

# Travel and Tourism

## Customer Relations **CR**

**Foster positive relationships with customers to enhance sales.**

- 1 Offer sightseeing advice **CR:068**
  - 2 Provide interesting or enlightening information about points of interest **CR:069**
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## Marketing **MK**

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

- 1 Explain the nature of destination marketing **MK:030**
  - 2 Describe factors affecting travel and tourism marketing **MK:031**
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**Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.**

- 3 Explain reasons that people travel **MK:032**
  - 4 Describe reasons that people choose destinations **MK:033**
  - 5 Describe factors influencing customer willingness to travel to a destination **MK:034**
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## Market Planning **MP**

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

- 1 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.) **MP:046**
  - 2 Explain segments of the tour market (e.g., mode of transport, distance to destination, length of vacation, travel season, etc.) **MP:047**
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## Information Management **NF**

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

- 1 Explain ways that technology impacts the travel and tourism industry **NF:314**
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## Operations **OP**

**Perform daily activities to facilitate ongoing travel and tourism operations.**

- 1 Take and confirm reservations for travel and tourism services **OP:661**
  - 2 Book tickets with hospitality and tourism service providers **OP:662**
  - 3 Organize tours **OP:666**
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**Professional  
Development** PD

**Acquire industry knowledge to facilitate work processes.**

- 1 Explain the nature of the travel and tourism industry PD:401
  - 2 Describe types of tours PD:403
  - 3 Explain areas of specialization within the tour guide industry (e.g., historical, corporate, nature/eco, adventure, etc.) PD:404
  - 4 Describe major destination types (e.g., cultural, natural, recreational) PD:405
  - 5 Identify key travel destinations PD:406
  - 6 Identify characteristics influencing classification of destinations PD:407
  - 7 Identify attraction options/types by their destination classification PD:408
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**Participate in career planning to enhance job-success potential.**

- 8 Describe employment opportunities in travel and tourism PD:420
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**Promotion** PR

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

- 1 Explain the purpose of tourism promotion PR:431
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**Understand promotional channels used to communicate with targeted audiences.**

- 2 Identify communication channels used in travel and tourism promotion PR:432
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**Implement display techniques to attract customers and increase sales potential.**

- 3 Describe promotional displays used in travel and tourism PR:436
  - 4 Create promotional banners/signs PR:410
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**Understand the use of direct marketing to attract attention and to build brand.**

- 5 Discuss types of direct mail tactics PR:301
  - 6 Explain the nature of email marketing tactics PR:165
  - 7 Explain the role of business websites in digital marketing PR:364
  - 8 Explain the use of social media for digital marketing PR:365
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**Develop content for use in marketing communications to create interest in product/business/idea.**

- 9 Write promotional content for use on the website PR:416
  - 10 Write promotional content for use in social media PR:417
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**Develop promotional materials to gain attention, interest, and action of clients.**

- 11 Develop promotional brochures for travel and tourism PR:439
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**Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.**

- 1 Visit local attractions SE:506
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**Acquire product knowledge to be equipped to solve customer/ client's problems.**

- 2 Identify local attractions/events SE:501
  - 3 Discuss key travel destinations in major geographical regions SE:502
  - 4 Explain the nature of a region's geophysical/landscape/aesthetic features SE:503
  - 5 Describe a region's sociocultural environment SE:504
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**Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.**

- 6 Discuss motivations of travelers SE:509
- 7 Determine client's tourism motives for use in offering recommendations SE:510
- 8 Propose tourism experiences SE:512
- 9 Recommend individual/group travel arrangements SE:513
- 10 Recommend individual/group attractions/events/entertainment SE:514