

Standards Correlations

Travel and Tourism Marketing (8139)

Task	SOL Correlations	National MBA Research Standards
Demonstrating Personal Qualities and Abilities		
Demonstrate creativity and innovation.	<p>English: 6.1, 6.3, 6.4, 6.6, 6.7, 6.9, 7.1, 7.3, 7.4, 7.6, 7.7, 7.9, 8.1, 8.3, 8.4, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8</p> <p>History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WG.4, WHI.1, WHII.1</p> <p>Mathematics: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.7, 6.10, 6.11, 6.12, 7.2, 7.3, 7.8, 7.9, 8.2, 8.4, 8.6, 8.7, 8.11, 8.12, 8.17, 8.18, A.9, AFDA.3, AFDA.4, AFDA.5, AFDA.6, AFDA.7, AFDA.8, AII.9, COM.1, COM.3, COM.4, COM.5, COM.8, DM.7, DM.1*, DM.10, DM.2*, DM.3*, PS.3*, PS.4*, PS.7*, PS.9*, PS.10*</p> <p>Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PS.1</p>	
Demonstrate critical thinking and problem solving.	<p>English: 6.1, 6.3, 6.4, 6.5, 6.6, 6.7, 6.9, 7.1, 7.3, 7.4, 7.5, 7.6, 7.7, 7.9, 8.1, 8.3, 8.4, 8.5, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8</p> <p>History and Social Science: CE.1, CE.4,</p>	

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	CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WG.4, WHI.1, WHII.1 Mathematics: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.10, 6.11, 7.2, 7.3, 7.8, 7.12, 7.13, 8.2, 8.4, 8.8, 8.9, 8.10, 8.11, A.8, A.9, G.1, G.13, G.14, AFDA.3, AFDA.5, AFDA.8, AII.9, AII.10, AII.11, COM.1, COM.3, COM.4, COM.5, COM.8, DM.4, DM.7, DM.1*, DM.2*, DM.3*, DM.9*, PS.9*, PS.10* Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PS.1	
Demonstrate initiative and self-direction.	English: 6.1, 6.4, 6.6, 6.7, 6.9, 7.1, 7.4, 7.6, 7.7, 7.9, 8.1, 8.4, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate integrity.	English: 6.1, 7.1, 8.1, 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate work ethic.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: CH.1	
Demonstrating Interpersonal Skills		
Demonstrate conflict-resolution skills.	English: 6.1, 6.2, 6.4, 6.6, 6.7, 6.9, 7.1, 7.2,	

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	7.4, 7.6, 7.7, 7.9, 8.1, 8.2, 8.4, 8.6, 8.7, 8.9, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, VUS.1	
Demonstrate listening and speaking skills.	English: 6.1, 6.2, 6.4, 6.6, 7.1, 7.2, 7.4, 7.6, 8.1, 8.2, 8.4, 8.6, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate respect for diversity.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, USII.9, VUS.1, VUS.13, WG.1, WHI.1, WHII.1	
Demonstrate customer service skills.	English: 6.1, 6.4, 6.7, 7.1, 7.4, 7.7, 8.1, 8.4, 8.7, 9.1, 9.5, 9.6, 10.1, 10.5, 10.6, 11.1, 11.5, 11.6, 12.1, 12.5, 12.6 History and Social Science: CE.1, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Collaborate with team members	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrating Professional Competencies		
Demonstrate big-picture thinking.	English: 6.1, 6.4, 7.1, 7.4, 8.1, 8.4, 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5 History and Social Science: CE.1, CE.4, CE.12, GOVT.1, GOVT.15, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	

