**Hospitality and Tourism Career Field**

**Travel and Adventure Planning**

Subject Code: 330040

Outcome & Competency Descriptions

**Course Description:**

Students will apply knowledge of travel destinations, tourist attractions and events of interest to plan and coordinate travel and tourism activities for customers. They will analyze cultural, historical and environmental factors impacting travel and tourism; examine challenges, opportunities and trends associated with the industry; and develop strategies for promoting travel and tourism. Social media marketing, brand positioning, marketing research and employability skills will also be addressed.

**Strand 1. Business Operations/21st Century Skills**

Learners apply principles of economics, business management, marketing and employability in an entrepreneur, manager and employee role to the leadership, planning, developing and analyzing of business enterprises related to the career field.

**Outcome 1.1. Employability Skills:** Develop career awareness and employability skills (e.g., face-to-face, online) needed for gaining and maintaining employment in diverse business settings.

**Competencies:**

1.1.1. Identify the knowledge, skills and abilities necessary to succeed in careers.

1.1.2. Identify the scope of career opportunities and the requirements for education, training, certification, licensure and experience.

1.1.3. Develop a career plan that reflects career interests, pathways and secondary and postsecondary options.

1.1.4. Describe the role and function of professional organizations, industry associations and organized labor and use networking techniques to develop and maintain professional relationships.

1.1.5. Develop strategies for self-promotion in the hiring process (e.g., filling out job applications, resumé writing, interviewing skills, portfolio development).

1.1.6. Explain the importance of work ethic, accountability and responsibility and demonstrate associated behaviors in fulfilling personal, community and workplace roles.

1.1.7. Apply problem-solving and critical-thinking skills to work-related issues when making decisions and formulating solutions.

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**Outcome 1.2. Leadership and Communications:** Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.

**Competencies:**

1.2.5. Communicate information (e.g., directions, ideas, vision, workplace expectations) for an intended audience and purpose.

1.2.10. Use interpersonal skills to provide group leadership, promote collaboration and work in a team.

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**Outcome 1.10. Sales and Marketing:** Manage pricing, place, promotion, packaging, positioning and public relations to improve quality customer service.

**Competencies:**

1.10.2. Determine the customer's needs and identify solutions.

1.10.3. Communicate features, benefits and warranties of a product or service to the customer.

1.10.10. Demonstrate sales techniques.

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**Outcome 1.11. Principles of Business Economics:** Examine and employ economic principles, concepts and policies to accomplish organizational goals and objectives.

**Competencies:**

1.11.5. Analyze factors that affect currency and exchange rates.

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**Strand 2. Experience Management**

Learners apply customer behavior concepts to create a brand identity, design and deliver exceptional customer experiences, and build customer loyalty and brand equity.

**Outcome 2.1. Hospitality and Tourism Fundamentals:** Explain the composition and economic significance of the hospitality and tourism industry.

**Competencies:**

2.1.1. Describe the relationship between the economy and the hospitality and tourism industry.

2.1.2. Identify the key segments of the hospitality and tourism industry, and explain their interdependence.

2.1.3. Explain the role of Convention and Visitor Bureaus (CVB), Destination Marketing Organizations (DMO) and tourism distribution organizations in generating hospitality and tourism business.

2.1.4. Identify changes occurring in hospitality and tourism as a result of technological advancements and competing online services.

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**Outcome 2.2. Hospitality and Tourism Environment:** Analyze how customer service principles, hospitality services and operational processes work together to create a culture that allows organizations to meet or exceed customer expectations.

**Competencies:**

2.2.6. Maintain and mine databases of customer or visitor activity and preferences.

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**Outcome 2.3. Brand Positioning:** Determine how the visible and intangible elements of a brand work together to identify and distinguish the brand in the customers’ mind.

**Competencies:**

2.3.1. Identify the components and types of brands and branding strategies.

2.3.2. Determine branding positioning.

2.3.3. Select products and services to offer that enhance brand image.

2.3.4. Determine how customer touch points impact branding strategy.

2.3.5. Coordinate people, processes and technology to deliver the brand promise.

2.3.6. Determine the impact of an organization’s reputation on its brand image.

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**Outcome 2.4. Marketing Research:** Conduct qualitative and quantitative research to gather, synthesize and analyze information about a specified problem, issue or opportunity.

**Competencies:**

2.4.1. Distinguish between market-driven and customer-driven information.

2.4.2. Explain reasons for conducting marketing research and the importance and scope of marketing-research activities.

2.4.3. Explain marketing-research design considerations; and identify the type of research appropriate for different business objectives, problems or opportunities.

