

VoCATS Course Blueprint

Marketing Education

6645 Travel, Tourism, and Recreation Marketing

*Public Schools of North Carolina
State Board of Education • Department of Public Instruction
Curriculum and School Reform Services
Division of Instructional Services*

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This blueprint has been reviewed by business and industry representatives for technical content and appropriateness for the industry. Contact esnead@dpi.state.nc.us for more information.

VoCATS Course Blueprint

A course blueprint is a document laying out the framework of the curriculum for a given course.

Shown on the blueprint are the units of instruction, the core competencies in each unit, and the specific objectives for each competency. The blueprint illustrates the recommended sequence of units and competencies and the cognitive and performance weight of the objective within the course.

The blueprint should be used by teachers to plan the course of work for the year, prepare daily lesson plans, and construct instructionally valid interim assessments. Statewide assessments are aligned directly with the course blueprint.

For additional information about this blueprint, contact program area staff. For additional information about VoCATS, contact program area staff or VoCATS, Career-Technical Education, Division of Instructional Services, North Carolina Department of Public Instruction, 6358 Mail Service Center, Raleigh, North Carolina 27699-6358, 919.807.3876, email: rwelfare@dpi.state.nc.us.

Interpretation of Columns on VoCATS Course Blueprints

No.	Heading	Column information
1	Comp# Obj.#	Comp=Competency number (two digits); Obj.=Objective number (unique course identifier plus competency number and two-digit objective number).
2	Unit Titles/Competency and Objective Statements	Statements of unit titles, competencies per unit, and specific objectives per competency. Each competency statement or specific objective begins with an action verb and makes a complete sentence when combined with the stem "The learner will be able to. . ." (The stem appears once in Column 2.) Outcome behavior in each competency/objective statement is denoted by the verb plus its object.
3	Time Hrs	Space for teachers to calculate time to be spent on each objective based on the course blueprint, their individual school schedule, and analysis of students' previous knowledge on the topic.
4&5	<u>Course Weight</u> Cognitive Performance	Shows the relative importance of each objective, competency, and unit. Weight is broken down into two components: cognitive and performance. Add the cognitive and performance weights shown for an objective in columns 4 and 5 to determine its total course weight. Course weight is used to help determine the percentage of total class time that is spent on each objective. The breakdown in columns 4 and 5 indicates the relative amount of class time that should be devoted to cognitive and performance activities as part of the instruction and assessment of each objective. Objectives with performance weight should include performance activities as part of instruction and/or assessment.
6	Type Behavior	Classification of outcome behavior in competency and objective statements. (C=Cognitive; P=Performance)
7	Integrated Skill Area	Shows links to other academic areas. Integrated skills codes: A=Arts; E=English Language Arts; CD=Career Development; CS=Information/Computer Skills; H=Healthful Living; M=Math; SC=Science; SS=Social Studies.
8	Core Supp	Designation of the competencies and objectives as Core or Supplemental. Competencies and objectives designated "Core" must be included in the Annual Planning Calendar and are assessed on the statewide assessments.

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MARKETING EDUCATION
COURSE BLUEPRINT for 6645 TRAVEL, TOURISM, AND RECREATION MARKETING
 (Recommended hours of instruction: 135-180 Class Length: 1 Period)

