



## Hospitality and Tourism

Pathway: Travel & Tourism

| Code  | Topic                | Course                                 | Knowledge and Skill   | Performance Element   | Measurement Criteria  |
|---|----------------------|--|---|---|---|
| HTPC01.01   | Academic Foundations | #8: Travel Management Academic Courses | Understand and apply information about time zones, seasons, domestic and international maps in creating or enhancing travel.      | Demonstrate competence in incorporating or applying multiple time zones, climate and seasons to create travel products.                                     | Identify and explain the differences in time zones.   |
|   |                      |  |   |   | Identify and explain site variables that affect the tourism product such as climate, time zones, wind, etc. |
|   |                      |  |   |   | Explain the international date line and interpret the differences in the zones.                             |
|   |                      |  |   |   | Detail the weather contrast for Sydney, Australia, versus that of London, England, in the month of June.    |
|   |                      |  |   | Gather information from a variety of domestic and international sources such as internet, and maps to disseminate this information for travel destinations. | Write detailed directions for travel in a variety of domestic locations.                                    |
|   |                      |  |   |   | Write detailed directions for travel in a variety of international locations.                               |
| Explain or identify, when tested, road and travel destinations marked on a map. |                      |  |   |   |   |
| HTPC01.02   | Academic Foundations | #8: Travel Management Academic Courses | Employ unit and time conversion skills to develop schedules, and compute cost, distance and time (including travel time) factors. | Utilize unit conversion skills to provide travel distance and economic information in other countries.  | Compare and contrast metric versus American systems of measure.   |
|   |                      |  |   |   | Distinguish currency designations.  |
|   |                      |  |   |   | Compute currency conversions between dollars and other currencies.  |
|   |                      |  |   |   | Compute currency conversions between currencies of other nations.   |
|   |                      |  |   | Interpret World Time Zones to provide travel information about other countries.   | Compare time in North America to time in Australia.   |
|   |                      |  |   |   | Compare time in South America to time in Europe.  |
| Explain the 24-hour clock.  |                      |  |   |   |   |



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| HTPC02.01 | Cultural Diversity | #7: Introduction to Tourism | Study differences in language, culture and behavior to achieve an awareness of cultural diversity. | Compare idioms from various areas or regions to appreciate the nuances of language.                      | Identify eight unique, regional USA terms or slang related to the travel and tourism product and experience.                               |
|           |                    |                             |  |  | Examine 20 words used by other English-speaking countries for difference in pronunciation, spelling and meaning.                           |
|           |                    |                             |  | Observe different cultural styles to learn the significance of body language and personal space.         | Identify at least three common hand gestures and body language positions unacceptable in another culture.                                  |
|           |                    |                             |  |  | Show the personal space preferred during conversations by cultures such as Asians, Middle Easterners, Latin Americans and North Americans. |
|           |                    |                             |  |  | Identify cultures where eye contact is not accepted.   |
|           |                    |                             |  | Examine cultural expectations of other areas, regions and countries to help avoid social improprieties.  | Identify cultures where you should not pat on a child on the head.   |
|           |                    |                             |  |  | Identify cultures where you cannot offer food with your left hand.   |
|           |                    |                             |  |  | Identify cultures where you should not show the bottom of your feet.   |
|           |                    |                             |  | Research behaviors and dress in other areas, regions and countries to appreciate life-style preferences. | Examine bathing, shaving, and hair grooming habits of six different countries.   |
|           |                    |                             |  |  | Describe the standard menu, time and serving location of the evening meal for six different countries or regions.                          |
|           |                    |                             |  |  | Identify and explain five different head coverings worn in the world and one in the USA.   |
|           |                    |                             |  |  | Document research sources.   |



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| HTPC03.01 | Safety and Security | #9: Tourism Safety and Security | Study potential, real and perceived hazards to recognize and implement appropriate safety and security measures.                  | Outline safety and security issues for individuals and groups in multiple environments to minimize risks.           | Check for adequate lighting.   |
|           |                     |                                 |   |   | Measure sound levels for security.   |
|           |                     |                                 |   |   | Check surface area for safety.   |
|           |                     |                                 |   |   | Gauge political and social climate of an area.   |
|           |                     |                                 |   |   | Check possible natural environment hazards.  |
|           |                     |                                 |   | Check for possible health hazards.  |  |
|           |                     |                                 |   | Recognize potential, real and perceived natural, social or terrorism emergency situations to respond appropriately. | Review a film, photo, or recording to identify and describe an emergency situation.  |
|           |                     |                                 |   |   | Observe guests and surroundings to identify potentially dangerous situations.  |
| HTPC03.02 | Safety and Security | #9: Tourism Safety and Security | Research and create a resource base using alternative plans, proactive, and reactive solutions to manage any emergency situation. | Formulate methods of resolution and/or alternatives to eliminate potential safety hazards.                          | Create a proactive solution to address common safety hazards including lighting, sound, surface areas, political and social climate. |
|           |                     |                                 |   |   | Create a reactive solution to guests' exposure to a health hazard.   |
|           |                     |                                 |   |   | Prepare alternate methods of reaching travel or experience objective(s).   |
|           |                     |                                 |   |   | Suggest ways to manage guests and groups facing safety hazards.  |
|           |                     |                                 |   |   | Develop and role play mock emergency situations demonstrating caution and good judgment.   |



