



**2015 Curriculum Framework Review**  
**of the**  
**Hospitality and Tourism Program**  
**(8500310/ M811040)**



## Purpose of Review

The purpose of the curriculum framework review process is to ensure that the Hospitality and Tourism program is aligned with the needs of business and industry. With the help of partners in education, business and industry and trade associations, this program should include performance standards that lead students toward possessing the career, academic and workplace skills needed for employment and/or success as a travel agent.

Provided below is an overview of the program as well as the instructions for completing and submitting revision recommendations. If you have any questions, please contact [Alicia.Alexander@fldoe.org](mailto:Alicia.Alexander@fldoe.org).

## Program Overview

**Program Type:** Career Preparatory  
**Career Cluster:** Hospitality & Tourism

<b>Secondary/ PSAV – Career Preparatory</b>	
Program Numbers	8500310/ M811040
CIP Number	0252190600
Grade Level	9-12, 30, 31
Standard Length	4 credits/ 600 hours
Teacher Certification	FAM CON SCI HOTEL TRNG 7 G MKTG MGMT @7 7 G TRANSPORT @7 7 G TC COOP ED @7 BUS ED 1 @2 MKTG 1 @2
CTSO	DECA/ Collegiate DECA
SOC Codes	43-4081 – Hotel, Motel, and Resort Desk Clerks 43-4181 – Reservation and Transportation Ticket Agents and Travel Clerks 41-3041 – Travel Agents
CTE Program Resources	<a href="http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.stml">http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.stml</a>
Basic Skills Level	Mathematics: 9 Language: 9 Reading: 9

**Program Structure:**

The following table illustrates the secondary program structure:

OCP	Course Number	Course Title	Length	SOC Code	Level	Graduation Requirement
A	8850110	Introduction to Hospitality and Tourism	1 credit	43-4081	2	VO
B	8845140	Computer Technology for Travel and Tourism	1 credit	43-4181	2	VO
B	8845130	Hospitality and Tourism Internship <b>OR</b>	1 credit	43-4181	2	VO
B	8800420	Hospitality & Tourism Cooperative Education-OJT	1 credit	43-4181	2	VO
C	8845120	Travel and Tourism Marketing Management	1 credit	41-3041	3	VO

*(Graduation Requirement Abbreviations- EQ= Equally Rigorous Science, PA= Practical Arts, EC= Economics, VO= Career and Technical Education)*

**Note: Students who choose the internship option must work a minimum of 150 hours to earn one credit.** Introduction to Hospitality and Tourism and Computer Technology for Travel and Tourism should be completed prior to enrollment in Hospitality and Tourism Internship. Each student intern is required to have a job performance skills plan, signed by the student/intern, teacher, and employer. This plan should include competencies developed through classroom experiences, a list of on-the-job duties and tasks to be performed, and identification of student performance standards. The Hospitality and Tourism Internship may provide paid or non-paid work experience based on the needs of the student and availability of positions.

The following table illustrates the post-secondary program structure:

OCP	Course Number	Course Title	Length	SOC Code
A	HMV0740	Guest Services Agent	150 hours	43-4081
B	HMV0741	Reservation and Transportation Agent	300 hours	43-4181
C	HMV0038	Travel Consultant	150 hours	41-3041

### **Content:**

The content includes but is not limited to coursework that prepares students for employment in the travel and tourism industry as reservation and transportation agents, travel destination specialists, tour operators, transportation attendants, cruise ship consultants, or to provide supplemental training for those persons previously or currently employed in these occupations. This program includes components on planning, management, finance, technical and production skills, underlying principles of technology, labor issues, community issues, and health, safety, and environmental issues.

### **Directions**

1. Please evaluate each standard and benchmark for applicable industry relevance, academic content, and career readiness skills as appropriate. Punctuation and grammatical edits are also acceptable.
2. Using the Review Codes provided below, rate each standard or benchmark by entering an “X” in the appropriate column box.
3. Under the “Comments” column, please include any justification/explanations of why a particular standard/benchmark needs to be deleted or updated. This column can also be used to enter examples of updated (U) items.
4. Determine if there is other appropriate content not covered/ included in the curriculum framework. If there is, insert a table row, mark the appropriate column and enter your recommendation in the “Standards and Benchmarks” column. Please be sure to include a brief explanation of why the standard or benchmark should be added.
5. Upon completion, either save this document and bring with you to the meeting on May 21 **OR** email the completed document to the State Supervisor, [Alicia.Alexander@fldoe.org](mailto:Alicia.Alexander@fldoe.org). Please include the names of any individuals that contributed to your review in the “Review Committee Members” section at the end of this document.

