Scope & Sequence

Course Name: Travel and Tourism Management
TSDS PEIMS Code: 13022500

Course Credit: 1
Course Requirements: This course is recommended for students in grades 10-12
Prerequisites: None
Recommended Prerequisites: Principles of Hospitality and Tourism

Course Description: Travel and Tourism Management incorporates management principles and procedures of the travel and tourism industry as well as destination geography, airlines, international travel, cruising, travel by rail, lodging, recreation, amusements, attractions, and resorts. Employment qualifications and opportunities are also included in this course.

NOTE: This is a suggested scope and sequence for the course content. This content will work with any textbook or instructional materials. If locally adapted, make sure all TEKS are covered.

Total Number of Periods: 175
Total Number of Minutes: 7,875
Total Number of Hours: 131.25

*Schedule calculations based on 175/180 calendar days. For 0.5 credit courses, schedule is calculated out of 88/90 days. Scope and sequence allows additional time for guest speakers, student presentations, field trips, remediation, extended learning activities, etc.

<table>
<thead>
<tr>
<th>Unit Number, Title, and Brief Description</th>
<th># of Class Periods* (assumes 45-minute periods)</th>
<th>TEKS Covered</th>
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<tbody>
<tr>
<td>Unit 1: Overview of Travel and Tourism Management</td>
<td>10 Periods 675 Minutes</td>
<td>130.258. (c) Knowledge and skills</td>
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The hospitality and tourism industry maintains the largest national employment base in the private sector. The demand for

3. The student solves problems independently and in teams using critical-thinking skills. The student is expected to:
   (B) guide individuals through the process of making informed travel decisions
managers continues to grow as the demand for services grows. Along with this demand for services is an increasing emphasis on comfort, convenience and personalized attention. These factors increase the need for effective and efficient professionals to manage travel and tourism operations and lead teams of people. During this unit students will expand their technical vocabulary and knowledge about the varied operations and tasks that the travel and tourism industry requires. During this introductory unit, students will expand their knowledge about travel, tourism, recreation, amusements, and attractions encompassed within the hospitality and tourism industry.

4. The student uses information technology tools specific to the travel and tourism industry to access, manage, integrate, and create information. The student is expected to:
   (B) distinguish among the different modes of travel such as airline, cruise line, road travel, and rail; and
   (C) differentiate among recreation such as amusement, attractions, and resort venues

11. The student uses technical knowledge and skills required in the travel and tourism industry. The student is expected to:
   (A) develop job-specific technical vocabulary;
   (I) demonstrate knowledge of destination, attraction planning, and development, including the use of organizations such as convention and visitor’s bureaus and state tourist boards

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<tr>
<th>Unit 2: Hospitality Services</th>
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<tr>
<td>Departmental Organization</td>
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<tr>
<td>Throughout this unit, students will learn the importance of collaboration and teamwork between the units, departments, organizations, and inter-organizational systems of the travel and tourism industry. Students will broaden their understanding</td>
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<tr>
<th>Unit 2: Hospitality Services</th>
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<tr>
<td>Departmental Organization</td>
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<tr>
<td>20 Periods 675 Minutes</td>
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5. The student understands roles within teams, work units, departments, organizations, inter-organization systems, and the larger environment of the travel and tourism industry. The student is expected to:
   (A) explain the functions and interactions of various departments within a travel and tourism business;
   (B) research quality-control systems and practices;
   (C) develop plans to accomplish organizational goals; and
of the organizational structure and operations among the travel and tourism industry. Furthermore, students will also understand how other entities of the hospitality and tourism industry collaborate to provide all-inclusive experiences to customers.

(D) formulate collaborative plans with other related industries such as lodging, food and beverage service, and transportation agencies to provide an all-inclusive product for the customer

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<tr>
<th>Unit 3: The Business of Hospitality Services</th>
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<tr>
<td>20 Periods</td>
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<td>900 Minutes</td>
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3. The student solves problems independently and in teams using critical-thinking skills. The student is expected to:
   (A) generate creative ideas by brainstorming possible solutions; and
   (C) interpret and use industry standards for principles of budgeting and forecasting to maximize profit and growth

11. The student uses technical knowledge and skills required in the travel and tourism industry. The student is expected to:
   (A) develop job-specific technical vocabulary;
   (B) use marketing techniques to sell products and services;
   (D) explain different types of payment options;
   (G) develop an awareness of cultural diversity to enhance travel planning such as differences in social etiquette, dress, and behaviors;
   (H) demonstrate an understanding of tourism sales and the impact on distribution systems; and
   (I) demonstrate knowledge of destination, attraction planning, and development, including the use of organizations such as convention and visitor’s bureaus and state tourist boards
| Unit 4: Industry Regulations and Compliance | 20 Periods 900 Minutes | 6. The student understands the importance of health, safety, and environmental systems in the travel and tourism industry and their importance to organizational performance and regulatory compliance. The student is expected to:  
(A) identify hazards common to workplaces such as safety, health, and environmental hazards;  
(B) use industry standards to implement safety precautions to maintain a safe worksite;  
(C) research and relate first aid and cardiopulmonary resuscitation skills;  
(D) describe environmental procedures that ensure a facility is in compliance with health codes;  
(E) describe how to train others for emergency situations;  
(F) analyze potential effects caused by common chemicals and hazardous materials; and  
(G) compare and contrast security measures to protect the guests, staff, and property |

| Unit 5: Technology in the Workplace | 10 Periods 450 Minutes | 4. The student uses information technology tools specific to the travel and tourism industry to access, manage, integrate, and create information. The student is expected to:  
(A) operate and use technological applications to communicate within a workplace and perform a task;  
(D) research travel arrangement systems used for booking reservations; and |
| Unit 6: Customer Service | 10 Periods | 11. The student uses technical knowledge and skills required in the travel and tourism industry. The student is expected to:
- (E) create basic multimedia publications
- (C) evaluate current and emerging technologies to improve guest services