2.4.4. Determine who and how many respondents are needed to adequately represent the population.

2.4.5. Determine how to obtain primary and secondary data needed for marketing research.

2.4.6. Collect quantitative and qualitative marketing-research data.

2.4.7. Apply statistical methods and software systems to analyze research data.

2.4.8. Conduct analytical review of marketing data.

2.4.9. Translate findings into actionable business recommendations.

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**Outcome 2.5. Brand Communications:** Plan, create, implement, and manage brand-related communications to reinforce the organization’s brand image.

**Competencies:**

2.5.1. Explain how brand identifiers interact with marketing to influence customer expectations and create brand loyalty.

2.5.2. Explain the use of social media marketing in the hospitality and tourism industry.

2.5.3. Differentiate between the use of social media for personal and business purposes.

2.5.4. Analyze the impact of traditional, word-of-mouth and social media on brand image and reach.

2.5.5. Coordinate brand messaging of internal and external partners.

2.5.6. Create social media content.

2.5.7. Track and respond to user-generated content (UGC).

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**Outcome 2.6. Customer Services:** Apply strategies and techniques to identify and meet guest needs and to establish a sense of connectedness with guests in a hospitality and tourism environment.

**Competencies:**

2.6.1. Interpret unspoken needs based on understanding of human behavior, preference patterns and prior experiences.

2.6.3. Accommodate special needs and specific requests of customers.

2.6.9. Leverage customer experiences to build brand preference and loyalty.

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**Strand 9. Travel and Tourism Operations**

Learners conduct geopolitical, environmental and ethnographic analyses; and apply principles of sales and marketing, event design and customer service to create unique experiences that attract tourists and visitors.

**Outcome 9.1. Travel and Tourism Fundamentals:** Examine the scope of organizations that make up the travel and tourism industry, their roles, current trends, challenges and strategies.

**Competencies:**

9.1.1. Compare the similarities and differences of the major types of destinations (e.g., ethnic, cultural, natural, recreational, seasonal).

9.1.2. Describe types of business and leisure users of travel and tourism services and their motivations to travel.

9.1.3. Describe types of tours.

9.1.4. Identify destination attractions, types and options.

9.1.5. Identify types and roles of businesses and organizations that market and promote tourism.

9.1.6. Describe the scope of the convention and meetings industry and the characteristics that determine meeting or event appeal.

9.1.7. Identify tourism challenges and opportunities, and trends.

9.1.8. Describe the importance of contracted services to travel and tourism organizations.

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**Outcome 9.2. Tourism Geography:** Analyze sociological, cultural, historical and environmental factors that make a destination unique and appealing to visitors.

**Competencies:**

9.2.1. Identify local attractions and events of interest to travelers.

9.2.2. Identify key travel destinations in major geographical regions and countries.

9.2.3. Describe ways that a region's climate, natural features, and attractions affect tourism.

9.2.4. Assess the impact of natural features and attractions on economic development and growth.

9.2.5. Explain the social and cultural elements of a region or country and their impact on travel and tourism.

9.2.6. Evaluate the impact of geographical, psychological, and sociological factors on travel, customs, and health issues.

9.2.7. Analyze the environmental impact of tourism and strategies designed to prolong the attractiveness of the tourism location.

9.2.8. Explain tourism’s impact on an area’s transportation systems, safety and security.

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**Outcome 9.3. Travel Services and Operations:** Plan and coordinate travel activities, leveraging knowledge of state, national and global travel destinations to achieve tourist objectives.

**Competencies:**

9.3.1. Select transportation modes and booking considerations.

9.3.2. Select accommodation options by their classification, rating and booking considerations.

9.3.3. Research, select and recommend attractions, events and entertainment relevant to the individual or group profile.

9.3.4. Develop itineraries to fit individual and group traveler profiles and expectations.

9.3.5. Utilize Global Distribution System (GDS) to fulfill travel requests.

9.3.6. Manage pre- and post-booking travel processes.

9.3.7. Identify travel and tour plans to coordinate with vendors.

9.3.8. Establish payment plans and fee structures for travel and tour packages.

9.3.9. Prepare and organize tours.

9.3.10. Develop travel and tour packages to offer targeted audiences.

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**Outcome 9.4. Travel and Tourism Promotion:** Develop and implement processes, policies and techniques to guide promotional activities for defined goal achievement.

**Competencies:**

9.4.1. Determine promotional messages for targeted travel and tourism audience.

9.4.2. Select promotional channels to best communicate with targeted travel and tourism audience.

9.4.3. Select and use social media to promote travel and tourism.

9.4.4. Develop travel literature to support travel packages and sales strategies.

9.4.5. Determine and update website’s content.

9.4.6. Determine affinity marketing strategies.

9.4.7. Select sales-promotion materials for use in promoting travel and tourism.

9.4.8. Create and use marketing calendars.

9.4.9. Arrange promotional displays for tours and travel services.

9.4.10. Develop and foster media relationships and community partnerships.

9.4.11. Plan and conduct familiarization (FAM) tour.

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