### **Review Codes**

Standard = a statement describing a specific behavior, action, or competency a student should be able to demonstrate/ perform  
Benchmark = a clear, specific description of knowledge or skill that students should acquire in order to demonstrate achievement of the related standard.

- D: Delete column – place an “X” in this column for items that are no longer relevant to the program.  
K: Keep column – place an “X” in this column for items that are appropriate for the skills needed in the program.  
U: Update column – place an “X” in the column for items that should be updated.  
S: Standard column – place an “X” in the column if a new standard is needed.  
B: Benchmark column – place an “X” in the column if a new benchmark is needed.

<u>D</u> <u>K</u> <u>U</u> <u>S</u> <u>B</u>					<u>STANDARDS AND BENCHMARKS</u>	<u>COMMENTS</u>
<b>Course Title:</b> Introduction to Hospitality and Tourism <b>Course Number:</b> 8850110 <b>Course Credit:</b> 1					<b>Course Number:</b> HMV0740 <b>Occupational Completion Point:</b> A <b>Guest Services Agent – 150 Hours – SOC Code 43-4081</b>	
<b>Course Description:</b> The purpose of this course is to introduce students to the skills necessary for success in the hospitality and tourism industry. Students will also have the opportunity to learn hospitality and tourism terminology and the mathematical, economic, marketing, and sales fundamentals of the industry.						
<b>The first three standards of the secondary course represent the Florida Standards for Technical Subjects for grades 9-10, which are not included for comment.</b>						
					Identify careers in the hospitality and tourism industry. – The student will be able to:	
					List career positions in a variety of hospitality and tourism related industry components (e.g., ground transportation, cruise, air travel, lodging, food service, retail and corporate travel, leisure and recreation, conventions and special events).	
					Explain duties and responsibilities for the identified hospitality and tourism positions using current sources of information.	
					Identify skills and knowledge needed by hospitality and tourism professionals.	
					Identify requirements for entry and advancement, career ladders, and employment opportunities.	
					Identify advantages and disadvantages of working in the hospitality and tourism industry.	
					Complete self-assessment and analysis of life style goals and aspirations to evaluate for suitability in the hospitality and tourism industry.	
					Develop an individualized education and career plan related to the hospitality and tourism industry.	
					Research the various aspects of the hospitality and tourism industry. – The student will be able to:	
					Display an understanding of history and development of the hospitality and tourism industry (e.g., airline deregulation, technology, and globalization).	

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					Define commonly used terms in the hospitality and tourism industry.	
					Identify major components of the hospitality and tourism industry.	
					Identify and describe organizational structures and divisions within the hospitality and tourism industry.	
					Identify technological advancement within the hospitality and tourism industry.	
					Describe importance of quality customer service and its continuous improvement.	
					Understand concept of perishability and seasonality of hospitality and tourism products.	
					Recognize the need for quality assurance in the hospitality and tourism industry.	
					Identify business and professional associations and certifications.	
					Compare and contrast international, domestic, and local hospitality and tourism.	
					Identify and cite sources of major travel documents needed by travelers.	
					Recognize the problems caused by improper documentation.	
					Describe the necessary requirements/documentation for travelers due to increased security.	
					Identify and understand the use of industry specific resources.	
					Identify current trends in the hospitality and tourism industry (staycations, daycations, medical tourism).	
					Research a major Florida city and its attractions, target markets, and cost.	
					Demonstrate a functional understanding of domestic and international procedures throughout the hospitality and tourism industry.	
					Identify factors influencing travelers to choose a particular location (e.g., weather, culture, climate, cost, natural resources, medical factors).	

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					Describe components of an itinerary and a tour package.	
					Identify modes and uses of ground transportation and discuss advantages and disadvantages of each.	
					Demonstrate a functional understanding of flight schedules.	
					Plan a trip for a family of four with a given budget using the Internet for flight schedules, rental cars, and hotel rates using presentation software showing daily itineraries including local attractions and expenses.	
					Identify, compare, and contrast types of lodging facilities and ownership.	
					Explain factors that determine room rates and package plans.	
					Describe the differences among the types of cruises that are popular today.	
					Demonstrate a functional understanding of a cruise ship including the deck plan, public spaces, and stateroom accommodations.	
					Compare and contrast a cruise ship and a hotel as a destination.	
					Identify types of food service operations, segments, and ownership.	
					Identify role of conventions and special events in the hospitality and tourism industry.	
					Plan a convention for a specific business group specifying hotel needs such as number of sleeping rooms and required meeting room space and setups. Include a daily itinerary and provisions by food and beverage.	
					Identify components of leisure and recreation industry and provide examples of each.	
					Explain differences between public and commercial leisure and recreational systems.	
					Explain economic factors that affect the tourism/hospitality industry (fuel costs, airline industry consolidations, availability of consumer's discretionary money).	