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Demonstrate career- and life-management skills.	English: 6.1, 6.7, 7.1, 7.7, 8.1, 8.7, 9.1, 9.6, 10.1, 10.6, 11.1, 11.6, 12.1, 12.6 History and Social Science: CE.1, CE.4, CE.12, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 8.4	
Demonstrate continuous learning and adaptability.	English: 6.1, 6.4, 6.7, 6.9, 7.1, 7.4, 7.7, 7.9, 8.1, 8.4, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.3, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: BIO.1, CH.1, LS.1, PH.1, PH.4, PS.1	
Manage time and resources.	English: 6.1, 6.2, 6.4, 6.7, 6.9, 7.1, 7.2, 7.4, 7.7, 7.9, 8.1, 8.2, 8.4, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.2, 11.5, 11.6, 11.8, 12.2, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 6.12, 7.2, 7.3, 7.8, 7.9, 7.10, 7.11, 7.12, 7.13, 8.4, 8.11, 8.12, 8.13, 8.14, 8.17, 8.18, A.4, A.5, A.8, A.9, AFDA.3, AFDA.4, AFDA.5, AFDA.6, AFDA.7, AFDA.8, COM.1, COM.3, COM.5, COM.8	
Demonstrate information-literacy skills.	English: 6.1, 6.2, 6.4, 6.6, 6.7, 6.9, 7.1, 7.2, 7.3, 7.4, 7.6, 7.7, 7.9, 8.1, 8.2, 8.3, 8.4, 8.6, 8.7, 8.9, 9.2, 9.5, 9.6, 9.8, 10.2, 10.5, 10.6,	

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	10.8, 11.2, 11.5, 11.6, 11.8, 12.2, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 7.8, 7.9, 8.11, 8.12, A.8, A.9, AFDA.3, AFDA.4, AFDA.6, AFDA.7, AFDA.8, DM.8, PS.1*, PS.2*, PS.3*, PS.4*, PS.7*, PS.8*, PS.9*, PS.10* Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PH.1, PS.1	
Demonstrate an understanding of information security.	English: 6.1, 6.2, 6.3, 6.4, 6.6, 6.7, 6.8, 6.9, 7.1, 7.2, 7.3, 7.4, 7.6, 7.7, 7.8, 7.9, 8.1, 8.2, 8.3, 8.4, 8.6, 8.7, 8.8, 8.9, 9.1, 9.2, 9.5, 9.6, 9.8, 10.1, 10.2, 10.5, 10.6, 10.8, 11.1, 11.2, 11.5, 11.6, 11.8, 12.1, 12.2, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: COM.10	
Maintain working knowledge of current information-technology (IT) systems.	English: 6.1, 6.3, 6.4, 6.6, 6.9, 7.1, 7.3, 7.4, 7.6, 7.9, 8.1, 8.3, 8.4, 8.6, 8.9 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 7.8, COM.1, COM.2, COM.7, COM.9, COM.10, COM.11, COM.16, COM.18, PS.17 Science: BIO.1, CH.1, ES.1, PH.1	
Demonstrate proficiency with	History and Social Science: CE.1, CE.4,	

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technologies, tools, and machines common to a specific occupation.	CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 7.9, 8.4, A.7, A.8, A.9, AFDA.1, AFDA.3, AFDA.5, AII.4, AII.7, AII.9, COM.1, COM.7, COM.10, COM.11, COM.12, COM.16 Science: CH.1, ES.1, LS.1, PH.1, PS.1	
Apply mathematical skills to job-specific tasks.	English: 6.4, 6.6, 6.7, 7.4, 7.6, 7.7, 8.4, 8.6, 8.7, 9.5, 9.6, 10.5, 10.6, 11.5, 11.6, 12.5, 12.6 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.1, 6.2, 6.5, 6.6, 6.12, 6.13, 6.14, 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.8, 7.9, 7.11, 7.12, 7.13, 8.4, 8.5, 8.6, 8.8, 8.9, 8.10, 8.11, 8.12, 8.13, 8.14, 8.15, 8.16, 8.17, 8.18, A.1, A.3, A.4, A.5, A.7, A.8, A.9, AFDA.1, AFDA.3, AFDA.5, AFDA.8, AII.3, AII.7, AII.9, AII.10, COM.1, COM.7 Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PH.1, PS.1	
Demonstrate professionalism.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate reading and writing skills.	English: 6.1, 6.6, 6.7, 7.1, 7.6, 7.7, 8.1, 8.6, 8.7, 9.1, 9.5, 9.6, 9.7, 10.1, 10.5, 10.6, 10.7, 11.1, 11.5, 11.6, 11.7, 12.1, 12.5, 12.6, 12.7 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1,	

