**TRAVEL INDUSTRY MANAGEMENT CONCENTRATION COURSE STANDARDS**

| **Standard** | **Concept** | **Benchmark** |
| --- | --- | --- |
| **Culminating Activity:**  **Develop a strategic plan to attract and develop repeat visitors to Hawaii.** | | |
| **BNT-1.0**  **Analyze the interrelationship of the various sectors of the travel and tourism industry to create a positive experience for visitors.** | **Evolution of the**  **Travel & Tourism Industry** | **BNT-1.1 Evaluate the evolution of the travel and tourism industry for its impact on Hawaii.**   * Define tourism and its significance in Hawaii’s history. * Analyze the evolution of the purpose of travel and tourism to determine the impact on development in Hawaii. * Analyze the demographic changes of Hawaii visitors to determine trends and potential markets. |
| **Travel & Tourism Industry** | **BNT-1.2 Analyze the role and functions of the various sectors in and related to the travel and tourism industry to coordinate and integrate services necessary for creating a positive experience for visitors.**   * Travel and tourism industry sectors:   + Transportation (air, ground, sea)   + Lodging   + Recreation   + Food and Beverage   + Event Planning and Management * Analyze the impact of changes in one sector on the other sectors to effectively coordinate and integrate services. * Analyze the impact of changes in visitor characteristics on the various sectors to effectively manage the services necessary for creating a positive experience for visitors. |
| **BNT-2.0**  **Analyze the integration of the “Aloha Spirit” and the Hawaiian culture in the promotion of Hawaii as a travel destination to ensure sustainability of the travel and tourism industry.** | **Culture**  *Aloha Spirit*  *&*  *Ho`okipa (Hosting)* | **BNT-2.1 Evaluate the uniqueness of the “Aloha Spirit” and the Native Hawaiian culture to promote Hawaii as a travel destination.**   * Trace the historical roots of the “Aloha Spirit” and its fundamental importance in Hawaii’s history, heritage and culture. * Compare and contrast the “Law of Aloha” (as defined in the Hawaii Revised Statutes) with the literal translation, cultural meaning and spirit of “Aloha”. * Develop and internalize a personal definition of “Aloha Spirit” and demonstrate it through promotion of Hawaii’s unique culture.   **BNT-2.2 Analyze the fundamental importance of “Ho`okipa” (hosting) to the travel and tourism industry.**   * Evaluate the use of “`Ohana” in the promotion of Hawaii’s unique culture. * Compare and contrast various cultures with the Hawaiian culture to ensure respect for the diversity of visitors. |
| **BNT-3.0**  **Analyze external factors that impact the sustainability of Hawaii’s travel and tourism industry to manage the various sectors.** | **Industry Sustainability**  *Economic* | **BNT-3.1 Evaluate the interrelationship between the global economy and Hawaii’s travel and tourism industry to effectively manage the various sectors.**   * Evaluate the economic impact of events (i.e. natural disasters, global financial crisis, war, etc.) on Hawaii’s travel and tourism industry. * Analyze the contributions of the travel and tourism industry to the local/global economy. * Explain price elasticity and sensitivity in the travel and tourism industry and the effects of both on buying decisions. * Examine the multiplier effect of travel and tourism industry on Hawaii’s economy. |
| *Political* | **BNT-3.2 Analyze the interrelationship between the travel and tourism industry, governmental agencies and related organizations for its impact on the viability of the travel and tourism industry.**   * Analyze the role and function of governmental agencies for their impact on the viability of the travel and tourism industry.   + Department of Business, Economic Development and Tourism (DBEDT)   + Hawaii Tourism Authority (HTA) * Analyze the role and function of related organizations for their impact on the viability of the travel and tourism industry.   + Hawaii Visitors & Conventions Bureau (HVCB)   + Hawaii Lodging and Tourism Association (HLTA)   + Visitor Aloha Society of Hawaii (VASH)   + World Tourism Organization (UNWTO)   + U.S. Travel Association * Examine legislation (EX. Transient Accommodation Tax (TAT), State Bill 1186) that impact the travel and tourism industry to develop strategies that maintain or increase the bottom line. |
| *Environmental* | **BNT-3.3 Evaluate the opportunities and challenges that environmental issues provide for the travel and tourism industry to effectively manage services and resources in the various sectors.**   * Evaluate the effectiveness of the collaboration between the travel and tourism industry, governmental agencies and related organizations in the maintenance and improvement of Hawaii’s environment and natural resources.   + Evaluate the maintenance and improvement of infrastructure (EX. roads, water, sewage, communications, etc.) for its impact on Hawaii’s travel and tourism industry.   + Evaluate the maintenance and improvement of facilities that accommodate visitors for its impact on Hawaii’s travel and tourism industry.   + Examine the impact of overdevelopment in communities on the travel and tourism industry. * Examine “green” initiatives and regulations for conservation in travel and tourism industry to minimize impact on the environment. * Analyze the effect that eco-friendly and sustainable efforts have on visitors’ perception of Hawaii. * Examine ecotourism to determine the impact on the support and sustainability of the environment in local communities. |
| *Technology* | **BNT-3.4 Evaluate the impact of technology and its use to manage and distribute information/data to internal and external customers in the various sectors of the travel and tourism industry.**   * Describe the benefits and limitations of technologies used in the travel and tourism industry to appropriately select tools for use in the management of the various sectors. * Assess the development of technological applications for their impact on the travel and tourism industry. * Investigate how the development of online applications has affected the travel and tourism industry. * Examine the effectiveness of social media as a means to promote Hawaii to targeted markets/audiences. |