Comp # Obj #	Unit Titles/Competency and Objective Statements (The Learner will be able to:)	Time Hours	Course Weight		Type Behavior	Integrated Skill Area	Core Supp
			Cognitive	Performance			
1	2		4	5	6	7	8
	Total Course Weight		100%				
A.	COURSE ORIENTATION		0%				
TM01.00	Explain the components of the Marketing Education program.		0%				SUPP
<i>TM01.01</i>	<i>Describe the basic content of the Travel, Tourism, and Recreation Marketing course as part of the Marketing Education program.</i>		0%				SUPP
<i>TM01.02</i>	<i>Explain the value of DECA as an integral part of the Travel, Tourism, and Recreation Marketing course.</i>		0%				SUPP
B.	OVERVIEW OF TRAVEL, TOURISM, AND RECREATION MARKETING		8%				
TM02.00	Explain the growth and development of the travel, tourism, and recreation industry.		8%		C2	CS/E/SC/SS	CORE
<i>TM02.01</i>	<i>Recognize basic information associated with the development of the travel, tourism, and recreation industry.</i>		6%		C1	CS/E/SC/SS	CORE
<i>TM02.02</i>	<i>Interpret travel, tourism, and recreation industry trends.</i>		2%		C2	CS/SS	CORE
C.	IMPACT OF TOURISM		18%				
TM03.00	Summarize the impact of tourism.		18%		C2	A/H/M/SC/SS	CORE
<i>TM03.01</i>	<i>Discuss the economic impact of tourism.</i>		3%		C2	M/SS	CORE
<i>TM03.02</i>	<i>Discuss the cultural impact of tourism.</i>		3%		C2	A/SS	CORE
<i>TM03.03</i>	<i>Discuss the environmental impact of tourism.</i>		4%		C2	H/SC/SS	CORE
<i>TM03.04</i>	<i>Discuss the social impact of tourism.</i>		2%		C2	SS	CORE
<i>TM03.05</i>	<i>Identify the roles of public and private sectors in tourism.</i>		2%		C1	SS	CORE
<i>TM03.06</i>	<i>Examine the cyclical/seasonal nature of tourism.</i>		4%		C3	M/SC/SS	CORE
D.	MARKETING THE INDUSTRY SEGMENTS		45%				
TM04.00	Explain marketing strategies used by major segments of the travel, tourism, and recreation industry.		45%		C2	A/CD/E/H/M/SC/SS	CORE

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			Cognitive	Performance			
1	2		4	5	6	7	8
TM04.01	<i>Explain the use of the marketing mix and promotional mix in the travel, tourism, and recreation industry.</i>		5%		C2	A/E/M/SS	CORE
TM04.02	<i>Explain the lodging industry.</i>		5%		C2	A/E/M/SS	CORE
TM04.03	<i>Explain the cruise industry.</i>		5%		C2	A/E/M/SS	CORE
TM04.04	<i>Explain the surface transportation industry.</i>		3%		C2	A/E/M/SS	CORE
TM04.05	<i>Explain the air transportation industry.</i>		5%		C2	A/E/M/ SC/SS	CORE
TM04.06	<i>Explain the food and beverage industry.</i>		5%		C2	A/E/H/M/ SC/SS	CORE
TM04.07	<i>Explain travel agencies.</i>		2%		C2	A/E/M/SS	CORE
TM04.08	<i>Explain the entertainment and recreation industry.</i>		5%		C2	A/E/M/SS	CORE
TM04.09	<i>Describe meeting planning in the travel industry.</i>		3%		C1	A/CD/E/ M/SS	CORE
TM04.10	<i>Explain the retail segment of the travel industry.</i>		5%		C2	A/CD/E/ M/SS	CORE
TM04.11	<i>Identify agencies related to tourism.</i>		2%		C1	CD/SS	CORE
E.	UNDERSTANDING DESTINATIONS		9%	1%			
TM05.00	Explain the importance of understanding destinations in the travel, tourism, and recreation industry.		9%	1%	C2	A/CS/H/ M/SC/SS	CORE
TM05.01	<i>Demonstrate the use of a map.</i>			1%	C3P	CS/M/SC /SS	CORE
TM05.02	<i>Explain major travel destinations in North Carolina.</i>		4%		C2	SS	CORE
TM05.03	<i>Discuss the special issues related to international travel.</i>		3%		C2	CS/H/SS	CORE
TM05.04	<i>Describe the psychological and motivational aspects of destination selection.</i>		2%		C2	A/H/SC/ SS	CORE
F.	CUSTOMER RELATIONS IN THE TRAVEL INDUSTRY		12%				
TM06.00	Explain customer relations skills essential to the travel, tourism, and recreation industry.		12%		C2	A/CD/E/ H/SC/SS	CORE
TM06.01	<i>Describe personal qualities important to the industry.</i>		1%		C2	CD/E/SS	CORE
TM06.02	<i>Recognize the importance of addressing the individual traveler's needs.</i>		3%		C2	E/H/SS	CORE
TM06.03	<i>Explain the critical aspects of business and destination image.</i>		2%		C2	A/E/SS	CORE
TM06.04	<i>Determine the value of ethical responsibility in the industry.</i>		1%		C2	E/SS	CORE
TM06.05	<i>Explain key factors in building a clientele.</i>		2%		C2	E/SS	CORE