D	K	U	S	B	<u>STANDARDS AND BENCHMARKS</u>	<u>COMMENTS</u>
					Research the Florida tourism website ( <a href="http://www.visitflorida.com">www.visitflorida.com</a> ), compare it to other state tourism sites and the impact of tourism on that state's economy.	
					Summarize the characteristics that make a particular venue a good choice based on the type of event.	
					Compare and contrast features of different travel websites.	
					Demonstrate employability skills necessary for success in hospitality and tourism occupations. – The student will be able to:	
					Identify and utilize resources used in a job search for a hospitality and tourism related career (e.g., networking, newspaper, Internet).	
					Discuss importance of drug tests and criminal background checks in identifying possible employment options.	
					Identify steps in the application process and documents required when applying for employment (e.g., application, references, W-4, I-9).	
					Create a customized resume, follow-up letter, acceptance/rejection letter, letter of resignation, thank you letter, and letter of recommendation.	
					Identify and demonstrate appropriate dress and grooming for employment.	
					Identify and demonstrate effective interviewing skills (e.g., behavioral), including effective responses to common interview questions.	
					Describe methods for handling illegal interview and application questions.	
					Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, sexual harassment, EEOC, ADA, FMLA, and OSHA).	
					Identify ways to assist with diverse populations and the physically challenged as employees and guests in the workplace.	
					Describe importance of producing quality work and meeting performance standards.	
					Identify personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting).	

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					Demonstrate orderly and systematic behavior by creating and maintaining an electronic calendar.	
					Demonstrate time management skills with on-task behavior and self-pacing in accomplishing work assignments.	
					Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility).	
					Identify how to prepare for job separation and re-employment.	
					Generate and organize a professional portfolio of student work and projects.	
					Identify and practice stress management and relaxation techniques.	
					Explain the importance of positive customer service skills.	
					Practice positive customer service skills.	
					Demonstrate human relations skills necessary for success in hospitality and tourism occupations. – The student will be able to:	
					Develop a list of qualities necessary to be an effective team player (e.g., respect).	
					Design and participate in a team building activity for the workplace.	
					Demonstrate ability to work cooperatively with team members, supervisors, and guests from diverse cultural backgrounds.	
					Identify sensitive workplace issues and the laws that impact them (i.e., gender equity, cultural diversity, professional ethics, sexual harassment, disability, age).	
					Identify, define, and demonstrate professional interpersonal skills and personality traits.	
					Maintain hygiene, professional appearance, and a positive attitude.	
					Demonstrate ability to use creative problem-solving, decision-making, and critical-thinking strategies.	
					Demonstrate self-management, initiative, and multi-tasking.	

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					Devise a rubric to evaluate appropriate workplace social behavior and work ethics.	
					Set personal and career goals and develop a plan of action to achieve those goals.	
					Demonstrate ability to offer and accept feedback.	
					Identify and practice stress management and relaxation techniques.	
					Explain importance of maintaining confidentiality of business matters.	
					Express importance of supporting and following company policies and procedures (e.g., attendance, tardiness).	
					Identify customer service skills needed for successful entry and progress in the hospitality and tourism industry.	
					Demonstrate proficiency in applying communication and technology skills in the hospitality and tourism industry. – The student will be able to:	
					Describe effective staff communication and its uses (e.g., interpersonal, departmental, interdepartmental, company).	
					Identify, read, and comprehend a variety of forms of written communications utilized in the workplace.	
					Prepare a business letter, memo, fax, and e-mail.	
					Describe positive guest/client relations.	
					Demonstrate ability to speak effectively to guests, co-workers, supervisors, and vendors using grammar and terminology appropriate to the industry.	
					Identify techniques of placing, answering, placing on hold, recording messages, and referring telephone calls.	
					Identify techniques of dealing with inappropriate telephone calls (i.e., bomb threats, obscene, abusive).	
					Demonstrate effective etiquette/netiquette in a business situation such as meals and general courtesy.	
					Discuss importance of developing networking skills to expand contacts within the industry.	