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	WHI.1, WHII.1 Science: 6.1, PH.1, PS.1	
Demonstrate workplace safety.	English: 6.4, 7.4, 8.4, 9.5, 10.5, 11.5, 12.5 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: CH.1	
Examining All Aspects of an Industry		
Examine aspects of planning within an industry/organization.	History and Social Science: GOVT.16	
Examine aspects of management within an industry/organization.		
Examine aspects of financial responsibility within an industry/organization.		
Examine technical and production skills required of workers within an industry/organization.		
Examine principles of technology that underlie an industry/organization.		
Examine labor issues related to an industry/organization.	History and Social Science: GOVT.16	
Examine community issues related to an industry/organization.	History and Social Science: GOVT.16	
Examine health, safety, and	History and Social Science: GOVT.16	

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environmental issues related to an industry/organization.		
Addressing Elements of Student Life		
Identify the purposes and goals of the student organization.		
Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.		
Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects.		
Identify Internet safety issues and procedures for complying with acceptable use standards.		
Exploring Work-Based Learning		
Identify the types of work-based learning (WBL) opportunities.		
Reflect on lessons learned during the WBL experience.		
Explore career opportunities related to the WBL experience.		
Participate in a WBL experience, when appropriate.		

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Understanding Marketing Functions and Concepts Related to Travel and Tourism		
Explain marketing and the marketing concept.	English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5	<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p>Understand the nature of business to show its contributions to society.</p> <p>Marketing-</p> <p>Acquire a foundational knowledge of product/service management to understand its nature and scope.</p> <p>Acquire a foundational knowledge of selling to understand its nature and scope.</p> <p>Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.</p> <p>Employ product-mix strategies to meet customer expectations.</p> <p>Understand sales processes and techniques</p>

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		to enhance customer relationships and to increase the likelihood of making sales.
Explain the marketing mix.	English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5	<p>Business Administration-</p> <p>Understand the nature of business to show its contributions to society.</p> <p>Marketing-</p> <p>Acquire a foundational knowledge of product/service management to understand its nature and scope.</p> <p>Acquire a foundational knowledge of promotion to understand its nature and scope.</p> <p>Acquire foundational knowledge of channel management to understand its role in marketing.</p> <p>Acquire foundational knowledge of marketing-information management to understand its nature and scope.</p> <p>Develop a foundational knowledge of pricing to understand its role in marketing.</p>
Communicate information to a customer.	English: 10.1, 11.1, 12.1	<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p>

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		<p>Apply verbal skills to obtain and convey information.</p> <p>Communicate with staff to clarify workplace objectives.</p> <p>Implement quality-control processes to minimize errors and to expedite work flow.</p> <p>Write internal and external business correspondence to convey and obtain information effectively.</p>
Explain market segmentation.	English: 10.5, 11.5, 12.5	<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p>Understand the nature of business to show its contributions to society.</p> <p>Marketing-</p> <p>Acquire foundational knowledge of marketing-information management to understand its nature and scope.</p>

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		<p>Evaluate marketing research procedures and findings to assess their credibility.</p> <p>Understand data-collection methods to evaluate their appropriateness for the research problem/issue.</p>
Exploring Careers in the Travel and Tourism Industry		
Identify major industry elements in the travel and tourism field.	<p>English: 10.5, 11.5, 12.5</p> <p>History and Social Science: GOVT.12, VUS.14, WG.17, WHII.14</p>	<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p> <p>Read to acquire meaning from written material and to apply the information to a task.</p>
Explain how personal interests can guide career choice in the travel and tourism industry.	English: 10.5, 11.5, 12.5	<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p> <p>Develop personal traits to foster career advancement.</p> <p>Participate in career planning to enhance job-success potential.</p> <p>Utilize critical-thinking skills to determine best options/outcomes.</p>

