



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 Total Number of Minutes Total Number of Hours	175 Periods 7,875 Minutes 131.25 Hours*	*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.
Unit Number, Title, and Brief Description	# of Class Periods* (assumes 45-minute periods) Total minutes per unit	TEKS Covered 130.258. (c) Knowledge and skills
Unit 1: Overview of Travel and Tourism Management The hospitality and tourism industry maintains the largest national employment base in the private sector. The demand for	10 Periods 675 Minutes	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



<p>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.</p> <p>During this unit students will expand their technical vocabulary and knowledge about the varied operations and tasks that the travel and tourism industry requires.</p> <p>During this introductory unit, students will expand their knowledge about travel, tourism, recreation, amusements, and attractions encompassed within the hospitality and tourism industry.</p>		<p>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:</p> <ul style="list-style-type: none">(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 <p>11. The student uses technical knowledge and skills required in the travel and tourism industry. The student is expected to:</p> <ul style="list-style-type: none">(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
<p>Unit 2: Hospitality Services Departmental Organization</p> <p>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</p>	<p>20 Periods 675 Minutes</p>	<p>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:</p> <ul style="list-style-type: none">(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



<p>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.</p>		<p>(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</p>
<p>Unit 3: The Business of Hospitality Services</p> <p>Throughout this unit, students will explore the application of business and marketing fundamentals regarding the travel and tourism industry. Students will identify and describe factors that impact the profit margins of different types of services in the travel and tourism industry. Students will also describe and analyze the types of promotional strategies and media used to promote businesses within the travel and tourism industry. Additionally, students will develop an awareness of how knowledge about cultural nuances can enhance travel planning.</p>	<p>20 Periods 900 Minutes</p>	<p>3. The student solves problems independently and in teams using critical-thinking skills. The student is expected to:</p> <ul style="list-style-type: none">(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 <p>11. The student uses technical knowledge and skills required in the travel and tourism industry. The student is expected to:</p> <ul style="list-style-type: none">(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



<p>Unit 4: Industry Regulations and Compliance</p> <p>This unit will expose students to the important compliance, safety standards, and regulations that are implemented within this industry. Students will learn that such practices are in place to manage resources to minimize losses and liabilities to businesses in the industry. Students will determine the role of risk management in the travel and tourism industry including, but not limited to, discussions focusing on liability insurance, OSHA regulations, emergency situations, health code, and security issues.</p>	<p>20 Periods 900 Minutes</p>	<p>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:</p> <ul style="list-style-type: none">(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
<p>Unit 5: Technology in the Workplace</p> <p>During this unit, students will learn about the types of technology required to perform workplace tasks for the travel and tourism industry. Students will understand how computerized systems are integral to</p>	<p>10 Periods 450 Minutes</p>	<p>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:</p> <ul style="list-style-type: none">(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



<p>businesses' effectiveness and completing workplace tasks with accuracy and efficiency.</p>		<p>(E) create basic multimedia publications</p> <p>11. The student uses technical knowledge and skills required in the travel and tourism industry. The student is expected to:</p> <p>(C) evaluate current and emerging technologies to improve guest services</p>
<p>Unit 6: Customer Service</p> <p>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.</p>	<p>10 Periods 450 Minutes</p>	<p>11. The student uses technical knowledge and skills required in the travel and tourism industry. The student is expected to:</p> <p>(E) analyze customer service concepts and scenarios; and (F) describe how customer service affects a company's bottom line</p> <p>3. The student solves problems independently and in teams using critical-thinking skills. The student is expected to:</p> <p>(D) analyze customer comments to formulate improvements in services and products</p>
<p>Unit 7: Communication Skills</p> <p>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</p>	<p>15 Periods 675 Minutes</p>	<p>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:</p> <p>(A) select and employ verbal skills when obtaining and conveying information; (B) use verbal and nonverbal communication skills effectively with diverse constituents; and</p>



<p>communication that occurs between employees, employers, customers, and/or clients within the travel and tourism industry.</p>		<p>(C) develop and deliver presentations using appropriate technology such as to engage, inform, and persuade audiences</p>
<p>Unit 8: Employability Skills</p> <p>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.</p>	<p>15 Periods 675 Minutes</p>	<p>1. The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:</p> <ul style="list-style-type: none">(A) formulate and organize oral and written information;(B) compose a variety of written documents used in travel and tourism such as itineraries, thank you letters, presentations, and advertisements;(C) differentiate and deliver different types of presentations such as informative, instructional, persuasive, and decision making;(D) calculate basic math and percentages;(E) investigate geography and factors that affect the travel and tourism industry; and(F) summarize how to use the state of the economy to plan products and services <p>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:</p> <ul style="list-style-type: none">(A) identify and demonstrate behaviors and skills necessary to be employable



		<p>10. The student develops principles in time management, decision making, effective communication, and prioritizing. The student is expected to:</p> <ul style="list-style-type: none">(A) apply effective practices for time management; and(B) analyze various steps in the decision-making process for prioritizing effectively
<p>Unit 9: Professional Ethics</p> <p>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.</p>	<p>5 Periods 225 Minutes</p>	<p>8. The student knows and understands the importance of professional ethics and legal responsibilities. The student is expected to:</p> <ul style="list-style-type: none">(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
<p>Unit 10: Leadership Development</p> <p>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</p>	<p>15 Periods 675 Minutes</p>	<p>7. The student uses leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives. The student is expected to:</p> <ul style="list-style-type: none">(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



aid them in job retention and potential promotion opportunities.		
Unit 11: Professional Development 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.	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: (C) demonstrate proper interview techniques; (D) update or create a career portfolio; (G) compare and contrast the effect of stress, fatigue, and anxiety on job performance; and (H) complete required employment forms such as I-9, work visa, W-4, and licensures to meet employment requirements 10. The student develops principles in time management, decision making, effective communication, and prioritizing. The student is expected to: (C) discuss the importance of balancing a career, a family, and leisure activities
Unit 12: Career Exploration 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	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: (B) identify the training and education requirements that lead toward an appropriate certification for employment; (E) investigate continuing education opportunities within the industry; (F) examine appropriate credentialing requirements to maintain compliance with industry requirements;



<p>industry. Students will develop a career plan designed to achieve their career goals within this industry.</p>		<p>(I) explore entrepreneurship opportunities within the travel and tourism industry</p>
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