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			Cognitive	Performance			
1	2		4	5	6	7	8
TM06.06	<i>Recognize the importance of safety and security in the travel industry.</i>		3%		C2	CS/E/H/ SC/SS	CORE
G.	CAREER OPPORTUNITIES		4%	3%			
TM07.00	Summarize career opportunities and necessary employability skills for the travel, tourism, and recreation industry.		4%	3%	C2	CD/CS/E	CORE
TM07.01	<i>Summarize career opportunities in the travel, tourism, and recreation industry.</i>		3%		C2	CD/CS/E	CORE
TM07.02	<i>Demonstrate technological and employability skills necessary to obtain a job in the travel, tourism, and recreation industry.</i>			3%	C3P	CD/CS/E	CORE
TM07.03	<i>Identify educational and professional resources that contribute to success in the travel, tourism, and recreation industry.</i>		1%		C1	CD/E	CORE

TRAVEL, TOURISM, AND RECREATION MARKETING COURSE OUTLINE

A. COURSE ORIENTATION

TT01.00 Explain the components of the Marketing Education program.

- 1.01 Describe the basic content of the Travel, Tourism, and Recreation Marketing course as part of the Marketing Education program.
 - A. Distinguish between programs and courses.
 - B. Explain the organization of the Marketing Education program.
 - C. Explain the objectives of the Travel, Tourism, and Recreation Marketing course.
 - D. Preview the content of the Travel, Tourism, and Recreation Marketing course.
- 1.02 Explain the value of DECA as an integral part of the Travel, Tourism, and Recreation Marketing course.
 - A. Explain the goals of DECA, Inc.
 - B. Identify benefits of DECA membership.
 - C. Explain basic facts related to DECA.
 - D. Explain opportunities available through DECA and the relationship of these opportunities to the Travel, Tourism, and Recreation Marketing course.

B. OVERVIEW OF TRAVEL, TOURISM, AND RECREATION MARKETING

TT02.00 Explain the growth and development of the travel, tourism, and recreation industry.

- 2.01 Recognize basic information associated with the development of the travel, tourism, and recreation industry.
 - A. Explain basic terminology important in travel, tourism, and recreation marketing.
 - B. Summarize major historical developments associated with the travel, tourism, and recreation industry.
- 2.02 Interpret travel, tourism, and recreation industry trends.
 - A. Examine general trends in travel, tourism, and recreation.
 - B. Examine technology trends in travel, tourism, and recreation.

C. IMPACT OF TOURISM

TT03.00 Summarize the impact of tourism.

- 3.01 Discuss the economic impact of tourism.
 - A. Examine the economic impact of tourism.
 - B. Describe the multiplier effect and leakage as economic impacts.

- C. Examine the impact of tourism in North Carolina.
- D. Indicate the employment information related to tourism in North Carolina.
- 3.02 Discuss the cultural impact of tourism.
 - A. Define culture and elements of a culture that attract tourists.
 - B. Identify positive cultural effects of tourism.
 - C. Identify negative cultural effects of tourism.
- 3.03 Discuss the environmental impact of tourism.
 - A. Define environment.
 - B. Identify positive environmental effects of tourism.
 - C. Identify negative environmental effects of tourism.
 - D. Discuss carrying capacity as it relates to the environmental impact of tourism.
 - E. Discuss ecotourism as an environmental impact of tourism.
 - F. Identify the elements required to develop a tourism infrastructure and superstructure.
- 3.04 Discuss the social impact of tourism.
 - A. Identify positive social effects of tourism.
 - B. Identify negative social effects of tourism.
- 3.05 Identify the roles of public and private sectors in tourism.
 - A. Determine the role of the public sector in tourism.
 - B. Determine the role of the private sector in tourism.
- 3.06 Examine the cyclical/seasonal nature of tourism.
 - A. Explore the product life cycle as related to tourism.
 - B. Discuss the seasonal nature of tourism.

D. MARKETING THE INDUSTRY SEGMENTS

TT04.00 Explain marketing strategies used by major segments of the travel, tourism, and recreation industry.