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Identify opportunities to explore careers in the travel and tourism industry.	English: 10.5, 11.5, 12.5	Business Administration- Acquire information to guide business decision-making.
Analyze the role of travel and tourism in Virginia.	English: 10.5, 11.5, 12.5 History and Social Science: GOVT.8, GOVT.9, GOVT.12, VUS.2, VUS.3, VUS.4, VUS.7, VUS.14, WG.16, WG.17, WG.18, WHII.14	Business Administration- Acquire information to guide business decision-making. Understand marketing's role and function in business to facilitate economic exchanges with customers. Understand the nature of business to show its contributions to society.
Introducing the Travel and Tourism Industry		
Explain travel and tourism as an industry.	English: 10.5, 11.5, 12.5 History and Social Science: WG.16, WG.18	Business Administration- Acquire information to guide business decision-making. Write internal and external business correspondence to convey and obtain information effectively.
Outline the history of the travel and tourism industry.	English: 10.6, 10.7, 11.6, 11.7, 12.6, 12.7 History and Social Science: GOVT.12, VUS.13, VUS.14, WG.17, WHII.14	Business Administration- Acquire information to guide business

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		<p>decision-making.</p> <p>Read to acquire meaning from written material and to apply the information to a task.</p> <p>Understand the nature of business to show its contributions to society.</p>
Outline growth and future trends in the travel and tourism industry at the local, state, national, and international levels.	<p>English: 10.6, 10.7, 11.6, 11.7, 12.6, 12.7</p> <p>History and Social Science: GOVT.12, VUS.13, VUS.14, WG.17, WHIL.14</p>	<p>Business Administration-</p> <p>Implement job-seeking skills to obtain employment.</p> <p>Participate in career planning to enhance job-success potential.</p> <p>Utilize career-advancement activities to enhance professional development.</p>
Analyze the reasons a guest travels.	English: 10.5, 11.5, 12.5	<p>Business Administration-</p> <p>Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.</p>
Investigating Major Segments of the Travel and Tourism Industry		
Compare key aspects of the major segments of the travel and tourism industry.	English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8	<p>Business Administration-</p> <p>Participate in career planning to enhance</p>

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		<p>job-success potential.</p> <p>Understand economic indicators to recognize economic trends and conditions.</p> <p>Marketing</p> <p>Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).</p>
Describe the interdependence of the segments within the travel and tourism industry.	<p>English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5</p> <p>History and Social Science: GOVT.12, GOVT.13, GOVT.15, GOVT.16, VUS.14, WG.17, WHII.14</p>	<p>Business Administration-</p> <p>Write internal and external business correspondence to convey and obtain information effectively.</p>
Understanding the Economic Importance of Travel and Tourism		
Evaluate the effects of travel and tourism on local, state, national, and global economies.	<p>English: 10.3, 10.5, 11.3, 11.5, 12.3, 12.5</p> <p>History and Social Science: GOVT.12, GOVT.14, GOVT.15, VUS.13, VUS.14, WG.16, WG.17, WHII.14</p>	<p>Business Administration-</p> <p>Acquire knowledge of the impact of government on business activities to make informed economic decisions.</p> <p>Understand economic indicators to recognize economic trends and conditions.</p> <p>Understand fundamental economic concepts to obtain a foundation for employment in business.</p>

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Analyze the economic effects of travel and tourism.	English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8 History and Social Science: GOVT.12, GOVT.14, GOVT.15, VUS.13, VUS.14, WG.16, WG.17, WHII.14	Business Administration- Acquire knowledge of the impact of government on business activities to make informed economic decisions. Understand fundamental economic concepts to obtain a foundation for employment in business. Understand the nature of business to show its contributions to society.
Analyze the non-economic effects of travel and tourism.	English: 10.5, 11.5, 12.5 History and Social Science: GOVT.9, GOVT.12, VUS.13, VUS.14, WG.17, WHII.14	Business Administration- Acquire information to guide business decision-making.
Performing Management Functions in the Travel and Tourism Industry		
Describe the function of management in the travel and tourism industry.	English: 10.5, 11.5, 12.5	Business Administration- Identify potential business threats and opportunities to protect a business' financial well-being. Recognize management's role to understand its contribution to business success. Utilize planning tools to guide

