Event Management & (CIP CODE: 52.0901): Travel and Tourism

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COMPREHENSIVE STANDARD 10.0: Synthesize knowledge,skills and practices required for careers in hospitality, tourism and recreation. 10.0

A **Benchmark: 12. 1 Understand the procedures applied to safety, security, and environmental issues.** 12.1

1 Explore the world's geographic regions, focusing on factorsthat create desirable travel destinations(i.e. weather/climate, physical features, cultural elements and historical interests). 12.1.1

2 Understand the importance of safety plans and procedures as they relate to unique risks in amusement, gaming and recreation facilities and practices. 12.1.2

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B **Benchmark: 12. 2 Apply concepts of quality service to assure customer satisfaction.** 12.2

1. Understand the USTA (US Travel Association) definition of a visitor and tourist 12.2.1
2. Utilize information from market segmentation (i.e. ethnicity, geographical, gender, income, etc.) to guide product and service decisions for target markets. 12.2.2
3. Analyze customer service skills to ensure quality service and guest satisfaction and the impact of poor service to an operations budget 12.2.3
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). 12.2.4
5. [There is no 12.2.5] 12.2.5
6. Utilize information from market segmentation when making decisions about travel agendas for varying groups (i.e. families, businesstraveler, eco traveler, international traveler) who are traveling to various locations (i.e. local, state, US, international). 12.2.6

C **Benchmark: 12. 3 Demonstrate an understanding of the travel and tourism industry.** 12.3

1. Analyze the differentsegments of the tourism, culinary tourism, nature-based tourism (i.e. agri-tourism in Kansas), responsible tourism and sustainable tourism. 12.3.1
2. Identify travel motivators and consumer needs. 12.3.2
3. Research technology and how it is impacting the industry (i.e. on-line booking, on-line reviews, staff training and guest services). 12.3.3
4. Determine the relationship of amusements, recreation and gaming to travel and tourism. 12.3.4
5. Research the industry's economic impacts at the state and local level and understand the calculations used to determine this impact. 12.3.5
6. Explore the role of DMOs (Destination Marketing Organizations) to identify marketing and sales tactics used to promote travel and tourism. 12.3.6
7. Investigate trends and their impact on travel, tourism and hospitality practices (i.e. economy, green movement, sports, etc.). 12.3.7
8. Research costs, pricing and market demands using principles of budgeting and forecasting to maximize profit and growth within the industry. 12.3.8
9. Explore the ramifications of tourism development in terms of increased sustainability, profitability and benefits to the surrounding community. 12.3.9
10. Demonstrate a basic understanding of economics and community development and consider the role politics play in this process (i.e.. funding community tourism). 12.3.10

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11 Compare and contrast the similarities and differences of tourism in rural communities and urban settings. 12.3.11

12 Analyze the organizational structure of the amusement, recreation and gaming entities and the responsibilities of individuals working within it. 12.3.12

D Benchmark: 12.4 Enhance career readiness through practicing appropriate skills in travel and tourism applications. 12.4

1 Identify career opportunitiesin the travel and tourism industry and the skills/experiences needed for the career path (i.e. operations, management, sales. 12.4.1

2 Identify concerns, analyze solutions and apply critical thinking skills to solve problems. 12.4.2

3 Model behaviors that demonstrate active listening. 12.4.3

4 [There is no 12.4.4] 12.4.4

5 Enhance development of process skills across all contexts (i.e. critical thinking, creativity, goal setting, problem solving, decision making, leadership, management, cooperation). 12.4.5

6 Understand the need for accuracy in mathematics, reading comprehension, terminology and writing to correctly deliver products and servicesin the industry. 12.4.6

7 Identify accurate verbal and nonverbal cues to provide a positive experience for guests and fellow employees. 12.4.7

8 Examine the leadership, teamwork and partnership skills needed to create good working relationships 12.4.8