



Department of Teaching & Learning
Parent/Student Course Information

DE Hospitality & Tourism Management and
Hospitality & Tourism Management Co-Op

(AT8165)

One Credit, One Year

Grades 10, 11, 12

Counselors are available to assist parents and students with course selections and career planning. Parents may arrange to meet with the counselor by calling the school's guidance department.

COURSE DESCRIPTION

This course examines the components of the travel and tourism industry, including attractions, lodging, transportation, and food and beverage. Other topics include the history, political, social, and cultural effects of travel and tourism on local, state, and global environments. Students develop competencies in the areas of communication, customer service, marketing, industry technology, economics, and management functions, and are provided with opportunities for hands-on, real-world applications. Applying academic skills is also part of this course.

CERTIFICATION

Students are eligible to sit for the National Retail Federation Customer Service and Sales Professional or the Business of Retail Operations: Operations and Profit exam for student-selected verified credit.

COOPERATIVE EDUCATION (CO-OP)

Cooperative Education (CO-OP) is the supervised on-the-job instructional phase of an occupational preparation program. Students attend school for all or part of the day and work in an approved marketing position part of the day. The teacher-coordinator and marketing training sponsor (employer) develop an individualized training plan that identifies learning experiences according to the student's career objective. Transportation is the responsibility of the student. Benefits of the co-op placement include work experience, credit toward graduation and paid employment.

STUDENT ORGANIZATION

DECA – An Association of Marketing Students

DECA is a co-curricular organization for all students enrolled in the marketing program. DECA provides students an opportunity to build upon their marketing skills and knowledge, while developing leadership and teamwork skills. Students are encouraged to be active members of DECA and to participate in local, state, and national competitive events.

PREREQUISITE

None

OPTIONS FOR NEXT COURSE

DE Advanced Hospitality & Tourism

COMPETENCIES

Demonstrating Personal Qualities and Abilities

- 1 Demonstrate creativity and innovation.
- 2 Demonstrate critical thinking and problem solving.
- 3 Demonstrate initiative and self-direction.
- 4 Demonstrate integrity.
- 5 Demonstrate work ethic.

Demonstrating Interpersonal Skills

- 6 Demonstrate conflict-resolution skills.
- 7 Demonstrate listening and speaking skills.
- 8 Demonstrate respect for diversity.
- 9 Demonstrate customer service skills.
- 10 Collaborate with team members.

Demonstrating Professional Competencies

- 11 Demonstrate big-picture thinking.
- 12 Demonstrate career-and-life management skills.
- 13 Demonstrate continuous learning and adaptability.
- 14 Manage time and resources.
- 15 Demonstrate information-literacy skills.
- 16 Demonstrate an understanding of information security.
- 17 Maintain working knowledge of current information-technology (IT) systems.
- 18 Demonstrate proficiency with technologies, tools, and machines common to a specific occupation.
- 19 Apply mathematical skills to job-specific tasks.
- 20 Demonstrate professionalism.
- 21 Demonstrate reading and writing skills.
- 22 Demonstrate workplace safety.

Examining All Aspects of an Industry

- 23 Examine aspects of planning within an industry/organization.
- 24 Examine aspects of management within an industry/organization.
- 25 Examine aspects of financial responsibility within an industry/organization.
- 26 Examine technical and production skills required of workers within an industry/organization.
- 27 Examine principles of technology that underlie an industry/organization.
- 28 Examine labor issues related to an industry/organization.
- 29 Examine community issues related to an industry/organization.
- 30 Examine health, safety and environmental issues related to an industry/organization.

Addressing Elements of Student Life

- 31 Identify the purposes and goals of the student organization.
- 32 Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.

- 33 Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects.
- 34 Identify Internet safety issues and procedures for complying with acceptable use standards.

Exploring Work-Based Learning

- 35 Identify the types of work-based learning (WBL) opportunities.
- 37 Explore career opportunities related to the WBL experience.

Understanding Marketing Functions and Concepts Related to Travel and Tourism

- 39 Explain marketing and the marketing concept.
- 40 Explain the marketing mix.
- 41 Communicate information to a customer.
- 42 Explain market segmentation

Exploring Careers in the Travel and Tourism Industry

- 43 Identify major industry elements in the travel and tourism field.
- 44 Explain how personal interests can guide a career choice in the travel and tourism industry.
- 45 Identify opportunities to explore careers in the travel and tourism industry.
- 46 Analyze the role travel and tourism in Virginia.
- 47 Explain travel and tourism as an industry.
- 48 Outline the history of the travel and tourism industry.
- 49 Outline growth and future trends in the travel and tourism industry at the local, state, national, and international levels.
- 50 Analyze the reasons for guest travels.

