

Curriculum Crosswalk

Travel, Tourism, and Recreation Marketing 2004

Course to:

2008 National Marketing Education Standards

Marketing Career Cluster

LAP Instructional Support Materials

Produced by:

MBA *Research*

and Curriculum Center

Curriculum-Planning Levels

Each performance indicator was assigned to one of six curriculum-planning levels: prerequisite, career-sustaining, specialist, supervisor, manager, and owner. These levels represented a continuum of instruction ranging from simple to complex and can serve as building blocks for curriculum development in that students should know and be able to perform the skills and knowledge at one level before tackling more complex ones at the next level. These levels can also be used as the basis for developing an unduplicated sequence of instruction for articulation between high school and postsecondary marketing courses. The six curriculum-planning levels are defined as:

1. **Prerequisite (PQ)** Content develops employability and job-survival skills and concepts, including work ethics, personal appearance, and general business behavior.
2. **Career-Sustaining (CS)** Content develops skills and knowledge needed for continued employment in or study of marketing based on the application of basic academics and marketing skills.
3. **Specialist (SP)** Content provides in-depth, solid understanding and skill development in all marketing functions.
4. **Supervisor (SU)** Content provides the same in-depth, solid understanding and skill development in all marketing functions as in the marketing-specialist curriculum, and in addition, incorporates content that addresses the supervision of people.
5. **Manager (MN)** Content develops strategic decision- making skills in all marketing functions needed to manage a business or department within an organization.
6. **Owner (ON)** Content develops strategic decision- making skills in all aspects of marketing that are needed to own and operate a business.

Comp # Obj #	Unit Titles/Competency and Objective Statements (The Learner will be able to:)	MBA Research LAPs	2008 National Marketing Standards Performance Indicators Marketing Career Performance Indicators
A.	COURSE ORIENTATION		
TM01.00	Explain the components of the Marketing Education program.		
TM01.01	Describe the basic content of the Travel, Tourism, and Recreation Marketing course as part of the Marketing Education program.		
TM01.02	Explain the value of DECA as an integral part of the Travel, Tourism, and Recreation Marketing course.		
B.	OVERVIEW OF TRAVEL, TOURISM, AND RECREATION MARKETING		
TM02.00	Explain the growth and development of the travel, tourism, and recreation industry.		
TM02.01	Recognize basic information associated with the development of the travel, tourism, and recreation industry.		Explain factors affecting the development and growth of the travel and tourism industry—for DECA
TM02.02	Interpret travel, tourism, and recreation industry trends.		Describe current issues and trends in the travel and tourism industry—for DECA
C.	IMPACT OF TOURISM		
TM03.00	Summarize the impact of tourism.		
TM03.01	Discuss the economic impact of tourism.		Explain the economic impact of travel and tourism on a community or an area—for DECA
TM03.02	Discuss the cultural impact of tourism.		
TM03.03	Discuss the environmental impact of tourism.		Describe the impact of travel and tourism on the environment—for DECA
TM03.04	Discuss the social impact of tourism.		
TM03.05	Identify the roles of public and private sectors in tourism.		
TM03.06	Examine the cyclical/seasonal nature of tourism.		Describe the cyclical/seasonal nature of tourism—for DECA Identify the impact of product life cycles on marketing decisions (SP)

D.	MARKETING THE INDUSTRY SEGMENTS		
TM04.00	Explain marketing strategies used by major segments of the travel, tourism, and recreation industry.		
TM04.01	Explain the use of the marketing mix and promotional mix in the travel, tourism, and recreation industry.	BA LAP 11: Have It Your Way! (Nature of Marketing)) IM LAP 7: Pick the Mix (Marketing Strategies) PR LAP 1: Promotional Mix (update 2009)	Explain marketing and its importance in a global economy (CS) Explain the concept of marketing strategies (CS) Identify the elements of the promotional mix (SP) Create a travel package for a customer (SP)—for DECA Select advertising media (MN)
TM04.02	Explain the lodging industry.		Describe the nature of the travel ad tourism industry—for DECA Describe lodging options used to increase customer satisfaction—for DECA
TM04.03	Explain the cruise industry.		Describe the nature of the travel ad tourism industry—for DECA Explain water transportation services—for DECA
TM04.04	Explain the surface transportation industry.		Describe the nature of the travel ad tourism industry—for DECA Explain land transportation services—for DECA
TM04.05	Explain the air transportation industry.		Describe the nature of the travel ad tourism industry—for DECA Describe air transportation services—for DECA
TM04.06	Explain the food and beverage industry.		Describe the nature of the travel ad tourism industry—for DECA Explain elements of the dining experience that are used to satisfy clients—for DECA
TM04.07	Explain travel agencies.		Describe the nature of the travel and tourism industry—for DECA Describe the services of the travel intermediary industry segment (including travel agents, tour wholesalers, tour operators, corporate travel managers and agencies, incentive travel planners, and convention/meeting planners—for DECA