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					Research social and professional networking websites (Twitter, Facebook, LinkedIn, etc.) and explain how these sites affect the hospitality industry and its employees.	
					Discuss importance of providing clear directions, interpretations, descriptions, and explanations.	
					Create and deliver an oral presentation.	
					Use presentation software to create a professional presentation that can be used for employee training.	
					Identify and demonstrate conflict resolution techniques related to customer service (i.e., resolving complaints, disputes, and negotiations).	
					Identify components of and prepare an itinerary.	
					Demonstrate ability to locate and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, maps, and Internet resources.	
					Identify types of technology/equipment used in a hospitality/tourism-related workplace (i.e., cash register, computer, scanner, time clock, and fax).	
					Explain economic principles as related to the hospitality and tourism industry. – The student will be able to:	
					Explain concept of supply and demand (e.g., overbooking, yield management).	
					Explain role of employee productivity in contributing to profit margin (bottom line).	
					Identify economic opportunities in the industry.	
					Explain impact of tourism on local, state, national, and international economies.	
					Identify advantages and disadvantages of the primary forms of business ownership.	
					Identify marketing and business fundamentals related to the hospitality and tourism industry. – The student will be able to:	
					Explain marketing and its role in the industry and the free enterprise system.	

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					Explain elements in the marketing mix (price, product, promotion, place, and people).	
					Explain functions of the business and marketing plan.	
					Explain concept of service vs. product marketing strategies.	
					Explain concept of target markets and market identification (e.g., market segmentation).	
					Display an understanding of the different marketing channels used to promote destinations and products.	
					Identify niche markets (customer segmentation).	
					Identify specialty markets (product segmentation, e.g., sports, shopping, religion).	
					Recognize cultural customs and taboos.	
					Discuss the role of federal, state and local regulatory agencies as it relates to hospitality and tourism.	
					Identify methods of gathering customer feedback.	
					Identify sales techniques and procedures appropriate for use in the hospitality and tourism industry. – The student will be able to:	
					Explain purpose, principles, and importance of selling.	
					Identify effective sales techniques (e.g., steps in sales process, cross-selling, upselling and alternative options).	
					Explain motivation, needs, and expectations of the hospitality and tourism consumer and how it affects their lodging selection.	
					Identify an effective sales presentation (e.g., feature-benefit analysis).	
					Discuss the importance of meeting specialized sales needs (e.g., business travel, conventions and meetings, conferences, physically and/or mentally challenged).	
					Identify pros and cons of using the Internet as a sales tool.	
					Identify an effective sales presentation (e.g., feature-benefit analysis).	

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					Discuss the importance of meeting specialized sales needs (e.g., business travel, conventions and meetings, conferences, physically and/or mentally challenged).	
					Perform mathematical operations related to hospitality and tourism occupations. – The student will be able to:	
					Perform addition, subtraction, multiplication, division, ratios, and percentages as they relate to hospitality and tourism (e.g., air travel, lodging, food service, car rentals, tours, cruises).	
					Apply problem-solving techniques to hospitality and tourism sales-related transactions (e.g., cash, checks, debit cards, credit cards, discounts, etc).	
					Interpret quantitative information from tables, charts, and graphs as related to the hospitality/tourism related workplace.	
					Using standard industry formulas relative to discount date and due date, compute amount of payment on an invoice.	
					Calculate commissions, gratuities, taxes, and miscellaneous charges.	
					Calculate actual flying time and time zone differences.	
					Use ratios, proportions, and scales to calculate distance on a map.	
					Identify sources of currency exchange rates.	
					Research a foreign hotel and convert the cost of one room night from a foreign currency to dollars using an online calculator and/or math conversions.	
					Classify different payment options (e.g., cash, personal checks, traveler's checks, credit cards, debit cards, incentive program points).	
					Calculate refunds and exchange transactions for hospitality and tourism related services.	
					Explain the function of a night audit in the lodging and cruise industry.	

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<b>Course Title:</b> Computer Technology for Travel and Tourism					<b>Course Number:</b> HMV0741	
<b>Course Number:</b> 8845140					<b>Occupational Completion Point:</b> B	
<b>Course Credit:</b> 1					<b>Reservation &amp; Transportation Agent – 300 Hours – SOC Code 43-4181</b>	
<b>Course Description:</b> This course is designed to provide an introduction to computers and to develop entry-level skills for computer-related careers in the travel and tourism industry.						
<b>The first three standards of the secondary course represent the Florida Standards for Technical Subjects for grades 9-10, which are not included for comment.</b>						
					Operate technology, computer systems, and the internet. – The student will be able to:	
					Demonstrate computer knowledge (e.g., hardware, software, operating systems, terminology, etc).	
					Demonstrate proper keyboarding techniques.	
					Utilize word-processing software to create career/industry related documents.	
					Create a business card for networking purposes.	
					Utilize spreadsheet software to enhance decision-making skills.	
					Utilize database software to create a basic database.	
					Utilize presentation software to create a multimedia presentation.	
					Explain and utilize Internet fundamentals (e.g., E-mail, portals/search engines).	
					Identify and describe the function of office technology equipment.	
					Utilize a desktop publishing program to design a homepage for the schools travel program (i.e., High Wire).	
					Compare the uses of the Internet, including electronic mail, as used to communicate quickly with suppliers, customers, and other agencies.	

