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| **TEXAS CTE LESSON PLAN**  [www.txcte.org](http://www.txcte.org) | |
| **Lesson Identification and TEKS Addressed** | |
| **Career Cluster** | Hospitality and Tourism |
| **Course Name** | Travel and Tourism Management |
| **Lesson/Unit Title** | The Business of Travel and Tourism |
| **TEKS Student Expectations** | **130.2**(**52. (c) Knowledge and Skills**  (9) The student explores the history of the hospitality and tourism industry. The student is expected to:  (A) examine the varied operations required within the hospitality and tourism industry;  (B) understand the job qualifications for various careers in the hospitality and tourism industry; and  (C) Differentiate amongst lodging, travel and tourism, recreation amusements, attractions and resorts, and food and beverage service |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | **Students will:**   * Differentiate between the two sections; travel and tourism * Identify travel businesses * Identify tourism businesses * Explain the functions and interactions of various travel and tourism businesses * Explain the functions and interactions of departments within a travel and tourism business * Create a multi-media presentation on department functions and interactions |
| **Rationale** | Do you know the difference between travel and tourism? They make two different sections of the industry. In this lesson, we will discover what businesses are included in the travel industry, and in the tourism industry. This will assist you in determining the best choice for your future career. |
| **Duration of Lesson** | Four 45 minutes lessons |
| **Word Wall/Key Vocabulary**  *(ELPS c1a, c, f; c2b; c3a, b, d; c4c; c5b) PDAS II (5)* | **Airlines:** A company that owns and operates many airplanes which are used for carrying passengers and goods to different places  **Bus:** A large motor vehicle carrying passengers by road, especially one serving the public on a fixed route and for a fare  **Car rentals:** Automobiles that rented for short periods of time, generally ranging from a few hours to a few weeks  **Convention and Visitors ‘Bureau:** A nonprofit organization that promotes tourism and provides services to travelers  **Cruise lines:** A passenger ship used for pleasure voyages, where the voyage itself and the ship’s amenities are a part of the experience, as well as the different destinations along the way  **Ferry:** To carry or move (someone or something) on a vehicle (such as a boat or a car) usually for a short distance between two places  **Taxi:** A car that carries passengers to a place for an amount of money that is based on the distance traveled  **Tour operator:** A company that contracts with suppliers and attractions to create multiday tour packages  **Trade association:** An organization that represents the interests of an industry, provides a forum for information and information exchange, training, and research  **Train:** A connected line of railroad cars with or without a locomotive  **Travel agency:** A company, who analyzes travel needs and then assists, recommends, arranges, and sells one or more components of travel through a travel agent  **Travel agent:** A person whose job is to help people who want to travel by buying plane tickets, making hotel reservations and more  **Travel industry:** Involves businesses that physically move people from one place to another  **Tourism industry:** Involves businesses that organize and promote travel and vacations |
| **Materials/Specialized Equipment Needed** | **Equipment:**   * Computer with projector for PowerPoint presentation * Computers with Internet access (be sure to follow district guidelines) * Presenter remote   **Materials:**   * Travel magazines   **Supplies:**   * Cabin key (cruise) * Fire extinguisher (safety) * Images of:   + Airlines   + Cruise ships   + Motor coaches   + Rental cars   + Trains * Suitcases * Tools (maintenance) * Copies of handouts   **PowerPoint:**   * The Business of Travel and Tourism   **Technology:**   * Free Apps:   + Arrive Magazine  Amtrak’s onboard magazine for business and leisure travelers who ride the rails along the Northeast Corridor.   + TripAdvisor: Hotels, Flights, Restaurants Plan and have a perfect trip.   + Cruise Finder – iCruise.com Vacation Cruises Travel Deals  the most comprehensive cruise-vacation planning apps in the travel industry. * Infographics:   + The World on a String: Travel Agents vs. Online Booking.  Booking a vacation can be very confusing. But many travel websites give you the option of buying plane tickets and reserving your hotel accommodations as a package deal, so you’re set, right? Wrong. Unless you’re planning to stay in your room or wander aimlessly around the city of your choice, there are many more elements that needed to be planned ahead of time. This is where a travel agent comes into play. <http://infographicjournal.com/travel-agents-vs-online-booking/> * TED Talks:   + Aziz Abu Sarah: For more tolerance, we need more … tourism?  Aziz Abu Sarah is a Palestinian activist with an unusual approach to peacekeeping: Be a tourist. The TED Fellow shows how simple interactions with people in different cultures can erode decades of hate. He starts with Palestinians visiting Israelis and moves beyond.