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		organization's/department's activities.
Describe management functions in customer relations.	English: 10.5, 11.5, 12.5	<p>Business Administration-</p> <p>Foster positive relationships with customers to enhance company image.</p> <p>Recognize management's role to understand its contribution to business success.</p> <p>Understand the nature of customer relationship management to show its contributions to a company.</p>
Understanding the Global Travel and Tourism Market		
Explain why global marketing is important in the travel and tourism industry.	<p>English: 10.5, 11.5, 12.5</p> <p>History and Social Science: GOVT.12, GOVT.13, VUS.14, WG.17, WHIL.14</p>	<p>Business Administration-</p> <p>Understand economic systems to be able to recognize the environments in which businesses function.</p> <p>Understand fundamental economic concepts to obtain a foundation for employment in business.</p> <p>Understand global trade's impact to aid business decision-making.</p> <p>Understand marketing's role and function in business to facilitate economic exchanges</p>

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		<p>with customers.</p> <p>Understand the nature of business to show its contributions to society.</p>
Describe major travel and tourism attractions on each continent.	<p>English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8</p> <p>History and Social Science: GOVT.12, GOVT.13, VUS.13, VUS.14, WG.1, WG.4, WG.5, WG.6, WG.7, WG.8, WG.9, WG.10, WG.11, WG.12, WG.13, WG.17, WHI.3, WHI.4, WHI.5, WHI.6, WHI.7, WHI.8, WHI.12, WHI.13, WHI.15, WHII.14</p>	<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p>Understand the nature of business to show its contributions to society.</p> <p>Utilize information-technology tools to manage and perform work responsibilities.</p>
Explain how differences in culture influence domestic and global travel.	<p>English: 10.5, 11.5, 12.5</p> <p>History and Social Science: GOVT.12, GOVT.13, VUS.13, VUS.14, WG.17, WHII.14</p>	<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p> <p>Understand economic indicators to recognize economic trends and conditions.</p> <p>Understand economic systems to be able to recognize the environments in which</p>

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		<p>businesses function.</p> <p>Understand global trade's impact to aid business decision-making.</p> <p>Understand the nature of business to show its contributions to society.</p>
Identify cross-cultural communication skills.	<p>English: 10.5, 11.5, 12.5</p> <p>History and Social Science: GOVT.12, VUS.14, WG.17, WHIL.14</p>	<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p> <p>Analyze cost/profit relationships to guide business decision-making.</p> <p>Apply verbal skills to obtain and convey information.</p> <p>Communicate with staff to clarify workplace objectives.</p> <p>Understand the nature of business to show its contributions to society.</p> <p>Utilize information-technology tools to manage and perform work responsibilities.</p>
Identify risk management and security issues and procedures for global travel.	<p>English: 10.5, 11.5, 12.5</p> <p>History and Social Science: GOVT.12,</p>	<p>Business Administration-</p> <p>Acquire information to guide business</p>

Task	SOL Correlations	National MBA Research Standards
	VUS.14, WG.17, WHIL.14	<p>decision-making.</p> <p>Adhere to health and safety regulations to support a safe work environment.</p> <p>Apply knowledge of business ownership to establish and continue business operations.</p> <p>Determine needed safety policies/procedures to protect employees.</p> <p>Understand operation's role and function in business to value its contribution to a company.</p>
Identify personal safety and health concerns for international travelers.	<p>English: 10.5, 11.5, 12.5</p> <p>History and Social Science: GOVT.12, VUS.14, WG.17, WHIL.14</p>	<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p> <p>Apply knowledge of business ownership to establish and continue business operations.</p> <p>Determine needed safety policies/procedures to protect employees.</p> <p>Implement safety procedures to minimize loss.</p> <p>Understand production's role and function in</p>