Students will understand the different ways to provide quality customer service in the travel and tourism industry. Students will be able to demonstrate an understanding of guest services and customer relations including handling of difficult situations. Additionally, students will learn about the analysis of customer feedback to lead to improved performance. |

| Unit 7: Communication Skills | 15 Periods | 2. The student uses oral and written communication skills in creating, expressing, and interpreting information and ideas, including technical terminology and information. The student is expected to:
- (A) select and employ verbal skills when obtaining and conveying information;
- (B) use verbal and nonverbal communication skills effectively with diverse constituents; and

This unit will enhance students’ communication skills, focusing on learning the aspects of quality customer service and interpersonal communication skills required within the industry. Students will focus on verbal and nonverbal communication. | 675 Minutes | 3. The student solves problems independently and in teams using critical-thinking skills. The student is expected to:
- (D) analyze customer comments to formulate improvements in services and products |
communication that occurs between employees, employers, customers, and/or clients within the travel and tourism industry.

### Unit 8: Employability Skills

This unit explores the professional standards and employability skills required by business and industry. Students will grow to understand that responsibility, time management, organization, positive attitude, and good character have a large impact on employability and job retention.

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<thead>
<tr>
<th>15 Periods</th>
<th>675 Minutes</th>
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<tbody>
<tr>
<td>1. The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:</td>
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<td>(A) formulate and organize oral and written information;</td>
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<td>(B) compose a variety of written documents used in travel and tourism such as itineraries, thank you letters, presentations, and advertisements;</td>
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<td>(C) differentiate and deliver different types of presentations such as informative, instructional, persuasive, and decision making;</td>
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<td>(D) calculate basic math and percentages;</td>
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<td>(E) investigate geography and factors that affect the travel and tourism industry; and</td>
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<td>(F) summarize how to use the state of the economy to plan products and services</td>
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9. The student knows and understands the importance of employability skills and is able to explore and effectively plan for managing travel and tourism careers. The student is expected to: 

(A) identify and demonstrate behaviors and skills necessary to be employable
| Unit 9: Professional Ethics | 5 Periods 225 Minutes | 8. The student knows and understands the importance of professional ethics and legal responsibilities. The student is expected to:
(A) discuss ethical reasoning to a variety of workplace situations in order to make decisions; and
(B) research information on organizational policies in handbooks and manuals |

Students will understand the professional ethics legal responsibilities pertaining to the travel and tourism industry. Students will analyze ethical dilemmas in a variety of workplace situations to demonstrate professional reasoning through an ethical and moral lens. Students will explore policies from sample employee handbooks from travel and tourism businesses.

| Unit 10: Leadership Development | 15 Periods 675 Minutes | 7. The student uses leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives. The student is expected to:
(A) apply team-building skills;
(B) apply decision-making and problem-solving skills;
(C) apply teamwork qualities in creating a pleasant work environment;
(D) determine the impact of cultural diversity on teamwork; and
(E) participate in community service opportunities |

During this unit, students will learn more about the qualities and characteristics required to be successful in business and industry. While a basic understanding and development of employability skills will help students obtain employment, they will learn that developing leadership skills will

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aid them in job retention and potential promotion opportunities.

| Unit 11: Professional Development | 15 Periods 675 Minutes | 9. The student knows and understands the importance of employability skills and is able to explore and effectively plan for managing travel and tourism careers. The student is expected to:

1. Demonstrate proper interview techniques;
2. Update or create a career portfolio;
3. Compare and contrast the effect of stress, fatigue, and anxiety on job performance; and
4. Complete required employment forms such as I-9, work visa, W-4, and licensures to meet employment requirements.

| Unit 12: Career Exploration | 20 Periods 900 Minutes | 9. The student knows and understands the importance of employability skills and is able to explore and effectively plan for managing travel and tourism careers. The student is expected to:

1. Identify the training and education requirements that lead toward an appropriate certification for employment;
2. Investigate continuing education opportunities within the industry;
3. Examine appropriate credentialing requirements to maintain compliance with industry requirements;

Students will identify and demonstrate the skills necessary for obtaining and retaining employment, including interviewing techniques and professional etiquette. Students will develop a career portfolio necessary to obtain employment in the hospitality and tourism industry. Students will also practice the processes and complete associated paperwork required after an employment opportunity is accepted.

This unit will help students better understand the various career opportunities within the hospitality and tourism industry. Students will focus on expanding their knowledge about the education, training, and/or certification required to obtain employment in the
industry. Students will develop a career plan designed to achieve their career goals within this industry.

(I) explore entrepreneurship opportunities within the travel and tourism industry