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					Identify the impact of the Internet on the hospitality and tourism industry (including the trend of travelers booking their own reservations, etc.)	
					List some of the many web site addresses of organizations that can provide the most up-to-date information about the industry.	
					Demonstrate the importance of the Internet as a research tool to quickly answer customers' questions regarding such items as weather, sightseeing options, hotels, car rentals, restaurants, documentation requirements, theatres, and parks.	
					Analyze past, present, and future impact of technology on the travel and tourism industry (i.e., liquor portion control system, hospitality information systems, food and beverage information systems, club management software).	
					Demonstrate proficiency using a computer reservation system. – The student will be able to:	
					Identify the major travel computerized reservation systems (e.g., SABRE, APOLLO, System One AMADEUS, WorldSpan, etc).	
					Distinguish between hosts and co-hosts.	
					Identify the tasks performed by computer reservations agents (e.g., creating Passenger Name Records [PNRs], maintaining PNRs, airspace, quoting airfares, pricing itineraries, rental cars, hotel accommodations).	
					Exhibit the ability to utilize computer reservation system records. – The student will be able to:	
					Define a Passenger Name Record (PNR).	
					Identify and explain the items needed to create a PNR.	
					Identify optional parts of a PNR (e.g., Special Services Requests [SSR], Other Service Information [OSI], remarks).	
					Create a PNR by entering coded ticketing information.	
					Retrieve a PNR.	

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					Modify a PNR.	
					Demonstrate the importance of standardization in the airline industry. – The student will be able to:	
					Identify airline references used for air travel (e.g., Official Airline Guide [OAG], Customer Reservation System [CRS], and published timetables).	
					Identify carrier, airport, and city codes for major domestic and international airlines.	
					Explain city/airport and airline codes.	
					Identify hub and spoke systems utilized by major carriers.	
					Explain the use of the tables, including class of service, frequency code, and meal/snack service.	
					Interpret a flight schedule by identifying the classes of service and booking codes.	
					Calculate flight times in relation to different time zones.	
					Define passenger bill of rights and rules governing air travel (e.g., delays, cancellations, acts of nature).	
					Perform functions that are associated with the computer reservation system. – The student will be able to:	
					Simulate booking a flight reservation from an availability display.	
					Create a CRS itinerary.	
					Explain airfares and the ticketing process.	
					Identify the agencies that set standards and monitor ticketing processes such as issuance, payment, and refunds.	
					Enter data in an automated system and use the ticket information to invoice an itinerary with non-ARC segments.	
					Read and interpret an Automated Ticket and Boarding Pass (ATB).	
					Demonstrate a functional understanding of how to handle a segment status change.	

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					Recognize functions associated with making a lodging reservation. – The student will be able to:	
					Identify references used in the lodging industry (e.g., Official Hotel Guide, Hotel and Travel Index, OAG Business Travel Planner, Internet, a CRS display).	
					Compare a sample listing for a lodging establishment in each of the references identified above.	
					Recognize and display hotel codes.	
					Compare the information found on a hotel’s website vs. a CRS availability display.	
					Determine information needed to book a hotel reservation.	
					Identify types of computer generated reports used in the industry (i.e., cashier report, arrival report, credit report, departure report).	
					Recognize functions associated with making a ground transportation reservation. – The student will be able to:	
					Identify references used in the car rental and rail transportation industry (e.g., OAG Business Travel Planner, Internet, CRS display, Amtrak National Train Timetable, VIA Rail Selling Guide, VIA Resernet Interactive).	
					Determine options for transferring to destination (e.g., mass transit, taxi, shuttle, car rental).	
					Determine information needed to book rail travel.	
					Determine information needed to book a car rental.	
					Using a CRS, read and interpret the information found in an availability display.	
					Compare and contrast policies and procedures for renting a car vs. booking a rail ticket (domestic and international).	
					Recognize functions associated with a cruise reservation. – The student will be able to:	
					Identify references used in the cruise line industry (e.g., Cruise Line International Association [CLIA] Manual, Berlitz Complete Handbook to Cruising, Star Service, and Total Traveler by Ship, cruise brochures, and CRSs).	

