



# Travel, Tourism, and Recreation Marketing – 6645 - Pacing Guide BP 2004

<b>Course Description:</b> This course is designed to provide a foundation for students interested in a career in travel, tourism, and recreation marketing. Emphasis is placed on the hospitality/tourism industry, customer relations, travel destinations, tourism promotion, economics & career development. (This is a capstone course in Bus. Tech)	<input type="checkbox"/> EOC <input checked="" type="checkbox"/> VOCATS <input type="checkbox"/> AP/IB <input type="checkbox"/> Teacher-made final exam
---	--

Day	Date	SCS Objectives	Essential Questions	Content	Tasks/Strategies
1		TM02.01	How is basic information associated with the development of the travel, tourism and recreation marketing industry recognized?	Data on Development of the Travel, Tourism and Recreation Marketing Industry	Discuss basic information dealing with the development of the travel tourism and recreation marketing industry
2					
3					
4					
5					
6		TM02.02	How are travel and tourism industry trends interpreted?	Travel and Tourism Industry Trends	Explain trends in the tourism and travel industry
7					
8		TM03.01	What is the economic impact of tourism?	Tourism Economic Data	Discuss the impact tourism has on the economy
9					
10		TM03.02	What is the cultural impact of tourism?	List of Different Local Cultures	Discuss the impact tourism has on the various local cultures
11					
12		TM03.03	What is the environmental impact of tourism?	Environmental Issues and Concerns	Discuss the various environmental issues that may impact tourism
13					
14					
15		TM03.04	What is the social impact of tourism?	Social Concerns	Discuss social concerns that may impact tourism
16					
17		TM03.05	What is the role of public and private sectors in tourism?	Public and Private Agencies in Tourism	Discuss how the public and private sectors can affect tourism
18					
19		TM03.06	What is the cyclical/seasonal nature of tourism?	Seasonal Activities and Cyclical Changes	Discuss seasonal changes and how they affect tourism
20					

Day	Date	SCS Objectives	Essential Questions	Content	Tasks/Strategies
21		TM03.06 (continued)			
22					
23		TM04.01	How does the marketing strategy of marketing mix and promotional mix affect the travel, tourism and recreation marketing industry?	Marketing Mix Data Promotional Mix Data	Outline or chart the affects of marketing mix and promotional mix have on travel tourism and recreation marketing
24					
25					
26					
27		TM04.02	What is the lodging industry?	Major Lodging Companies Mission Statements	Discuss the purpose/goals of the lodging industry
28					
29					
30					
31		TM04.03	What is the cruise industry?	Major Cruise Lines Mission Statements	Discuss the purpose/goals of the cruise industry
32					
33					
34					
35		TM04.04	What is the surface transportation industry?	Surface Transportation Companies Mission Statements Schedules & Availability	Discuss the goals of the local surface transportation industry
36					
37					
38		TM04.05	What is the air transportation industry?	Members of the Air Transportation Industry Mission Statements	Discuss the purpose of the air transportation industry
39					
40					
41					
42		TM04.06	What is the food and beverage industry?	Companies in the Food and Beverage Industry	Discuss the goals of the food and beverage industry and their goals
43					
44					

Day	Date	SCS Objectives	Essential Questions	Content	Tasks/Strategies
45		TM04.06 (continued)			
46		TM04.07	What are travel agencies?	Local Travel Agencies Goals of each Agency	Explain the purpose and services provided by travel agencies
47					
48		TM04.08	What is the entertainment and recreation industry?	Major companies in the Entertainment and Recreation Industry Purpose and Services	Map out the locations of the large industry leaders and discuss their relation to the industry and why the location is important to it's success
49					
50					
51					
52		TM04.09	What is meeting planning in the travel industry?	Meeting Planners Definition	Discuss the need for a meeting planner and the part they play in the travel industry
53					
54					
55		TM04.10	What is the retail segment of the travel industry?	Retail Businesses located in Larger Cities close to Tourism "Hot Spots"	Draw a map of a popular tourist location and place the retail businesses that are close. Discuss the reasons for this and the impact they have on the overall success of the area
56					
57					
58					
59		TM04.11	What agencies are related to tourism?	Agencies from Chamber of Commerce	Discuss other agencies that boost tourism
60					
61		TM05.01	How do you read a map?	Map Reading	Give directions to a location using a map
62		TM05.02	What are the major travel destinations in North Carolina?	Major Tourist Destinations in North Carolina	Use a NC outline and pinpoint the major travel destinations of NC
63					
64					
65					
66		TM05.03	What special issues are related to international travel?	Traveler passports Restrains in certain Countries Diet	Discuss tourist issues that relate to international travel
67					

Day	Date	SCS Objectives	Essential Questions	Content	Tasks/Strategies
68		TM05.04	What are the psychological and motivational aspects of destination selection?	Psychological & Motivational data	Identify psychological & motivational aspects of destination selection
69					
70		TM06.01	What personal qualities are important to the industry?	Personal Qualities Important to Industry	Discuss personal qualities imp to industry
71		TM06.02	Why is it important to address the individual traveler's needs?	Individual's Needs such as Diet, Religion, Cultural	Discuss the importance of meeting the traveler's specific needs
72					
73		TM06.03	What are critical aspects of business and destination image?	Tourism Ads, Brochures, Data Ad Campaigns	Discuss the importance of creating a positive image and how to do it
74					
75		TM06.04	What is the value of ethical responsibility in the travel industry?	Code of Ethics	Discuss the importance of responsible ethics
76		TM06.05	What are the key factors in building a clientele?	Ways to Build a Clientele	Organize a plan to build a clientele
77					
78		TM06.06	What is the importance of safety and security in the travel industry?	Federal Safety Agencies Security Measures	Outline the need to comply with safety regs. and to provide security for patrons
79					
80		TM07.01	What are the career opportunities in the travel industry?	Occupational Outlook Handbook	Discuss the possible career opportunities available
81					
82		TM07.02	What technological and employability skills are necessary to obtain a job in the travel industry?	Examples of Resumes Interview Tips Technological Skills Application Letters	Design a resume to use on an interview including an application letter
83					
84					
85		TM07.03	What resources contribute to success in trvl industry?	Educational and Professional resources	List ed & prof resources contributing to success
86		Review/Exam			
87					
88					
89					
90					