- 4.01 Explain the use of the marketing mix and promotional mix in the travel, tourism, and recreation industry.
 - A. Define marketing and the marketing mix.
 - B. Explain packaging in the travel, tourism, and recreation industry.
 - C. Describe the promotional mix in the travel, tourism, and recreation industry.
 - D. Explain advertising and its advantages and disadvantages.
 - E. Explain personal selling and its advantages and disadvantages.
 - F. Explain sales promotion and merchandising and the advantages and disadvantages of each.
 - G. Explain public relations and publicity and their advantages and disadvantages.
- 4.02 Explain the lodging industry.
 - A. Describe the composition of a lodging property.
 - B. Describe the different types of lodging properties.
 - C. Describe factors that affect lodging rates.

- D. Describe trends in the lodging industry.
- E. Describe marketing strategies used in the lodging industry.
- 4.03 Explain the cruise industry.
 - A. Describe the cruise experience.
 - B. Describe characteristics of the market segments.
 - C. Explain gross registered tonnage and space ratio.
 - D. Describe the differences in cruise accommodations.
 - E. Explain the elements of a cruise.
 - F. Describe cruise passengers.
 - G. List cruise destinations.
 - H. Explain air-sea packages.
 - I. Describe marketing strategies used by the cruise industry.
 - J. Identify trends in the cruise industry.
- 4.04 Explain the surface transportation industry.
 - A. Describe train travel in the United States.
 - B. Describe the car rental industry.
 - C. Describe motor coach travel.
- 4.05 Explain the air transportation industry.
 - A. Explain the Airline Deregulation Act of 1978 and its impact on the airline industry.
 - B. Explain the different types of carriers.
 - C. Describe the different classes of service aboard flights.
 - D. Describe the types of flights.
 - E. Describe yield management and discount fares.
 - F. Explain the patterns of air travel.
 - G. Explain frequent flyer programs and airline executive clubs.
 - H. Explain ticketing procedures.
 - I. Describe marketing strategies used in the airline industry.
- 4.06 Explain the food and beverage industry.
 - A. Define the food and beverage business.
 - B. Describe the segments of the food and beverage industry.
 - C. Describe factors affecting the location of food and beverage properties.
 - D. Identify trends in the industry.
 - E. Describe marketing strategies used in the food and beverage industry.
- 4.07 Explain travel agencies.
 - A. Describe travel agent and travel agencies.
 - B. Discuss significant historical events in the travel industry.
 - C. Explain types of agencies.
 - D. Describe advantages and disadvantages of using a travel agent.
 - E. Describe challenges facing travel agencies.
 - F. Describe tours.
 - G. Identify resources available to travel agents.
 - H. Describe marketing strategies for travel agents.
- 4.08 Explain the entertainment and recreation industry.
 - A. Discuss entertainment and recreation destinations.
 - B. Describe fairs.

- C. Discuss motorsports racing.
 - D. Describe outdoor dramas.
 - E. Discuss water recreation.
 - F. Discuss snow sports.
 - G. Identify museums.
 - H. Identify music and/or dinner theaters.
 - I. Discuss recreational golf.
 - J. Discuss casinos.
 - K. Discuss parades.
 - L. Identify resort spas.
 - M. Describe marketing strategies used in marketing entertainment and recreation.
- 4.09 Describe meeting planning in the travel industry.
- A. Define terms related to meetings.
 - B. Identify purposes of meetings or conventions.
 - C. Identify tasks involved in planning meetings.
 - D. Explain the role of a meeting planner.
 - E. Describe locations for meetings.
 - F. Describe marketing strategies used by meeting planners.
- 4.10 Explain the retail segment of the travel industry.
- A. Discuss retail shopping.
 - B. Discuss festival shopping.
 - C. Explain heritage/cultural shopping.
 - D. Identify trade shows.
 - E. Explain agritourism.
 - F. Describe marketing strategies used in retail.
- 4.11 Identify agencies related to tourism.
- A. Identify local agencies related to tourism.
 - B. Identify state agencies related to tourism.
 - C. Identify federal agencies related to tourism.
 - D. Identify international agencies related to tourism.
 - E. Identify trade associations related to tourism industries.
 - F. Identify trade publications associated with tourism industries.
 - G. Describe marketing strategies used by tourism industry agencies.