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					Compare a sample listing for a cruise reservation in two of the references identified above.	
					Determine information needed to book a cruise reservation.	
					Assess the impact of technology and automation on the travel reservation industry. – The student will be able to:	
					Research current trends in the use of computers in the travel reservation industry.	
					Analyze major uses and effects of the Internet on the travel reservation industry.	
					Contrast the value-added services offered by a travel consultant vs. online services.	
					Assess possible career paths requiring the knowledge of computers in the travel reservation industry.	
					Demonstrate proficiency in applying communication, leadership, and customer relations skills in the travel and tourism industry. – The student will be able to:	
					Demonstrate techniques for making and maintaining a positive first impression.	
					Practice telephone techniques for placing, answering, placing on hold, and referring telephone calls.	
					Record and relay accurate messages.	
					Interpret business policies to customers/vendors.	
					Propose techniques to resolve complaints.	
					Apply networking skills.	
					Evaluate team performance.	
					Differentiate between appropriate and inappropriate business attire and grooming.	
					Compare and contrast school and work environment.	
					Debate current issues impacting the industry.	
					Generate a report using industry-related resources.	

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					Create an itinerary.	
					Plan and participate in a meeting/conference.	
					Apply leadership skills through involvement in community and/or school activities.	
					Apply employability skills necessary for success in the travel and tourism industry. – The student will be able to:	
					Investigate career skills necessary to be successful in the industry (e.g., geography, sales, customer service, telephone, computer, foreign language, math, written and oral communication).	
					Research currently available job opportunities and/or post-secondary programs.	
					Update resume and cover letter for the purpose of applying for a travel and tourism related job or college admission.	
					Evaluate and update career portfolio (e.g., resume, letters of recommendation, awards, evidence of participation in service and work-based learning activities, employer evaluations).	
					Assess skills needed for a successful interview (research company, anticipate questions, prepare questions).	
<b>Course Title:</b> Hospitality and Tourism Internship <b>Course Number:</b> 8845130 <b>Course Credit:</b> 1 <p style="text-align: right;"><i><b>NOTE: The following standards are also included in the PSAV course HMV0741</b></i></p>						
<b>Course Description:</b> The Hospitality and Tourism Internship course provides students the opportunity to demonstrate human relations, communications, and employability skills necessary for entry-level employment in the travel and tourism industry. Additionally, it will enhance the instruction and competencies developed through classroom instruction.						
<b>The first three standards of this course represent the Florida Standards for Technical Subjects for grades 11-12, which are not included for comment.</b>						
					Perform designated job skills. – The student will be able to:	
					Perform tasks as outlined in the job performance skills plan.	
					Display an acceptable level of production and quality control.	

<u>D</u>	<u>K</u>	<u>U</u>	<u>S</u>	<u>B</u>	<u>STANDARDS AND BENCHMARKS</u>	<u>COMMENTS</u>
					Maintain appropriate records.	
					Demonstrate appropriate dress and grooming habits for the workplace environment.	
					Research a company's products and services.	
					Demonstrate work ethics. – The student will be able to:	
					Demonstrate effective written and oral communication and listening skills.	
					Demonstrate the ability to resolve customer, employee, and employee/employer problems and concerns.	
					Demonstrate acceptable work habits and conduct in the workplace as defined by company policy.	
					Demonstrate legal and ethical behavior within the scope of job responsibilities.	
					Follow policies and procedures affecting safety, health, and well-being.	
					Exhibit behavior supporting and promoting cultural and ethnic diversity.	
					Demonstrate interpersonal skills which enhance team productivity and foster positive work ethics.	
<b>The standards and benchmarks for the Hospitality &amp; Tourism Cooperative Education-OJT course are the same for all CTE Career Clusters. As such, this courses is not included for comment.</b>						
<b>Course Title:</b> Travel and Tourism Marketing Management			<b>Course Number:</b> HMV0741			
<b>Course Number:</b> 8845120			<b>Occupational Completion Point:</b> B			
<b>Course Credit:</b> 1			<b>Reservation &amp; Transportation Agent – 300 Hours – SOC Code 43-4181</b>			
<b>Course Description:</b> The purpose of this course is to provide students necessary career specific instruction in travel and tourism. Students will learn sales techniques, marketing principles, and entrepreneurship skills necessary to succeed in the travel and tourism industry.						
<b>The first three standards of the secondary course represent the Florida Standards for Technical Subjects for grades 11-12, which are not included for comment.</b>						
					Explain marketing principles as they relate to travel and tourism. – The student will be able to:	

