West Virginia CTE

Travel West Virginia

Tourism Product Knowledge

1 **General hospitality and tourism technical skills.** 7663.1

- 1 Apply marketing strategies and techniques within a hospitality and tourism context. 7663.1.1
- 2 Apply customer service techniques in a hospitality and tourism context. 7663.1.2
- 3 Identify elements of geography and climate that affect the hospitality and tourism industry. 7663.1.3

2 **Academic foundations.** 7663.2

- 1 Apply reading skills in a hospitality and tourism career environment. 7663.2.1
- 2 Apply writing skills in a hospitality and tourism career environment. 7663.2.2
- 3 Apply mathematical skills in a hospitality and tourism career environment. 7663.2.3
- 4 Apply knowledge of economics in a hospitality and tourism career environment. 7663.2.4

3 **Ethics and legal responsibilities.** 7663.3

- 1 Apply appropriate laws, regulations, industry standards to hospitality and tourism situations. 7663.3.1
- 2 Identify ethical issues and demonstrate ethical behavior in hospitality and tourism situations. 7663.3.2
- 3 Locate, organize, reference written information to communicate with coworkers and clients. 7663.3.3
- 4 Develop and deliver formal and informal presentations using media to engage and inform diverse audiences. 7663.3.4
- 5 Apply listening skills; interpret verbal and nonverbal behaviors to communicate with coworkers and clients. 7663.3.5
- 6 Interpret and use tables, charts, and figures. 7663.3.6

4 **Communications.** 7663.4

- 1 Locate, organize, reference written information to communicate with coworkers and clients. 7663.4.1
- 2 Develop and deliver formal and informal presentations using media to engage and inform diverse audiences. 7663.4.2

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3 Apply listening skills; interpret verbal and nonverbal behaviors to communicate with coworkers and clients. 7663.4.3

4 Interpret and use tables, charts, and figures. 7663.4.4

5 Information technology applications. 7663.5

1 Use word processing, presentation, and email applications to prepare communications. 7663.5.1

2 Use spreadsheet and database applications to manage and communicate data and information. 7663.5.2

6 Problem solving, critical thinking, and decision making. 7663.6

1 Use problem solving/critical thinking to locate information about problems and determine causes. 7663.6.1

2 Use problem solving/critical thinking; determine root causes of problems; evaluate solutions. 7663.6.2

7 Leadership and teamwork. 7663.7

1 Exhibit leadership qualities to improve the quality of work and the work environment. 7663.7.1

2 Work effectively in a team environment to improve the quality of work and the work environment. 7663.7.2

8 Employability and career development. 7663.8

1 Demonstrate employability skills related to a career in hospitality and tourism. 7663.8.1

2 Pursue career development skills to advance in hospitality and tourism careers. 7663.8.2

3 Develop a presentation about a career option in hospitality in West Virginia (WV Only). 7663.8.3

Geographical Exploration

9 Impact of tourism in West Virginia. 7663.9

1 Interpret data regarding tourism in West Virginia. 7663.9.1

2 Categorize types of tourism available in West Virginia. 7663.9.2

3 Research West Virginia's infrastructure and its importance in developing tourism in West Virginia. 7663.9.3

10 Pride in the state of West Virginia. 7663.10

1 Research the effectiveness to slogans the promote West Virginia. 7663.10.1

2 Propose strategies to increase a positive view of West Virginia. 7663.10.2

West Virginia's economic, physical, social, and cultural landscape. 7663.11

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1 Locate the nine tourist regions of West Virginia on a map. 7663.11.1

2 Locate ten places of cultural significance in West Virginia. 7663.11.2

3 Locate ten places of economic significance in West Virginia that are nature based related to Parks, Recreation and Tourism. 7663.11.3

4 Locate ten places of recreational interest in West Virginia that are man-made in each of the tourism regions. 7663.11.4

5 Categorize historical/geographic places of interest in each of the tourism regions. 7663.11.5

6 Categorize historical places of interest by time period in each of the tourism regions. 7663.11.6

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12 Economic opportunities in the regions of West Virginia. 7663.12

1 Chart the strengths and weaknesses of each of the tourist regions. 7663.12.1

2 Categorize the industries and products that are most important to West Virginia's economy. 7663.12.2

3 Evaluate the economic impact of special events such as fairs, festivals, etc. 7663.12.3

4 Examine how an increase or decrease in tourism affects businesses. 7663.12.4

5 Evaluate the importance of natural and historical preservation versus economic progress. 7663.12.5

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13 Role of business innovation in West Virginia tourism. 7663.13

1 Evaluate information from a variety of sources to assess marketing needs for the local tourism region. 7663.13.1

2 Formulate a marketing strategy in digital and social networking for a new hospitality or tourism business in the local region. 7663.13.2

3 Prepare a summary of a business idea in tourism. 7663.13.3

4 Defend a need for a business idea in tourism. 7663.13.4

5 Relate the business to the current infrastructure. 7663.13.5

6 Create a facility design of a tourism business idea. 7663.13.6

7 Prepare advertising element for the business idea. 7663.13.7

8 Prepare a presentation about the business idea. 7663.13.8