

5.0 MARKETING

5.11 Travel And Tourism (S): Students will understand operational and sales functions related to researching, selecting and booking client travel accommodations. They will demonstrate competency by creating a variety of travel itineraries.

5.11.1 Air Fares—identify tariff, fare bases, booking codes, and discount fares used in constructing air travel costs for individual and group sales

5.11.2 Air Travel—plan an itinerary incorporating air segments, domestic and international time zones, elapsed flying times, connections, and open jaw

5.11.3 Cruises—discuss cruise offerings, suppliers, restrictions, and factors that influence costs

5.11.4 Ethics—cite situations in which ethical behavior is particularly important when serving clients; discuss possible repercussions of unethical behavior

5.11.5 Geography—describe the geography of continents, major countries and cities as tourist destinations, and discuss their culture, customs, climate and currencies

5.11.6 Hotels, Motels, Resorts—explain pricing criteria for various types of lodging

5.11.7 International Travel—identify and explain procedures for issuing documents required for international travel

5.11.8 Law and Regulations—discuss the ways in which travel industry operations are affected by state, national and international regulations

5.11.9 Reservations—use appropriate technology to research, identify, and book tours, transportation and lodging

5.11.10 Sales—explain techniques that are effective when selling travel services

5.11.11 Tours—discuss various types of tours, supplies and destinations