<u>D</u>	<u>K</u>	<u>U</u>	<u>S</u>	<u>B</u>	<u>STANDARDS AND BENCHMARKS</u>	<u>COMMENTS</u>
					Identify and explain levels of travelers' needs by applying Maslow's hierarchy.	
					Explain methods to identify and qualify the customer (e.g., time, money, interests).	
					Assess importance of value-added services.	
					Research the role of travel suppliers.	
					Explain the role of local, state, national, and international government organizations that promote travel.	
					Diagram and explain the various channels of distribution used in the travel and tourism industry.	
					Compare and contrast marketing and sales.	
					Discuss how the product life cycle affects the prices and desirability of travel and tourism products.	
					Identify and analyze the types of marketing used in the travel and tourism industry.	
					Describe major sales promotion techniques.	
					Explain how public relations differ from advertising.	
					Explain why and how travel markets are segmented.	
					Evaluate viability of a market segment.	
					Explain methods used to segment markets (i.e., demographic, geographic, behavioristic, psychographic).	
					Explain importance and methods of market research.	
					Demonstrate sales and customer service techniques in the selling of travel and tourism products. – The student will be able to:	
					Explain why service is a technical skill and hospitality an emotional skill.	
					Describe and demonstrate traits needed to be an effective sales professional.	
					Describe the value of using emotive words in making a sale.	

<u>D</u>	<u>K</u>	<u>U</u>	<u>S</u>	<u>B</u>	<u>STANDARDS AND BENCHMARKS</u>	<u>COMMENTS</u>
					Describe and demonstrate methods of overcoming obstacles to a sale.	
					Practice problem-solving techniques for the resolution of challenges.	
					Evaluate importance and impact of customer service.	
					Discuss the importance of service-minded behaviors.	
					Develop and demonstrate customer service skills.	
					Demonstrate proficiency in applying higher level mathematical skills unique to travel and tourism. – The student will be able to:	
					Apply standard industry formula to determine markup and markdown (i.e., occupancy, average daily rate, food cost controls, inventory).	
					Recognize yield and revenue management concepts.	
					Explain financial concepts used in making business decisions.	
					Explain concept of financial administration.	
					Explain difference between income (credit) and expense (debit).	
					Describe and prepare a cash-flow statement.	
					Analyze industry concepts of price, profit, competition, and productivity.	
					Discuss the internet as a travel and tourism marketing tool. – The student will be able to:	
					Define Internet and industry related terms (e.g., protocol, ISP, URL, WWW, bandwidth, etc).	
					Explain services the Internet provides (e.g., file transfer protocol, newsgroups, e-mail).	
					Research advantages and disadvantages of marketing on the Internet (e.g., cost, accessibility).	
					Practice a variety of forms of communication (e.g., website, e-mail, newsgroups, chatrooms, etc).	

<u>D</u>	<u>K</u>	<u>U</u>	<u>S</u>	<u>B</u>	<u>STANDARDS AND BENCHMARKS</u>	<u>COMMENTS</u>
					Discuss political, ethical, and legal issues of using the Internet.	
					Discuss history and emerging trends.	
					Discuss security issues (e.g., firewalls, hacking, viruses, e-commerce).	
					Discuss social impact of the Internet (e.g., commerce, relationships, gathering personal research, validity of data).	
					Discuss demographics of Internet users.	
					Discuss criteria for selecting an Internet Service Provider (ISP).	
					Describe process for securing a domain name.	
					Discuss copyright and registered trademark issues in securing a domain name.	
					Discuss the needs of the business traveler. – The student will be able to:	
					Explain who the business traveler is and why they travel.	
					Compare and contrast corporate travel policies.	
					Explain the role of the frequent flyer and guest programs.	
					Discuss the role of the business travel department and the corporate travel agency.	
					List the services and amenities a business traveler requires.	
					Differentiate between the needs of the business traveler and the leisure traveler.	
					Discuss when the business traveler becomes a leisure traveler.	
					Assess role of emerging technology in assisting the business traveler (e.g., cellular telephones, Global Positioning System [GPS] mapping devices, optical scanners, digital cameras, personal data assistants [PDA], wireless technology, etc).	

<u>D</u>	<u>K</u>	<u>U</u>	<u>S</u>	<u>B</u>	<u>STANDARDS AND BENCHMARKS</u>	<u>COMMENTS</u>
					Research conservation and Green initiatives in the hospitality industry. – The student will be able to:	
					Explain the Florida Green Lodging program ( <a href="http://www.dep.state.fl.us/greenlodging">http://www.dep.state.fl.us/greenlodging</a> ).	
					List the requirements that must be met for a property to receive the Green certification.	
					List the requirements for maintaining the Green certification.	
					Research legislation regarding the Florida Green Lodging program and explain how state agencies are affected by this legislation.	
					Explain LEED and how it affects the hospitality industry.	
					Examine the impact of meetings, conventions, conferences, and incentive travel. – The student will be able to:	
					Compare and contrast different types of meetings, trade shows, conventions, and exhibitions.	
					Discuss factors affecting site selection.	
					Describe the role of the meeting planner.	
					Compare pure incentive travel to sales incentive travel.	
					Differentiate between a destination selection company and a destination management company.	
					Examine facts and principles related to the cruise industry. – The student will be able to:	
					Classify modes of water transportation.	
					Recognize differences between the cruise industry and other forms of water transportation.	
					Explain the role of theme cruises in the cruise industry.	
					Discuss issues and trends in the cruise industry.	
					Recognize differences between shipboard and shoreside operations.	
					Discuss how to explain to a client the differences between brochure pricing and guaranteed price.	