| **BNT-4.0**  **Integrate marketing and management principles to effectively promote Hawaii as a travel destination in a global market.** | **Strategic Planning** | **BNT-4.1 Utilize the planning function in the development of a strategic plan to facilitate interaction between the various sectors in the travel and tourism industry.**   * Use market research analysis in the development of a strategic plan to promote Hawaii as a destination of choice.   + Complete a SWOT analysis of Hawaii’s travel and tourism industry.   + Compose a situation analysis that examines current market conditions in which Hawaii competes as a travel destination.   + Analyze various market segments for their needs and potential revenue.   + Conduct a consumer market analysis to evaluate the factors that influence travel destination choices. * Use the market research analysis to coordinate and integrate services for visitors between the various sectors in the travel and tourism industry. * Synthesize data and information to monitor and forecast possible trends in the travel and tourism industry. * Evaluate the influence of multimedia and social networking on Hawaii’s travel and tourism industry.   **BNT-4.2 Use strategies to organize and facilitate the allocation of resources necessary to implement the strategic plan.**   * Assess the goals of the plan and select a suitable strategy to organize resources and coordinate services. * Identify resources needed to implement the strategic plan.   + Prepare a budget to manage capital resources.   + Analyze inventory control methods used to manage travel and tourism inventory (EX. airline seats, hotel rooms, availability of activities, etc.).   + Coordination of human resources.   + Evaluate training opportunities for travel and tourism employees.   + Coordination of public infrastructure (law enforcement, military, etc.).   + Use time management to maintain productivity and ensure quality. * Utilize the problem-solving process to resolve an issue or problem in the development and implementation of the plan. * Analyze how Total Quality Management (TQM) techniques are used to improve the delivery of services to visitors.   **BNT-4.3 Evaluate the implementation of the strategic plan with established criteria/guidelines to determine necessary modifications and next steps.**   * Formulate consistent and reliable measures to evaluate the implementation of the plan and determine necessary modifications and/or next steps. * Use established criteria/guidelines to evaluate the outcomes and determine if they were a result of uncontrollable or controllable (planned v. execution) factors. |
| **BNT-5.0**  **Use oral, written and nonverbal communication to effectively and positively interact with internal and external customers in the culturally diverse travel and tourism industry.** | **Communication**  *Written* | **BNT-5.1 Compose written documents to facilitate communication between internal and external customers, vendors and visitors.**   * Use appropriate convention, spelling, grammar, and format to ensure information is conveyed clearly and accurately in a variety of written documents (EX. memos, reports, procedures, press releases, etc.). * Evaluate the use of written and electronic communication to select an effective and efficient form to communicate with a specific audience. * Apply math principles and procedures to accurately compute business financial information. * Evaluate appropriate forms of communication (including internet/web-based options) that inform, persuade or remind visitors about Hawaii and creates a complete and appropriate promotional mix. |
| *Oral & Nonverbal* | **BNT-5.2 Communicate orally to convey and/or receive technical information in the travel and tourism industry.**   * Orally communicate information and ideas in a clear, logical and culturally sensitive manner to avoid misinterpretations. * Use appropriate tone or intonation to convey a message to a specified audience and avoid miscommunication. * Employ listening skills to gather information to enhance understanding or solve problems. * Use technical terminology related to the travel and tourism industry to appropriately communicate with internal and external customers. * Apply the practice of “Laulima--the language of we” to create a more positive environment for communicating. * Use correct terminology and pronunciation of Hawaiian words in the appropriate context. * Interpret and utilize non-verbal communication techniques to maintain positive relationships between internal and external customers. |
| *Presentation* | **BLM-5.3 Prepare and deliver a formal presentation of the management plan to various audiences.**   * Organize the presentation in a logical manner that details the essential components of the management plan. * Utilize oral communication techniques to maintain audience engagement in the presentation of the management plan. * Respond appropriately to questions posed by practitioners and members of the audience. * Evaluate the presentation for effectiveness and identify specific revisions that would strengthen the presentation. |
| **BNT-6.0**  **Integrate legal and ethical principles to make informed decisions that reduce risk and limit liability.** | **Legal & Ethical** | **PLH 6.1** **Evaluate the impact of illegal and/or unethical behavior on the reputation of Hawaii’s travel and tourism industry to manage services necessary for creating a positive experience for visitors.**   * Assess the relationship between illegal and/or unethical behaviors and the reputation of Hawaii as a travel destination and the overall effect on the visitor industry. * Analyze the relationship between crime rates and public perception to select appropriate public relations and promotional activities that encourage visitors to choose Hawaii as a travel destination. |
| **Safety & Liability** | **PHL-6.2 Evaluate potential safety issues and formulate appropriate responses to prevent accidents and injuries, and to mitigate risk and limit liability.**   * Analyze the importance of maintaining safety in public places (i.e. beaches, parks, hiking trails, etc.) for visitors to mitigate risk and limit liability. * Evaluate various visitor attractions for safety hazards and risk factors (i.e. falls, injury, etc.) to minimize potential liabilities and/or consequences. * Evaluate the effectiveness of organizations that provide assistance to visitors who experience emergencies or adversity during their visit. |