Task	SOL Correlations	National MBA Research Standards
		business to recognize its need in an organization.
Marketing the Travel and Tourism Product and Service		
Describe strategies to serve the needs of target markets.	<p>English: 10.5, 11.5, 12.5</p> <p>Mathematics: AFDA.8, PS.2*, PS.7*, PS.8*, PS.9*</p>	<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p>Understand operation's role and function in business to value its contribution to a company.</p> <p>Understand the nature of business to show its contributions to society.</p> <p>Marketing-</p> <p>Acquire a foundational knowledge of selling to understand its nature and scope.</p> <p>Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.</p> <p>Understand sales processes and techniques</p>

Task	SOL Correlations	National MBA Research Standards
		to enhance customer relationships and to increase the likelihood of making sales.
Explain the concept of relationship marketing within the travel and tourism industry.	English: 10.5, 11.5, 12.5	<p>Business Administration-</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p>Understand operation's role and function in business to value its contribution to a company.</p> <p>Understand the nature of business to show its contributions to society.</p> <p>Marketing</p> <p>Acquire a foundational knowledge of selling to understand its nature and scope.</p> <p>Acquire foundational knowledge of marketing-information management to understand its nature and scope.</p> <p>Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.</p> <p>Evaluate marketing research procedures and</p>

Task	SOL Correlations	National MBA Research Standards
		<p>findings to assess their credibility.</p> <p>Interpret marketing information to test hypotheses and/or to resolve issues.</p> <p>Understand data-collection methods to evaluate their appropriateness for the research problem/issue.</p> <p>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p>
Providing Customer Service and Sales in Travel and Tourism		
Explain customer service.	English: 10.5, 11.5, 12.5	<p>Business Administration-</p> <p>Apply verbal skills to obtain and convey information.</p> <p>Exhibit techniques to manage emotional reactions to people and situations.</p> <p>Identify with others' feelings, needs, and concerns to enhance interpersonal relations.</p> <p>Understand the nature of business to show its contributions to society.</p> <p>Marketing-</p>

Task	SOL Correlations	National MBA Research Standards
		<p>Acquire a foundational knowledge of selling to understand its nature and scope.</p> <p>Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.</p> <p>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p>
Determine the parameters of customer service.	English: 10.5, 11.5, 12.5	<p>Business Administration-</p> <p>Acquire foundational knowledge of business laws and regulations to understand their nature and scope.</p> <p>Exhibit techniques to manage emotional reactions to people and situations.</p> <p>Identify with others' feelings, needs, and concerns to enhance interpersonal relations.</p> <p>Implement quality-control processes to minimize errors and to expedite work flow.</p> <p>Understand operation's role and function in business to value its contribution to a company.</p>

Task	SOL Correlations	National MBA Research Standards
		<p>Understand the fundamental principles of money needed to make financial exchanges.</p> <p>Understand the nature of business to show its contributions to society.</p> <p>Marketing</p> <p>Acquire a foundational knowledge of selling to understand its nature and scope.</p> <p>Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.</p> <p>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p>
<p>Explain the importance of customer follow-up.</p>	<p>English: 10.5, 11.5, 12.5</p>	<p>Business Administration-</p> <p>Apply verbal skills to obtain and convey information.</p> <p>Understand operation's role and function in business to value its contribution to a company.</p> <p>Write internal and external business correspondence to convey and obtain</p>

Task	SOL Correlations	National MBA Research Standards
		<p>information effectively.</p> <p>Marketing</p> <p>Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.</p> <p>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p>
<p>Demonstrate skills to address a challenging situation or customer.</p>	<p>English: 10.5, 11.5, 12.5</p>	<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p> <p>Apply verbal skills to obtain and convey information.</p> <p>Implement quality-control processes to minimize errors and to expedite work flow.</p> <p>Resolve conflicts with/for customers to encourage repeat business.</p> <p>Understand operation's role and function in business to value its contribution to a company.</p>

