



Foundations of Travel and Tourism

Career Cluster	Hospitality and Tourism
Course Code	16151
Prerequisite(s)	None
Credit	0.5
Program of Study and Sequence	Introduction to Hospitality, Tourism and Recreation or Fundamental Food Concepts – Foundations of Travel and Tourism – Event Management -- Capstone Experience
Student Organization	Family, Career and Community Leaders of America (FCCLA), Future Business Leaders of America (FBLA), SkillsUSA
Coordinating Work-Based Learning	Job shadowing, mentoring, interviewing professionals, workplace tours, guest speakers, or entrepreneurship
Industry Certifications	Occupational Safety and Health Administration (OSHA), National Career Readiness Certificate (NCRC)
Dual Credit or Dual Enrollment	NA
Teacher Certification	Family and Consumer Sciences (FACS), FACS Education, Hospitality and Tourism Cluster Endorsement
Resources	FCCLA Hospitality & Tourism STAR Event, Career Investigation STAR Event, Entrepreneurship STAR Event, SkillsUSA Entrepreneurship Competition, SkillsUSA Customer Service Competition, FBLA Emerging Business Issues Presentation Event

Course Description:

Foundations of Travel and Tourism assists students in charting a career path in one of the world’s largest industries ... travel and tourism. Students look at the different segments of the tourism industry and explore careers that industry offers. Students look at economic impact and ramifications of development to the economy. Students also explore emerging trends and impact of technology.

Program of Study Application

Foundations of Travel and Tourism is a pathway course in the Hospitality and Tourism career cluster; Recreation, Travel & Tourism pathway.

Course Standards

FTT 1 Students will investigate careers in the recreation, travel and tourism career pathway.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 1: Recall	FTT 1.1 Identify current and emerging career opportunities in the recreation, travel and tourism industry	<ul style="list-style-type: none"> • Career opportunities related to technology, sales and marketing, private sector and government sector
Level 2: Skill/ Concept	FTT 1.2 Explore education and skills/experiences needed for recreation, travel and tourism careers	
Level 3: Strategic Thinking	FTT 1.3 Discuss legal and ethical aspects of a career in the recreation, travel and tourism industry	<ul style="list-style-type: none"> • Ethical case studies & scenarios

Notes

FTT 2 Students will evaluate safety, security and environmental issues related to the recreation, travel and tourism industry.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2: Skill/ Concept	FTT 2.1 Explore geographic regions, focusing on factors that create desirable travel destinations	<ul style="list-style-type: none"> Factors may include weather/climate, physical features, cultural and political elements, travel warnings, and historical interests
Level 2: Skill/ Concept	FTT 2.2 Examine the role of Occupational Safety and Health Administration (OSHA) regulations and standards	
Level 2: Skill/ Concept	FTT 2.3 Identify role of recreation, travel and tourism regulations and procedures	<ul style="list-style-type: none"> Transportation Security Administration (TSA) at airports, passports, security, exporting and importing goods
Level 3: Strategic Thinking	FTT 2.4 Evaluate safety plans and policies as they relate to recreation, travel and tourism	<ul style="list-style-type: none"> Tourist attractions, amusement, gaming and recreation facilities and practices Personal safety to avoid injury or accident

Notes

FTT 3 Students will evaluate guest services.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 3: Strategic Thinking	FTT 3.1 Analyze qualities and characteristics of effective service professionals	
Level 2: Skill/Concept	FTT 3.2 Demonstrate ways to manage and enhance guest experiences	
Level 3: Strategic Thinking	FTT 3.3 Compare and contrast company cultures and strategies for exceptional guest service	<ul style="list-style-type: none"> • SkillsUSA Customer Service Competition

Notes

FTT 4 Students will evaluate travel motivators and consumer needs.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 1: Recall	FTT 4.1 Identify segments of tourism	<ul style="list-style-type: none"> • Segments of tourism may include culinary tourism, nature-based tourism, eco-tourism, sustainable tourism
Level 3: Strategic Thinking	FTT 4.2 Investigate trends and effects on recreation, travel and tourism practices	<ul style="list-style-type: none"> • Trends may include economy, green movement, sports, etc.
Level 2: Skill/ Concept	FTT 4.3 Explore cost of recreation and travel on consumer decisions	
Level 3: Strategic Thinking	FTT 4.4 Evaluate effects of technology on consumer behavior and attitudes related to recreation, travel and tourism	<ul style="list-style-type: none"> • Online booking, Apps, Integrated technology in travel and tourism

Notes

FTT 5 Students will investigate financial management in recreation, travel and tourism industry.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 3: Strategic Thinking	FTT 5.1 Research costs, pricing and market demands in recreation, travel and tourism industry	<ul style="list-style-type: none"> • Making decisions about travel agendas for varying groups and locations.
Level 4: Extended Thinking	FTT 5.2 Utilize information from market segmentation to make business decisions	<ul style="list-style-type: none"> • “Shark Tank”- style classroom activity
Level 3: Strategic Thinking	FTT 5.3 Explore tourism development in terms of increased sustainability, profitability and benefits to the surrounding community	
Level 4: Extended Thinking	FTT 5.4 Evaluate role of economics, community development and politics in funding recreation, travel and tourism	<ul style="list-style-type: none"> • FCCLA Hospitality & Tourism STAR Event • State and local taxes, city ordinances, Chamber of Commerce, • SkillsUSA Entrepreneurship Competition

Notes