

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.

Link to Content Standards for California Public Schools

Benchmarks	English Standards	Math Standards	Science Standards	Social Science/ History Standards
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	(8)R2.1; (9-10)R2.6; (9-10)LS2.6	(7)NS1.3; (7)NS1.6-1.7; (7)NS2.2; (7)AF1.1, 1.2; (7)MG1.3; (7)MR1.1, 1.2; (7)MR2.1, 2.3, 2.4, 3.1, 3.3; AI-10.0; AI-13.0; AI-15.0		
5.11.2 Air Travel—plan an itinerary incorporating air segments, domestic and international time zones, elapsed flying times, connections, and open jaw	(9-10)R2.3-2.5; (9-10)W1.1, 1.3-1.6; (9-10)W1.7-1.8; (9-10)W2.3; (9-10)LS1.3-1.9; (9-10)LS2.6; (11-12)W1.6-1.8	(7)MR1.1; (7)MR3.1, 3.3		
5.11.3 Cruises—discuss cruise offerings, suppliers, restrictions, and factors that influence costs	(9-10)R2.3-2.5; (9-10)W1.3-1.6; (9-10)W1.7-1.8; (9-10)W2.3; (9-10)LS1.3-1.9; (9-10)LS2.6; (11-12)W1.6-1.8	(7)NS1.3; (7)NS1.6-1.7; (7)NS2.2; (7)MG1.3; (7)MR1.1, 1.2; (7)MR2.1, 2.3, 2.4, 3.1, 3.3		

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Benchmarks	English Standards	Math Standards	Science Standards	Social Science/ History Standards
5.11.4 Ethics—cite situations in which ethical behavior is particularly important when serving clients; discuss possible repercussions of unethical behavior	(9-10)R2.3-2.5; (9-10)W1.3-1.6; (9-10)W1.7-1.8; (9-10)W2.3; (9-10)LS1.3-1.9; (9-10)LS2.6; (11-12)W1.6-1.8	(7)MR1.1; (7)MR3.1, 3.3	(9-12)I&E1 m	(11)USH11.3; (11)USH11.11.4; (12)AD12.2.1, 5; (12)AD12.3.3; (12)AD12.5.1
5.11.5 Geography—describe the geography of continents, major countries and cities as tourist destinations, and discuss their culture, customs, climate and currencies	(9-10)R2.3-2.5; (9-10)W1.3-1.6; (9-10)W1.7-1.8; (9-10)W2.3; (9-10)LS1.3-1.9; (9-10)LS2.2b; (9-10)LS2.6; (11-12)W1.6-1.8	(7)MR1.1; (7)MR3.1, 3.3;	(9-12)I&E1 h	(10)WH10.3.3; (10)WH10.4.1; (10)WH10.10; (11)USH11.2.2; (11)USH11.8.2; (11)USH11.8.6; (12)ECON12.6.3; (12)ECON12.6.4
5.11.6 Hotels, Motels, Resorts—explain pricing criteria for various types of lodging	(9-10)R2.3-2.5; (9-10)W1.3-1.6; (9-10)W1.7-1.8; (9-10)W2.3; (9-10)LS1.3-1.9; (9-10)LS2.6; (11-12)W1.6-1.8	(7)NS1.3; (7)NS1.6-1.7; (7)NS2.2; (7)MR1.1; (7)MR3.1, 3.3	(9-12)I&E1 a	(12)ECON12.1-12.2; (12)ECON12.3

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Link to Content Standards for California Public Schools

Benchmarks	English Standards	Math Standards	Science Standards	Social Science/ History Standards
5.11.7 International Travel—identify and explain procedures for issuing documents required for international travel	(8)R2.1; (9-10)R2.1; (9-10)R2.3-2.6; (9-10)W1.3-1.6; (9-10)W1.7-1.8; (9-10)W2.3; (9-10)LS1.3-1.9; (9-10)LS2.6; (11-12)R2.3; (11-12)W1.6-1.8	(7)MR3.1, 3.3		
5.11.8 Law and Regulations—discuss the ways in which travel industry operations are affected by state, national and international regulations	(8)R2.1; (9-10)R2.1; (9-10)R2.3-2.5; (9-10)W1.3-1.6; (9-10)W1.7-1.8; (9-10)W2.3; (9-10)LS1.3-1.9; (9-10)LS2.6; (11-12)W1.6-1.8	(7)MR1.1, 1.2; (7)MR2.1, 2.4, 3.1, 3.3		(12)ECON12.6.3
5.11.9 Reservations—use appropriate technology to research, identify, and book tours, transportation and lodging	(8)R2.1; (9-10)R2.1; (9-10)R2.3-2.6; (9-10)W1.3-1.6; (9-10)W1.7-1.8; (9-10)W2.3; (9-10)LS1.3-1.9; (9-10)LS2.6; (11-12)W1.6-1.8	(7)NS1.3; (7)NS1.6-1.7; (7)NS2.2; (7)MR1.1, 1.2; (7)MR2.1, 2.4, 3.1, 3.3	(9-12)I&E1 a	

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Benchmarks	English Standards	Math Standards	Science Standards	Social Science/ History Standards
5.11.10 Sales—explain techniques that are effective when selling travel services	(9-10)R2.3-2.5; (9-10)W1.3-1.6; (9-10)W1.7-1.8; (9-10)W2.3; (9-10)LS1.3-1.9; (9-10)LS2.6; (11-12)W1.6-1.8; (11-12)WOC1.1-1.3; (11-12)W2.6	(7)MR1.1; (7)MR3.1, 3.3	(9-12)I&E1d	
5.11.11 Tours—discuss various types of tours, supplies and destinations	(9-10)W1.3-1.6; (9-10)W1.7-1.8; (9-10)LS1.3-1.9; (9-10)LS2.6; (11-12)W1.6-1.8; (11-12)W2.6			

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