<https://www.ted.com/talks/aziz_abu_sarah_for_more_tolerance_we_need_more_tourism>   **Graphic Organizers**   * Tourism Businesses in Your Community * Travel Businesses in Your Community   **Handouts:**   * Anticipation Guide: The Business of Travel and Tourism * Anticipation Guide: The Business of Travel and Tourism (Key) * Rubric for Travel and Tourism Business Departments Project * Travel and Tourism Departments Presentation Project * Travel and Tourism Departments |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | **Before class begins:**  Display as many items from the Materials or Specialized Equipment Needed tab as you have available on a table in front of the room so that students may view as they enter.   Print and cut apart the Travel and Tourism Departments cards. The cards will be used in the Lesson Closure section.   Contact the local Chamber of Commerce for a list of travel and tourism businesses in your community. This list will be used in the Guided Practice section.  Distribute the handout Anticipatory Guide: The Business of Travel and Tourism to the students and instruct them to place a check mark by the statement they THINK is true.  After the lesson, this handout will be revisited in the Lesson Closure section to check for knowledge of the lesson. |
| **Direct Instruction \*** | Introduce lesson objectives, terms, and definitions.  Select and distribute a handout or graphic organizer from the Instructional Strategies drop down menu in Classroom Essentials or instruct students to take notes in their journal books or on their own paper.  Introduce the PowerPoint The Business of Travel and Tourism. Students will be expected to take notes while viewing the slide presentation. Allow time for classroom discussion.  View the YouTube video:   * Travel Effect: The Movement  It’s a great impact the travel has on our lives, on our organizations and our way on our way of life. Whether it comes as business productivity, family relationships, education, memories, long-term, this is a huge opportunity well beyond just the value of the individual trip.<https://youtu.be/A4BA2L44plk>   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * check for understanding * highlight materials for emphasis |
| **Guided Practice \*** | Divide the class into subgroups of three or four.  Distribute the graphic organizers Tourism Businesses in Your Community and Travel Businesses in Your Community.  Distribute a list of businesses in your community to each group. Students will identify travel and tourism businesses in their community or surrounding area for reference.  Discuss the need for new travel and tourism businesses that will benefit your community.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * encourage participation * peer tutor |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Divide the class into subgroups of two or three students.  Place the Travel and Tourism Departments cards in a basket and allow one member from each group to choose a card.  Distribute the handout Travel and Tourism DepartmentsProject and explain the details.  Read the following scenario:  Your team has been assigned the task of reviewing departments for a large travel and tourism company to present to the board of directors. Locate the information needed and create a multi-media presentation detailing the functions and interactions of the various departments.  Students will create a multi-media presentation for the department chosen and include the following information:   * Description * Duties * Functions * Interactions with other departments * Video depicting department or career   Distribute the Rubric for Travel and Tourism Business Departments Project so that students will understand what is expected.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * encourage creativity * praise participation |
| **Lesson Closure** | Review lesson objectives, terms, and definitions.  Re-distribute the handout Anticipation Guide: The Business of Travel and Tourism from the Anticipatory Set.  Allow students to re-read each statement and place a check mark by the statements they KNOW are true. They should also provide information that PROVES other statements are not true. |
| **Summative/End of Lesson Assessment \*** | Students will be assessed with appropriate rubric.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * praise participation * opportunity to respond orally |
| **References/Resources/**  **Teacher Preparation** | **Images:**   * Shutterstock® images. Photos obtained with subscription.   **Textbooks:**   * Mancini, M. (2013). *Access: Introduction to travel and tourism.* Clifton Park, NY. Cengage Learning. * Reynolds, J. S. & Chase, D. M. (2010). *Hospitality services.* Tinley-Park, Illinois: The Goodheart-Willcox Company.   **YouTube:**  Travel Effect: The Movement It’s a great impact the travel has on our lives, on our organizations and our way on our way of life. Whether it comes as business productivity, family relationships, education, memories, long-term, this is a huge opportunity well beyond just the value of the individual trip.<https://youtu.be/A4BA2L44plk> |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** | * Add terms and definitions to personal dictionary * Journal entries * Use “word wall” for vocabulary words * Work with a peer tutor * Peer to read materials * Highlighted materials for emphasis * Shortened simplified instructions |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** | Allow students to read these articles and websites to find out more about the travel and tourism industry businesses and the functions of the departments within them.   * Cruise Industry News  Spring 2015: Executive Profile: ‘Think Big, Start Small and Move Fast’   Spring 2015: Itinerary Planning: Consistent Deployment  Spring 2015: Food Beverage: Princess: Flexible Strategic Planning<http://www.cruiseindustrynews.com/> * U.S. Department of State – Bureau of Consular Affairs  Offers information about traveling abroad including travel tips and checklists, what to do in an emergency when traveling, passports, and more.<http://travel.state.gov/> * TACVB  Texas Association of Convention and Visitor’s Bureaus  Our mission is to support and help develop the convention and tourism industry in Texas through education and sharing of ideas.<http://www.tacvb.org/>   **Reading strategy:**  Encourage students to “visualize” as they read. Many students are visual learners and will benefit from making sketches or diagrams on scratch paper as they read. Providing students with graphic organizers to help them organize their thoughts is also helpful. |
