

**5.0 MARKETING**

**5.11 Travel And Tourism (S):** Students will understand operational and sales functions related to researching, selecting and booking client travel accommodations. They will demonstrate competency by creating a variety of travel itineraries.

BENCHMARKS	COURSE TITLES				
5.11.1 Air Fares-identify tariff, fare bases, booking codes, and discount fares used in constructing air travel costs for individual and group sales					
5.11.2 Air Travel-plan an itinerary incorporating air segments, domestic and international time zones, elapsed flying times, connections, and open jaw					
5.11.3 Cruises-discuss cruise offerings, suppliers, restrictions, and factors that influence costs					
5.11.4 Ethics-cite situations in which ethical behavior is particularly important when serving clients; discuss possible repercussions of unethical behavior					
5.11.5 Geography-describe the geography of continents, major countries and cities as tourist destinations, and discuss their culture, customs, climate and currencies					

Primary Delivery - **P**  
 Secondary Delivery - **S**

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BENCHMARKS	COURSE TITLES				
5.11.6 Hotels, Motels, Resorts-explain pricing criteria for various types of lodging					
5.11.7 International Travel-identify and explain procedures for issuing documents required for international travel					
5.11.8 Law and Regulations-discuss the ways in which travel industry operations are affected by state, national and international regulations					
5.11.9 Reservations-use appropriate technology to research, identify, and book tours, transportation and lodging					
5.11.10 Sales-explain techniques that are effective when selling travel services					
5.11.11 Tours-discuss various types of tours, supplies and destinations					

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