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|           |  |   | (CONTINUED)  | Research sources to utilize in various emergency situations for self, co-workers and customers/guests.   | Detail three resources for assistance with communication.<br>Name the most common source for criminal assistance.<br>Name a resource for assistance with environmental issues.<br>List a source for assistance with legal issues.<br>List two sources for assistance with medical or social services.<br>Detail two sources for alternative transportation.  |
| HTPC03.03 | Safety and Security                    | #9: Tourism Safety and Security   | Review safety and security issues to establish procedures for customer education.  | Examine and disseminate information to help customers deal with potential safety hazards and security issues.  | Collect safety and security information relevant to their segment of travel and tourism.<br>Display safety and security information and materials.<br>Distribute safety and security information appropriately to customer/guest.  |
| HTPC04.01 | Technical Skills:<br>Product Knowledge | #6: Hospitality and Tourism Internship<br>#7: Introduction to Tourism<br>#10: Tourism Products and Services | Achieve a familiarity with acronyms, abbreviations, and definitions of terminology to communicate within the tourism industry. | Define acronyms and abbreviations used in travel and tourism activities to enhance guest/customer services.<br><br>Define and differentiate travel and tourism terms to guide customizing services for guests. | List airport, airline and city codes.<br><br>Identify names and acronyms for industry associations.<br>Identify other jargon used in the industry.<br><br>Explain differences between meal plan options.<br>Distinguish differences between tour guides and escorts and group leaders.<br>Explain differences between FIT and group travel.<br>Summarize room night, inside cabin, berth, vacation, itinerary, day trip, etc., for different segments such as cruises, tour planning, meeting planning and others. |



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| HTPC04.02  | Technical Skills:<br>Product Knowledge | #10: Tourism Products and Services | Attain a familiarity with diverse transportation, lodging, cruise and food service options to produce a customized product. | Compare and contrast diverse transportation options to increase customer choices.  | Identify methods of travel.                              |
|  |  |                                    |   |  | Interpret the advantages of each type of facility.       |
|  |  |                                    |   |  | Interpret the disadvantages of each type of facility.    |
|  |  |                                    |   | Examine diverse lodging options to increase customer choice.   | Identify five types of lodging facilities.               |
|  |  |                                    |   |  | Detail the advantages of each type of facility.          |
|  |  |                                    |   |  | Detail the disadvantages of each type of facility.       |
|  |  |                                    |   | Examine elements of a dining experience expected to satisfy guests at varied facilities such as a boardwalk vendor, cruise ship, chain restaurant and a five-star dining facility. | Detail characteristics of expected food service quality. |
|  |  |                                    |   |  | Detail characteristics of expected atmosphere.           |
|  |  |                                    |   |  | Detail characteristics of expected cuisine.              |
|  |  |                                    |   |  | Detail characteristics of expected speed of service.     |
|  |  |                                    |   | Integrate the various and diverse elements of the industry to create a travel experience for a customer.   | Create a suggested itinerary for a customer.             |
|  |  |                                    |   |  | Create a travel package including meals for a customer.  |
| Plan a group tour including research, itinerary planning, costing, operations, escorting, and satisfaction survey. |  |                                    |   |  |  |