Investigating Major Segments of the Travel and Tourism Industry

- 51 Compare key aspects of the major segments of the travel and tourism industry.
- 52 Describe the interdependence of the segments within the travel and tourism industry.

Understanding the Economic Importance of Travel and Tourism

- 53 Evaluate the effects of travel and tourism on local, state, national, and global economies.
- 54 Analyze the economic effects of travel and tourism.

Performing Management Functions in the Travel and Tourism Industry

- 56 Describe the function of management in the travel and tourism industry.

Understanding the Global Travel and Tourism Market

- 58 Explain why global marketing is important in the travel and tourism industry.
- 60 Explain how differences in culture influence domestic and global travel.
- 61 Identify cross-cultural communication skills.
- 62 Identify risk management and security issues and procedures for global travel.
- 63 Identify personal safety and health concerns for international travelers.

Providing Customer Service and Sales in Travel and Tourism

- 66 Explain customer service.
- 67 Determine the parameters of customer service.
- 68 Explain the importance of customer follow-up.
- 69 Demonstrate skills to address a challenging situation or customer.

Maximizing Technology in Travel and Tourism

- 70 Explore online travel and tourism-related resources.
- 71 Identify technologies used in the travel and tourism field.

Preparing for Industry Certification

- 76 Identify career paths in the travel and tourism industry in the local region.
- 77 Describe the personal qualifications and skills needed for advancement in the travel and tourism field.
- 78 Research local options for advanced education training in high school and postsecondary education in travel and tourism management.
- 79 Complete an employment application for a job.
- 80 Develop a resume and cover letter for a selected job.
- 81 Prepare for a job interview.
- 82 Follow up on the job interview.
- 83 Cultivate and manage one's personal brand.

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Produced by the Department of Teaching and Learning.
For further information, please call (757) 263-1070.

Notice of Non-Discrimination Policy

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Title IX Notice: Complaints or concerns regarding discrimination on the basis of sex or sexual harassment should be addressed to the Title IX Coordinator, at the VBCPS Office of Student Leadership, 641 Carriage Hill Road, Suite 200, Virginia Beach, 23452, (757) 263-2020, Mary.Dees@vbschools.com (student complaints) or the VBCPS Department of School Leadership, 2512 George Mason Drive, Municipal Center, Building 6, Virginia Beach, Virginia, 23456 (757) 263-1088, Elizabeth.Bryant@vbschools.com (employee complaints). Additional information regarding Virginia Beach City Public Schools' policies regarding discrimination on the basis of sex and sexual harassment, as well as the procedures for filing a formal complaint and related grievance processes, can be found in School Board Policy 5-44 and School Board Regulations 5-44.1 (students), School Board Policy 4-4 and School Board Regulation 4-4.3 (employees), and on the School Division's website at [Diversity, Equity and Inclusion/Title IX](#). Concerns about the application of [Section 504 of the Rehabilitation Act](#) should be addressed to the Section 504 Coordinator/Executive Director of Student Support Services at (757) 263-1980, 2512 George Mason Drive, Virginia Beach, Virginia, 23456 or the Section 504 Coordinator at the student's school. For students who are eligible or suspected of being eligible for special education or related services under IDEA, please contact the Office of Programs for Exceptional Children at (757) 263-2400, Plaza Annex/Family and Community Engagement Center, 641 Carriage Hill Road, Suite 200, Virginia Beach, VA 23452.

The School Division is committed to providing educational environments that are free of discrimination, harassment, and bullying. Students, staff, parents/guardians who have concerns about discrimination, harassment, or bullying should contact the school administration at their school. Promptly reporting concerns will allow the school to take appropriate actions to investigate and resolve issues. School Board Policy 5-7 addresses non-discrimination and anti-harassment, Policy 5-44 addresses sexual harassment and discrimination based on sex or gender. Policy 5-36 and its supporting regulations address other forms of harassment.

Alternative formats of this publication which may include taped, Braille, or large print materials are available upon request for individuals with disabilities. Call or write The Department of Teaching and Learning, Virginia Beach City Public Schools, 2512 George Mason Drive, P.O. Box 6038, Virginia Beach, VA 23456-0038. Telephone 263-1070 (voice); fax 263-1424; 263-1240 (TDD) or email at Gina.Mancuso-Sidhu@vbschools.com.

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