<u>D</u>	<u>K</u>	<u>U</u>	<u>S</u>	<u>B</u>	<u>STANDARDS AND BENCHMARKS</u>	<u>COMMENTS</u>
					Examine facts and principles related to the air travel industry. – The student will be able to:	
					Classify modes of air transportation.	
					Describe differences between types of aircraft.	
					Classify the levels of available air service.	
					Discuss issues and trends in the air travel industry.	
					Recognize differences between landside and airside operations.	
					Explain the configuration of an airplane.	
					Explain how the federal government retains authority to protect airline passengers and to police unfair practices.	
					Examine facts and principles related to the ground travel industry. – The student will be able to:	
					Classify modes of ground transportation here and abroad.	
					Classify rental car categories and discuss policies and procedures of rental car agencies.	
					Classify the levels of available ground service.	
					Discuss issues and trends in the ground travel industry.	
					Examine facts and principles related to the lodging industry. – The student will be able to:	
					Classify types of lodging facilities.	
					Discuss major rating systems, codes, room types, and rates.	
					Recognize differences between front of the house and back of the house operations.	
					Discuss issues and trends in the lodging industry.	
					Examine facts and principles related to leisure travel. – The student will be able to:	

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					Describe entertainment options for leisure travel.	
					Discuss issues and trends within the leisure travel industry.	
					Describe the development of the tour package. – The student will be able to:	
					Differentiate between types of tour packages and their components.	
					Compare advantages and disadvantages of types of tour packages.	
					Explain role of the tour operator.	
					Investigate customs and immigration laws, travel documentation, inoculations, and entry and exit fees for international travel (e.g., proof of citizenship, passports, visas, tourist cards).	
					Compare customer regulations involving articles free of U.S. Duty Tax, personal exemption, forbidden and restricted items, and duty-free ports.	
					Identify terms and conditions that would appear on the back of a tour brochure.	
					Create a tour package illustrating the main stages of development.	
					Explain options for selling travel and tourism products. – The student will be able to:	
					Describe primary functions of a retail travel agency.	
					Explain the role of the Airline Reporting Corporation (ARC) and International Air Transportation Network and discuss requirements for obtaining their approval.	
					Analyze methods agencies use to compensate travel consultants.	
					Evaluate role of professional/trade associations that support the travel and tourism industry.	
					Discuss the evolving role of the travel consultant.	
					Compare and contrast those products sold by a retail travel agency, a wholesale travel agency, and over the Internet.	

<u>D</u>	<u>K</u>	<u>U</u>	<u>S</u>	<u>B</u>	<u>STANDARDS AND BENCHMARKS</u>	<u>COMMENTS</u>
					Create a sales promotion tool for a travel and tourism product. – The student will be able to:	
					Recognize importance of using databases to identify target markets.	
					Develop a sales promotion tool for a travel and tourism product (e.g., brochure, press release, radio spot, print ad, web site).	
					Develop a budget for the chosen sales promotion tool.	
					Develop a plan for a career in the travel and tourism industry. – The student will be able to:	
					Assess careers in a variety of travel and tourism industries.	
					Evaluate career opportunities available in the travel and tourism industry.	
					Explain duties, skills, and knowledge needed by each of the identified professionals.	
					Research a travel and tourism career including a job description, educational requirements and training, benefit package, responsibilities, and job advancement opportunities.	
					Finalize a career portfolio including a financial plan for achieving education/career goal.	

## Review Committee Members

The review committee's responsibility is to review the standards and benchmarks within the curriculum framework to determine their relevance in today's workforce. Based on the committee's recommendations, the standards or benchmarks will be kept as they are, revised, deleted or new ones written to reflect today's job market.

The following persons served on the program review committee:

Name:	Name:
Occupation:	Occupation:
Business/Company:	Business/Company:
Email:	Email:
Name:	Name:
Occupation:	Occupation:
Business/Company:	Business/Company:
Email:	Email:
Name:	Name:
Occupation:	Occupation:
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Name:	Name:
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