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| HTPC04.03 | Technical Skills:<br>Product Knowledge                            | #10: Tourism Products and Services | Achieve familiarity with other industries that have products or services relevant to a tourism package to gain awareness of their roles and the tourism provider's role in delivering a seamless product to a customer. | Describe a feasible collaboration with various other industries to provide an inclusive product to the customer.                                    | Cite an example of seamless service in cooperation with another industry such as agriculture, a religious site, or the transportations industry to create the guest experience. |
|           |   |                                    |   | Describe the service provider's role to ensure customer satisfaction in delivering a product or service.  | Identify and integrate the different vendors, suppliers and properties to create the guest experience.  |
|           |   |                                    |   |   | Outline the responsibilities for the service provider.  |
|           |   |                                    |   | Outline the service provider's role in teaming with other vendors or suppliers.   | Outline methods of trouble-shooting issues for a dissatisfied customer.   |
| HTPC04.04 | Technical Skills:<br>Product Knowledge                            | #10: Tourism Products and Services | Achieve a knowledge of the community elements essential to maintain cooperative tourism development efforts.  | Identify local and regional tourism activities that involve more than one business or organization to develop a resource base.                      | Name one historical site whose support and development is dependent on more than one business or organization.  |
|           |   |                                    |   | Identify the primary resources or core competencies of the various tourism related organizations or businesses to best utilize available resources. | Name an area event that depends on.   |
|           |   |                                    |   |   | Name an organization whose strength is in its manpower.   |
|           |   |                                    |   |   | Name an entity whose strongest resource is financial.   |
|           | Name a business whose key competence is knowledge or connections. |                                    |   |   |   |
|           |   |                                    | Identify local and regional tourism issues that involve more than one business or organization to determine the impact of each issue on several businesses/organizations.   | Name one tourism development issue that currently or in the past has experienced political strife.  |   |
|           |   |                                    |   | Name a transportation or infrastructure issue related to tourism and list business or organizations that would be affected by it.                   |   |



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| HTPC05.01 | Technical Skills:<br>Marketing | #5: Marketing for Hospitality and Tourism<br>#11: Marketing the Travel Industry | Match customer needs, wants and expectations to the travel product to integrate intangible and discretionary travel options. | Research the discretionary factors that influence travel decisions to create customer options.                                | Identify economic factors influencing travel decisions.                  |
|           |                                |   |  |   | Identify social factors influencing travel decisions.                    |
|           |                                |   |  |   | Identify health and safety factors influencing travel decisions.         |
|           |                                |   |  |   | Identify physical and mental factors influencing travel decisions.       |
|           |                                |   | Learn customer preferences and limitations to create the best package for the vendor and the customer.                       | Plan a cost-effective trip or itinerary to meet customer needs.   |  |
|           |                                |   |  | Identify an opportunity to sell up to greater experiences for the guest and or revenue for the vendor.                        |  |
| HTPC05.02 | Technical Skills:<br>Marketing | #5: Marketing for Hospitality and Tourism<br>#11: Marketing the Travel Industry | Study the various market sub-sectors and the general interests of each to design tourism promotional packages.               | Create promotional message to target the assets of the elements of a tourism experience to various market sub-sector members. | Name sub-sector determinants related to demographics and psychographics. |
|           |                                |   |  |   | Design an experience with one tourism asset for each of the sub-sectors. |
|           |                                |   |  | Identify key information elements to aid in targeting or modifying products for your audience.                                | Create a short guided tour of a tourism site for a set of visitors.      |
|           |                                |   |  |   | Plan a trip itinerary for at least two days.                             |



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| HTPC05.03 | Technical Skills:<br>Marketing | #5: Marketing for Hospitality and Tourism<br>#11: Marketing the Travel Industry | Evaluate various communication techniques and media venues and select the most effective manner to convey information to a target audience such as the prospective customer, the general public, a disgruntled customer or a special needs population. | Communicate details and points of attractions with enthusiasm to engage the customer/guests in the tourism experience. | Lead an exciting tour.  |
|           |                                |   |  |  | Make a motivating presentation.   |
|           |                                |   |  |  | Host a tourism site to inspire a favorable reaction to the travel and tourism product(s) and service(s).                                      |
|           |                                |   |  | Utilize alternate media venues to promote the product or service to the customer/guest.                                | Write a compelling paragraph promoting a tourism product.   |
|           |                                |   |  |  | Identify the similar benefits of broadcast, print, electronic and outdoor media to communicate messages to current and prospective customers. |
|           |                                |   |  | Utilize alternative communication services to assist customers with specialized needs.                                 | Contrast the advantages of broadcast, print, electronic and outdoor media to communicate messages to current or prospective customers.        |
|           |                                |   |  |  | Identify a resource to help communicate with disabled travelers.  |
|           |                                |   |  | Utilize tactful phraseology and communication to dispel misunderstandings or difficult situations.                     | Identify a resource to help communicate with non-English speaking guests.   |
|           |                                |   |  |  | Make a request of a guest without confrontation.  |
|           |                                |   |  | Give directions to a frenzied, stressed, upset guest without insult or conflict.                                       |   |

Additional Recommended  
CTE/Degree Major Course:  
#4: Event and Project Planning and Management