

**North Carolina 2013 – Core Alignment Correlation to
Hospitality Services**

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Core Subject Area: Hospitality and Tourism 6645 / Marketing and Entrepreneurship Education
Recommended Grade Level 9-12

Course Description: In this course, students are introduced to the industry of travel, tourism, and recreational marketing. Students acquire knowledge and skills on the impact of tourism, marketing strategies of the major hospitality and tourism segments, destinations, and customer relations. Emphasis is on career development, customer relations, economics, hospitality and tourism, travel destinations, and tourism promotion. Mathematics and social studies are reinforced. Work-based learning strategies appropriate include cooperative education, entrepreneurship, internship, mentorship, school-based enterprise, service learning, and job shadowing. Apprenticeship is not available for this course. DECA (an association for Marketing Education students) competitive events, community service, and leadership activities provide the opportunity to apply essential standards and workplace readiness skills through authentic experiences.

STANDARD / OBJECTIVE		PAGES / DESIGNATED SECTIONS / URLs
A. COURSE ORIENTATION		
1.00	Explain the components of the Marketing and Entrepreneurship Education program.	
1.01	Describe the basic content of the Hospitality and Tourism course as part of the Marketing and Entrepreneurship Education program.	383-397, 501-511
1.02	Explain the value of DECA as an integral part of the Hospitality and Tourism course.	17, 496
B. OVERVIEW OF HOSPITALITY AND TOURISM		
2.00	Explain the growth and development of the travel, tourism, and recreation industry.	
2.01	Recognize basic information associated with the development of the travel, tourism, and recreation industry.	5-19, 39-55, 271-329
2.02	Interpret travel, tourism, and recreation industry trends.	14-15, 49-55, 156, 303, 471
C. IMPACT OF TOURISM		
3.00	Summarize the impact of tourism.	
3.01	Discuss the economic impact of tourism.	6-7, 10-11, 17-19, 48-50, 54, 274, 287, 289-290, 296, 298, 302-305, 322, 388, 395, 505-506
3.02	Discuss the cultural impact of tourism.	6-7, 19, 44-46, 54-55, 186, 208, 296, 298-299, 305, 309, 311, 315, 361, 369, 376-377, 443, 490



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3.03	Discuss the environmental impact of tourism.	16-17, 66, 84, 104, 111, 129, 139, 147, 156, 163-164, 189, 223, 267, 275, 279, 296, 299, 302-305, 318-320, 404, 432, 441-442, 444, 451
3.04	Discuss the social impact of tourism.	17, 50, 64, 115-116, 180, 296-299, 302, 305, 309-310, 316-317, 323, 327,
3.05	Identify the roles of public and private sectors in tourism.	16, 46, 163-164, 305, 309, 312-322, 326, 329
3.06	Examine the cyclical/seasonal nature of tourism.	39, 46-47, 184, 273, 287, 295, 300, 303-305, 312-313, 325-326. 354. 378,
D. MARKETING THE INDUSTRY SEGMENTS		
4.00	Explain marketing strategies used by major segments of the travel, tourism, and recreation industry.	
4.01	Explain the use of the marketing mix and promotional mix in the travel, tourism, and recreation industry.	383-397
4.02	Explain the lodging industry	9, 12, 14, 19, 168-267, 272, 295, 299, 336-337, 394-397, 400, 402, 458, 463
4.03	Explain the cruise industry.	7-8, 10, 40, 50-51, 55, 67, 163, 278, 287, 301, 303, 305, 320, 326-327, 397, 513
4.04	Explain the surface transportation industry.	41-43, 54-55, 275-278, 284-285
4.05	Explain the air transportation industry.	43-44, 54-55, 275, 279-285
4.06	Explain the food and beverage industry	56-167, 336, 342-343, 352, 355
4.07	Explain travel agencies.	8, 10, 271, 272-276, 284-285, 291, 299-300, 343, 348, 361
4.08	Explain the entertainment and recreation industry.	11-12, 18-19, 65, 72, 178, 180, 260-263, 274, 307-329, 480-481
4.09	Describe meeting planning in the travel industry.	10-11, 19, 64, 113, 115-126, 131, 171, 172, 174, 178, 180, 184-186, 188-189, 267, 274, 285, 288, 296, 322-323, 327, 392-397, 419
4.10	Explain the retail segment of the travel industry.	6, 70-71, 272, 289-290, 295, 325
4.11	Identify agencies related to tourism.	11, 19, 66, 84, 163-164, 271-274, 276, 288-289, 291, 309, 329, 372, 394-395
E. UNDERSTANDING DESTINATIONS		
5.00	Explain the importance of understanding destinations in the travel tourism, and recreation industry.	
5.01	Demonstrate the use of a map.	183, 279, 285, 293, 305, 512-513
5.02	Explain major travel destinations in North Carolina.	297, 315
5.03	Discuss the special issues related to international travel.	6, 290-294, 298, 303-305, 322, 327, 329
5.04	Describe the psychological and motivational aspects of destination selection.	23-26, 36-37, 47-49, 55, 210, 213, 272-275, 285, 288-290, 293-302, 309-312, 329

F. CUSTOMER RELATIONS IN THE TRAVEL INDUSTRY		
6.00	Explain customer relations skills essential to travel, tourism, and recreation industry.	
6.01	Describe personal qualities important to industry.	365, 408-409, 486
6.02	Recognize the importance of addressing the individual traveler's needs.	12, 21-37, 272-274, 304-305, 309-311
6.03	Explain the critical aspects of business and destination image.	16, 28-35, 199-208, 224, 387-388,
6.04	Determine the value of ethical responsibility in the industry.	15, 33, 47, 91, 145, 173, 208, 227, 239, 256, 339, 345, 352, 377, 385, 437-453, 467, 486, 506
6.05	Explain key factors in building a clientele.	21-37, 49-53, 383-397
6.06	Recognize the importance of safety and security in the travel industry.	15, 19, 149-167, 187, 193, 220, 233-249, 282, 293-294, 326, 413-435
G. CAREER OPPORTUNITIES		
7.00	Summarize career opportunities and necessary employability skills for the travel, tourism, and recreation industry.	
7.01	Summarize career opportunities in the travel, tourism, and recreation industry.	93, 282-285, 302-305, 325-329, 397, 457-477, 501-511
7.02	Demonstrate technological and employability skills necessary to obtain a job in the travel, tourism, and recreation industry.	51-52, 95, 99-101, 111, 144-145, 156, 189, 241-243, 400, 409, 411, 433, 450 479-499
7.03	Identify educational and professional resources that contribute to success in the travel, tourism, and recreation industry.	14-19, 461-465, 509-511