

MO Travel and Tourism

This one-semester course introduces students to the world of travel and tourism. Students acquire knowledge of the travel and tourism industry, major destination types, key travel destinations, attraction options/types, and career opportunities in travel and tourism. They also develop skills needed to foster positive relationships with customers; create promotional materials; and propose tourism experiences, travel arrangements, and attractions/events/entertainment to clients based on their tourism motives.

Customer Relations (CR)

Foster positive relationships with customers to enhance sales.

CR:068 Offer sightseeing advice (CS)

CR:069 Provide interesting or enlightening information about points of interest (CS)

Marketing (MK)

Understand marketing's role and function in business to facilitate economic exchanges with customers.

MK:030 Explain the nature of destination marketing (SP)

MK:031 Describe factors affecting travel and tourism marketing (SP)

Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.

MK:032 Explain reasons that people travel (CS)

MK:033 Describe reasons that people choose destinations (CS)

MK:034 Describe factors influencing customer willingness to travel to a destination (SP)

Market Planning (MP)

Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

MP:046 Describe types of travel market segments (e.g., luxury, business travel, mass market, cruise market, rail market, specialty/activity/sports markets, ski market, niche market, etc.) (SP)

MP:047 Explain segments of the tour market (e.g., mode of transport, distance to destination, length of vacation, travel season, etc.) (SP)

Information Management (NF)

Utilize information-technology tools to manage and perform work responsibilities.

NF:314 Explain ways that technology impacts the travel and tourism industry (SP)

Operations (OP)

Perform daily activities to facilitate ongoing travel and tourism operations.

OP:661 Take and confirm reservations for travel and tourism services (SP)

OP:662 Book tickets with hospitality and tourism service providers (SP)

OP:666 Organize tours (SP)

Professional Development (PD)

Acquire industry knowledge to facilitate work processes.

PD:401 Explain the nature of the travel and tourism industry (CS)

PD:403 Describe types of tours (SP)

PD:404 Explain areas of specialization within the tour guide industry (e.g., historical, corporate, nature/eco, adventure, etc.) (SP)

PD:405 Describe major destination types (e.g., cultural, natural, recreational) (SP)

PD:406 Identify key travel destinations (SP)

PD:407 Identify characteristics influencing classification of destinations (SP)

PD:408 Identify attraction options/types by their destination classification (SP)

Participate in career planning to enhance job-success potential.

PD:420 Describe employment opportunities in travel and tourism (CS)

Promotion (PR)

Acquire a foundational knowledge of promotion to understand its nature and scope.

PR:431 Explain the purpose of tourism promotion (SP)

Understand promotional channels used to communicate with targeted audiences.

PR:432 Identify communication channels used in travel and tourism promotion (SP)

Implement display techniques to attract customers and increase sales potential.

PR:436 Describe promotional displays used in travel and tourism (SP)

PR:410 Create promotional banners/signs (SP)

Understand the use of direct marketing to attract attention and to build brand.

PR:301 Discuss types of direct mail tactics (SP)

PR:165 Explain the nature of email marketing tactics (SP)

PR:364 Explain the role of business websites in digital marketing (SP)

PR:365 Explain the use of social media for digital marketing (SP)

Develop content for use in marketing communications to create interest in product/business/idea.

PR:416 Write promotional content for use on the website (SP)

PR:417 Write promotional content for use in social media (SP)

Develop promotional materials to gain attention, interest, and action of clients.

PR:439 Develop promotional brochures for travel and tourism (SP)

Selling (SE)

Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

SE:506 Visit local attractions (SP)

Acquire product knowledge to be equipped to solve customer/ client's problems.

SE:501 Identify local attractions/events (CS)

SE:502 Discuss key travel destinations in major geographical regions (CS)

SE:503 Explain the nature of a region's geophysical/landscape/aesthetic features (CS)

SE:504 Describe a region's sociocultural environment (CS)

Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

SE:509 Discuss motivations of travelers (SP)

SE:510 Determine client's tourism motives for use in offering recommendations (SP)

SE:512 Propose tourism experiences (SP)

SE:513 Recommend individual/group travel arrangements (SP)

SE:514 Recommend individual/group attractions/events/entertainment (SP)