West Virginia CTE

Introduction to Tourism

General Hospitality and Tourism Technical Skills

1 **Lodging.** 1211.1

1 Apply customer service techniques for delivering services efficiently for the well-being and comfort of guests as it relates to the Lodging sector. 1211.1.1

2 Demonstrate an understanding of the lodging sectors that apply to the tourism industry in your travel region. 1211.1.2

3 Demonstrate an understanding of the lodging sectors that apply to the tourism industry in West Virginia and beyond. 1211.1.3

4 Demonstrate an understanding of careers available in the lodging sector of tourism in your travel region. 1211.1.4

5 Demonstrate an understanding of careers available in the lodging sector of tourism in West Virginia and beyond. 1211.1.5

6 Demonstrate an understanding of skills required for employment in the lodging sector of tourism. 1211.1.6

7 Demonstrate an understanding of the principles of marketing the lodging sector of tourism as an entrepreneur. 1211.1.7

8 Explore the lodging sector of tourism in your travel region through an onsite experience. 1211.1.8

9 Students demonstrate mastery of the lodging sector through creation of a culminating demonstration. (Ex. Menus, Floor Plans, Social Media Campaigns, Marketing Materials, Brochures, Presentations, PSA's etc.) 1211.1.9

10 Demonstrate mastery of reading, writing, and math skills required for a career within the lodging sector. 1211.1.10

2 **Transportation.** 1211.2

1 Apply customer service techniques for delivering services efficiently for the well-being and comfort of guests as it relates to the transportation sector. 1211.2.1

2 Demonstrate an understanding of the transportation sectors that apply to the tourism industry in your travel region. 1211.2.2

3 Demonstrate an understanding of the transportation sectors that apply to the tourism industry in West Virginia and beyond. 1211.2.3

4 Demonstrate an understanding of careers available in the transportation sector of tourism in your travel region. 1211.2.4

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Demonstrate an understanding of careers available in the transportation sector of tourism in West Virginia and beyond. 1211.2.5

6 Demonstrate an understanding of skills required for employment in the transportation sector of tourism. 1211.2.6

7 Demonstrate an understanding of the principles of marketing the transportation sector of tourism as an entrepreneur. 1211.2.7

3 Attractions. 1211.3

1 Apply customer service techniques for delivering services efficiently for the well-being and comfort of guests as it relates to the attractions sector. 1211.3.1

2 Demonstrate an understanding of the attractions sectors that apply to the Lodging industry in your travel region. 1211.3.2

3 Demonstrate an understanding of the attractions sectors that apply to the tourism industry in West Virginia and beyond. 1211.3.3

4 Demonstrate an understanding of careers available in the lodging sector of tourism in your travel region. 1211.3.4

5 Demonstrate an understanding of careers available in the Attractions sector of tourism in West Virginia and beyond. 1211.3.5

6 Demonstrate an understanding of skills required for employment in the attractions sector of tourism. 1211.3.6

7 Demonstrate an understanding of the principles of marketing the attractions sector of tourism as an entrepreneur. 1211.3.7

Academic Foundations

4 Ethics and legal responsibilities. 1211.4

1 Apply appropriate laws, regulations, industry standards to tourism situations. 1211.4.1

5 Safety, health and environment. 1211.5

1 Identify and practice appropriate safety and health procedures for hospitality and tourism occupations. 1211.5.1

2 Demonstrate emergency and first-aid knowledge and procedures for hospitality and tourism occupations. 1211.5.2

6 Academic. 1211.6

1 Apply reading skills in a hospitality and tourism career environment. 1211.6.1

2 Apply writing skills in a hospitality and tourism career environment. 1211.6.2

3 Apply mathematical skills in a hospitality and tourism career environment. 1211.6.3

4 Apply knowledge of economics in a hospitality and tourism career environment. 1211.6.4