| **Quotes** | The world is a book, and those who do not travel read only a page. **-Saint Augustine**  No one realizes how beautiful it is to travel until he comes home and rests his head on his old, familiar pillow. **-Lin Yutang**  When you travel, remember that a foreign country is not designed to make you comfortable. It is designed to make its own people comfortable. **-Clifton Fadiman**  You define a good flight by negatives: you didn’t get hijacked, you didn’t crash, you didn’t throw up, you weren’t late, you weren’t nauseated by the food. So, you are grateful. **-Paul Theroux**  Travelers never think that they are the foreigners. **-Mason Cooley** |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** | **Journal entries:**   * Which type of travel or tourism business would you like to own and why? * If money was no object, what type of tour or attraction would you like to visit and why? * If I work for a cruise line, I would like to work in the \_\_\_\_\_\_\_ department because … * If I worked for a destination marketing organization I would like to represent \_\_\_\_\_\_\_\_\_\_\_\_ (place or location) because …   **Raft (role/audience/format/topic) writing strategy:**   * Role – student * Audience – cruise line human resources * Topic – department functions * Format – letter   Write a letter to the human resources department asking about the various departments on the cruise line, their functions, and responsibilities. |
| **Communication**  **90 Second Speech Topics** | * If I were in charge of business partnerships for Eurail (a rail company in Europe), I would partner with \_\_\_\_\_\_\_ type of business for a \_\_\_\_\_\_\_\_ bundle. * Three things about travel and tourism businesses are … |
| **Other essential lesson components** | |
| **Enrichment Activity**  (e.g., homework assignment) | Students may work with the local chamber of commerce to create a multi-media presentation depicting available travel and tourism businesses in the community.  **Infographics:**  Infographics are graphic visual representations of information, data or knowledge intended to present complex information quickly and clearly.  The infographic below is related to this lesson. Allow students to view the image on a projector and lead a discussion concerning the information provided.   * The World on a String: Travel Agents vs. Online Booking  Booking a vacation can be very confusing. But many travel websites give you the option of buying plane tickets and reserving your hotel accommodations as a package deal, so you’re set, right? Wrong. Unless you’re planning to stay in your room or wander aimlessly around the city of your choice, there are many more elements that needed to be planned ahead of time. This is where a travel agent comes into play. <http://infographicjournal.com/travel-agents-vs-online-booking/>   **TED Talks:**  TED is a nonprofit organization devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less).  The video below is related to this lesson. Allow students to view the video and lead a discussion concerning the TED Talk.   * Aziz Abu Sarah: For more tolerance, we need more … tourism.  Aziz Abu Sarah is a Palestinian activist with an unusual approach to peacekeeping: Be a tourist. The TED Fellow shows how simple interactions with people in different cultures can erode decades of hate. He starts with Palestinians visiting Israelis and moves beyond.<https://www.ted.com/talks/aziz_abu_sarah_for_more_tolerance_we_need_more_tourism> |
| **Family/Community Connection** | Students may visit or tour travel related businesses in your area and interview people within that organization to learn more about the travel and tourism industry.  Topics to review for businesses include:   * Careers departments * Partnerships with other businesses * Requirements for a career * Role in service industry |
| **CTSO connection(s)** | **Family, Career, Community Leaders of America (FCCLA)**  <http://www.texasfccla.org>   * Hospitality, Tourism, and Recreation  An individual or team event – recognizes participants who demonstrate their knowledge of the hospitality, tourism and recreation industries, and ability to translate their knowledge into a hypothetical or real business. Project must relate to culinary, lodging, recreation, tourism, or event coordination. * Interpersonal Communications  An individual or team event – recognizes participants who use Family and Consumer Sciences and/or related occupations skills and apply communication techniques to develop a project designed to strengthen communication. |
| **Service Learning Projects** | Successful service learning project ideas originate from student concerns and needs. Allow students to brainstorm about service projects pertaining to this lesson.  [www.ysa.org](http://www.ysa.org)  Possible ideas:   * Students can design a flyer to promote a local attraction (park, museum) for tourists. Ask local businesses to post the flyer to help boost the local economy. |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)