E. UNDERSTANDING DESTINATIONS

TT05.00 Explain the importance of understanding destinations in the travel, tourism, and recreation industry.

- 5.01 Demonstrate the use of a map.
- A. Identify the parts of a map.
 - B. Identify the various types of cartographical aids used in the travel industry.
 - C. Identify tips for giving travel directions.

- 5.02 Explain major travel destinations in North Carolina.
 - A. Review the major destinations in the Coastal Region.
 - B. Review the major destinations in the Heartland/Piedmont Region.
 - C. Review the major destinations in the Mountain Region.
- 5.03 Discuss the special issues related to international travel.
 - A. Summarize the impact of September 11, 2001, on travel.
 - B. Explain the development of the US Department of Homeland Security.
 - C. Describe the role of the US Department of State, Bureau of Consular Affairs/American Citizen Affairs.
 - D. Explain airport security/screening procedures developed by the Transportation Security Administration (TSA).
 - E. Summarize issues and precautions related to international travel.
- 5.04 Describe the psychological and motivational aspects of destination selection.
 - A. Identify psychological factors affecting leisure/pleasure travelers' choices.
 - B. Identify basic travel motivations.
 - C. Identify basic considerations that influence leisure/pleasure travelers' destination choices.

F. CUSTOMER RELATIONS IN THE TRAVEL INDUSTRY

TT06.00 Explain customer relations skills essential to the travel, tourism, and recreation industry.

- 6.01 Describe personal qualities important to the industry.
 - A. Describe the importance of attitude in the travel industry.
 - B. Describe the importance of technical competence in the travel industry.
 - C. Describe the importance of employee appearance in the travel industry.
 - D. Describe the importance of a customer relations personality in the travel industry.
- 6.02 Recognize the importance of addressing the individual traveler's needs.
 - A. Identify needs of leisure/pleasure travelers.
 - B. Identify needs of business/commercial travelers.
 - C. Identify needs of women travelers.
 - D. Provide for the needs of disabled travelers.
- 6.03 Explain the critical aspects of business and destination image.
 - A. Define business image.
 - B. Identify factors that affect business image.
 - C. Explain the importance of destination image.
- 6.04 Determine the value of ethical responsibility in the industry.
 - A. Explain the importance of ethics.
 - B. Explain the importance of a code of ethics.
 - C. Understand the importance of ethical decision-making.
- 6.05 Explain key factors in building a clientele.
 - A. Explain the importance of building a clientele.
 - B. Describe techniques in building a clientele.
 - C. Explain the importance of relationship marketing.

- 6.06 Recognize the importance of safety and security in the travel industry.
 - A. Discuss the impact of September 11, 2001, on the tourism industry.
 - B. Identify airport security measures.
 - C. Identify security measures taken at borders and ports.
 - D. Identify security measures taken by surface transportation industries.
 - E. Identify security measures taken by lodging establishments.
 - F. Discuss tips to help travelers cope with new security measures.

G. CAREER OPPORTUNITIES

TT07.00 Summarize career opportunities and necessary employability skills for the travel, tourism, and recreation industry.

- 7.01 Summarize career opportunities in the travel, tourism, and recreation industry.
 - A. Discuss career opportunities in travel, tourism, and recreation marketing.
 - B. Discuss myths related to working in travel, tourism, and recreation marketing.
 - C. Discuss advantages of working in travel, tourism, and recreation marketing.
- 7.02 Demonstrate technological and employability skills necessary to obtain a job in the travel, tourism, and recreation industry.
 - A. Identify resources used to find job leads in the travel, tourism, and recreation industry.
 - B. Demonstrate the skills and personal characteristics needed for obtaining a job in the travel, tourism, and recreation industry.
 - C. Demonstrate the work ethic expected by employers in the industry.
 - D. Demonstrate the steps in the employment process.
- 7.03 Identify educational and professional resources that contribute to success in the travel, tourism, and recreation industry.
 - A. Identify national, state, and local sources of information about the travel, tourism, and recreation industry.
 - B. Identify four-year schools/universities offering specialized training in travel, tourism, and recreation marketing.
 - C. Identify programs related to travel, tourism, and recreation marketing available through the North Carolina Community College System.
 - D. Identify professional organizations associated with careers in travel, tourism, and recreation marketing.