



Department of Teaching & Learning
Parent/Student Course Information

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

(AT8166)

One Credit, One Year

Grades 11 or 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 is designed to provide students with an in-depth look at travel, tourism, and destination marketing. Students learn about business management, communications strategies, and the importance of sales and marketing in the travel and tourism industry. Students gain an understanding of soft skills, career trends, and opportunities. They develop advanced competencies in the areas of human relations, finance, safety, and environmental issues, industry specific technology, promotional planning, and market research. 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 exam 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

DE Hospitality & Tourism Management

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.

Relating Sales and Marketing to Travel and Tourism

- 39 Identify the main categories of tourism.
- 40 Identify the basic elements of a marketing plan.
- 41 Identify the basic steps of the sales process

Performing Market Research in the Travel and Tourism Industry

- 42 Analyze how research methods are used in the travel and tourism industry.
- 44 Analyze travel and tourism market research data to identify trends and patterns.
- 46 Describe the advantages and disadvantages of market segmentation.
- 47 Develop a positioning statement for a specific business venture.
- 48 Revise a positioning statement based on research.
- 49 Create a travel and tourism marketing plan.
- 50 Present a travel and tourism marketing plan to the class.

Understanding the Financial Implications of Marketing and Sales

- 51 Explain a travel and tourism manager's role in budget management.
- 52 Interpret financial statements.
- 53 Explain why revenue management is essential when dealing with perishable goods.
- 54 Analyze the effect of business ethics for a sales and marketing department.

Understanding Uses of Technology the Travel and Tourism Industry

- 56 Explain the effects of technology on travel and tourism marketing.
- 57 Apply technology to travel and tourism marketing.

Implementing Marketing and Sales Based on Safety, Social, and Environmental Issues

- 58 Analyze the effects on safety issues in the travel and tourism industry.
- 59 Examine the effects of health issues related to the travel and tourism industry.
- 60 Describe the economic and social effects of a crisis or disaster.
- 61 Identify threats to a marketing campaign.

Conducting Sales

- 62 Examine concepts and issues related to pricing products and services in the travel and tourism industry.
- 63 Examine concepts related to selling products and services in the travel and tourism industry.
- 64 Demonstrate the selling process.
- 65 Create a sales strategy for a travel and tourism venture.
- 66 Identify a generational sales strategy.
- 68 Identify additional opportunities for revenue.
- 69 Examine concepts and issues related to promotion in the industry.
- 70 Analyze promotional options to reach specific target markets.

Providing Customer Service

- 72 Describe management considerations for providing customer service to travel and tourism clients.
- 73 Summarize the methods for measuring customer service.
- 74 Describe methods of brand and reputation management related to customer service.

Pursuing a Career in Travel and Tourism Marketing

- 75 Identify the characteristics of a successful travel and tourism professional.
- 76 Determine career trends and opportunities in travel and tourism marketing and sales.
- 78 Research postsecondary training and educational opportunities in travel and tourism marketing and sales.
- 79 Update a resume and cover letter.
- 80 Describe the role of online resume posting sites, social networking sites, and association job boards.
- 81 Describe potential effects of social media to your personal brand and/or job opportunities.

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

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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.

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