TM04.08	Explain the entertainment and recreation industry.		Describe the nature of the travel ad tourism industry—for DECA
TM04.09	Describe meeting planning in the travel industry.		Describe the nature of the travel ad tourism industry—for DECA Describe the services of the travel intermediary industry segment (including travel agents, tour wholesalers, tour operators, corporate travel managers and agencies, incentive travel planners, and convention/meeting planners—for DECA
TM04.10	Explain the retail segment of the travel industry.		Describe the nature of the travel ad tourism industry—for DECA Describe the services of the travel intermediary industry segment (including travel agents, tour wholesalers, tour operators, corporate travel managers and agencies, incentive travel planners, and convention/meeting planners—for DECA
TM04.11	Identify agencies related to tourism.		Describe the nature of the travel ad tourism industry—for DECA Describe destination marketing services (including government agencies, tourist centers, convention and visitor's bureaus, and chambers of commerce) Discuss the interdependence of travel and tourism industry segments—for DECA Determine the services provided by professional organizations in the travel and tourism industry (SP)—for DECA
E.	UNDERSTANDING DESTINATIONS		
TM05.00	Explain the importance of understanding destinations in the travel, tourism, and recreation industry.		
TM05.01	Demonstrate the use of a map.		Use maps and charts to identify geographic and topographic factors that impact travel and tourism—for DECA
TM05.02	Explain major travel destinations in North Carolina.		
TM05.03	Discuss the special issues related to international travel.		Describe the impact of international considerations on the travel and tourism industry—for DECA
TM05.04	Describe the psychological and motivational aspects of destination selection.		Describe what motivates people to choose a destination—for DECA

F.	CUSTOMER RELATIONS IN THE TRAVEL INDUSTRY		
TM06.00	Explain customer relations skills essential to the travel, tourism, and recreation industry.		
TM06.01	Describe personal qualities important to the industry.		Describe personal traits important for success in the travel and tourism industry—for DECA
TM06.02	Recognize the importance of addressing the individual traveler's needs.		Determine customer/client needs (CS) Determine client's travel preferences/needs—for DECA Assess customers special needs (e.g., children, disabilities, etc.)—for DECA
TM06.03	Explain the critical aspects of business and destination image.		Describe factors used by marketers to position products/services (SP)
TM06.04	Determine the value of ethical responsibility in the industry.	EI LAP 4: Work Right (Ethical Work Habits)	Demonstrate ethical work habits (PQ) Discuss factors to consider in developing a managerial code of ethics (MN)
TM06.05	Explain key factors in building a clientele.	SE LAP 115: Keep Them Loyal (Building Clientele)	Explain key factors in building a clientele (SP)
TM06.06	Recognize the importance of safety and security in the travel industry.		Explain security considerations in the travel and tourism industry (CS)—for DECA
G.	CAREER OPPORTUNITIES		
TM07.00	Summarize career opportunities and necessary employability skills for the travel, tourism, and recreation industry.		
TM07.01	Summarize career opportunities in the travel, tourism, and recreation industry.		Explain career opportunities in the travel and tourism industry (CS)—for DECA

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TM07.02	Demonstrate technological and employability skills necessary to obtain a job in the travel, tourism, and recreation industry.	<p>QS LAP 14: EQ and You (Emotional Intelligence)</p> <p>QS LAP 1 Listen Up (Active Listening Skills)</p> <p>QS LAP 25: More Than Just Talk (Effective Communication)</p> <p>IS LAP 2: No Problem (Problem Solving)</p> <p>OP LAP 1: About Time (Time Management)</p> <p>PD LAP 7 Make the Hone Role (Acting Responsibly)</p> <p>EI LAP 4: Work Right (Ethical Work Habits)</p>	<p>Describe the nature of emotional intelligence (PQ) Demonstrate ethical work habits (PQ)</p> <p>Demonstrate active listening skills (PQ)</p> <p>Explain the nature of effective communications (PQ)</p> <p>Demonstrate problem-solving skills (CS)</p> <p>Use time-management skills (SP)</p> <p>Demonstrate responsible behavior (PQ)</p> <p>Demonstrate ethical work habits (PQ)</p> <p>Interpret others' nonverbal cues (PQ)</p> <p>Make oral presentations (SP)</p> <p>Extract relevant information from written material (PQ)</p> <p>Write professional e-mails (CS)</p> <p>Write business letters (CS)</p> <p>Demonstrate basic web-search skills (PQ)</p> <p>Demonstrate basic word-processing skills (PQ)</p> <p>Demonstrate basic spreadsheet applications (PQ)</p> <p>Demonstrate basic database applications (PQ)</p> <p>Adjust to change (PQ)</p> <p>Exhibit cultural sensitivity (CS)</p> <p>Participate as a team member (CS)</p> <p>Assess personal interests and skills needed for success in business (PQ)</p> <p>Identify sources of career information (CS)</p> <p>Identify tentative occupational interest (CS)</p> <p>Utilize job-search strategies (PQ)</p> <p>Write a letter of application (CS)</p> <p>Complete a job application (PQ)</p> <p>Prepare a résumé (CS)</p> <p>Interview for a job (PQ)</p>
			<p>Write a follow-up letter (CS)</p> <p>Maintain appropriate personal appearance (PQ)</p>

TM07.03	Identify educational and professional resources that contribute to success in the travel, tourism, and recreation industry.		Obtain travel and tourism information from resources (CS)—for DECA Determine the service of professional organizations in the travel and tourism industry (SP)—for DECA Utilize professional development opportunities in marketing (e.g., continuing education courses, certifications, journals, online activities/courses) (SP)
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