

Hospitality & Tourism
Objective 3

OBJECTIVE	ESSENTIAL QUESTION(S)	RESOURCES
3.01 Students will understand Categories and Motivation of travelers and tourists.	<ol style="list-style-type: none"> 1. What are the categories and needs of travelers based on their preferences and activities? 2. What is the interrelationship between travelers' motivational factors and travel decisions? 3. How can economic conditions affect travelers' hospitality and tourism purchase decisions? 	<ul style="list-style-type: none"> • <u>Categories</u> • <u>Motivation</u>
3.02 Students will understand how Cultural Diversity impacts products and services offered by hospitality and tourism destinations.	<ol style="list-style-type: none"> 1. How do cultural expectations differ around the world? 2. How do different cultural styles impact products and services offered by hospitality and tourism destinations? 	<ul style="list-style-type: none"> • <u>Resource 1</u> • <u>Resource 2</u>
3.03 Students will understand how Geography impacts hospitality and tourism destinations.	<ol style="list-style-type: none"> 1. How can the impact of landforms and time zones be illustrated? 2. How does climate impact hospitality and tourism destinations? 3. What is the impact of pollution on hospitality and tourism destinations? 4. What are some examples of physical geography of hospitality and tourism destinations? 	<ul style="list-style-type: none"> • <u>Landforms</u> • <u>Timezones</u> • <u>Climate</u> • <u>Pollution</u>
3.04 Students will understand Destination Marketing Strategies .	<ol style="list-style-type: none"> 1. How do marketing and selling impact the success of the hospitality and tourism industry? 2. What techniques positively impact the selling of hospitality and tourism destinations? 	<ul style="list-style-type: none"> • <u>Advertising Methods</u> • <u>All Inclusive</u> • <u>Escorted Tours</u> • <u>Bed & Breakfast</u> • <u>Family Vacations</u>