Task	SOL Correlations	National MBA Research Standards
		<p>Marketing-</p> <p>Interpret marketing information to test hypotheses and/or to resolve issues.</p> <p>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p>
Maximizing Technology in Travel and Tourism		
Explore online travel and tourism-related resources.	English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8	<p>Business Administration-</p> <p>Implement quality-control processes to minimize errors and to expedite work flow.</p> <p>Read to acquire meaning from written material and to apply the information to a task.</p> <p>Understand operation's role and function in business to value its contribution to a company.</p> <p>Understand the nature of business to show its contributions to society.</p> <p>Utilize information-technology tools to manage and perform work responsibilities.</p>

Task	SOL Correlations	National MBA Research Standards
		<p>Marketing-</p> <p>Interpret marketing information to test hypotheses and/or to resolve issues.</p> <p>Understand data-collection methods to evaluate their appropriateness for the research problem/issue.</p>
<p>Identify technologies used in the travel and tourism field.</p>	<p>English: 10.5, 11.5, 12.5</p> <p>History and Social Science: GOVT.12, GOVT.13, VUS.13, VUS.14, WG.17, WHIL.13, WHIL.14</p>	<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p> <p>Implement quality-control processes to minimize errors and to expedite work flow.</p> <p>Understand operation's role and function in business to value its contribution to a company.</p> <p>Understand the nature of business to show its contributions to society.</p> <p>Marketing-</p> <p>Evaluate marketing research procedures and findings to assess their credibility.</p> <p>Interpret marketing information to test</p>

Task	SOL Correlations	National MBA Research Standards
		hypotheses and/or to resolve issues. Understand data-collection methods to evaluate their appropriateness for the research problem/issue.
Preparing for Industry Certification		
Describe industry certifications related to the Travel and Tourism Marketing course.	English: 10.5, 11.5, 12.5	Business Administration- Participate in career planning to enhance job-success potential. Utilize critical-thinking skills to determine best options/outcomes.
Identify testing skills and strategies for a certification examination.		Business Administration- Participate in career planning to enhance job-success potential. Utilize critical-thinking skills to determine best options/outcomes.
Demonstrate the ability to complete selected practice examinations.	English: 10.5, 11.5, 12.5	Business Administration- Participate in career planning to enhance job-success potential.
Complete an industry certification representative of the skills learned in this course.	English: 10.5, 11.5, 12.5	Business Administration- Participate in career planning to enhance job-success potential.

Task	SOL Correlations	National MBA Research Standards
Developing a Career in Travel and Tourism		
Identify career paths in the travel and tourism industry in the local region.	English: 10.5, 11.5, 12.5	Business Administration- Implement job-seeking skills to obtain employment. Participate in career planning to enhance job-success potential.
Describe the personal qualifications and skills needed for advancement in the travel and tourism field.	English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8 History and Social Science: GOVT.1, GOVT.16	Business Administration- Develop personal traits to foster career advancement. Foster self-understanding to recognize the impact of personal feelings on others.
Research local options for advanced education training in high school and postsecondary education in travel and tourism management.	English: 10.5, 10.8, 11.5, 11.8, 12.5, 12.8	Business Administration- Participate in career planning to enhance job-success potential. Utilize career-advancement activities to enhance professional development.
Complete an employment application for a job.	English: 10.6, 10.7, 11.6, 11.7, 12.6, 12.7	Business Administration- Implement job-seeking skills to obtain employment. Read to acquire meaning from written

Task	SOL Correlations	National MBA Research Standards
		<p>material and to apply the information to a task.</p> <p>Utilize information-technology tools to manage and perform work responsibilities.</p> <p>Write internal and external business correspondence to convey and obtain information effectively.</p>
Develop a résumé and cover letter for a selected job.	English: 10.6, 10.7, 11.6, 11.7, 12.6, 12.7	<p>Business Administration-</p> <p>Implement job-seeking skills to obtain employment.</p> <p>Read to acquire meaning from written material and to apply the information to a task.</p> <p>Utilize information-technology tools to manage and perform work responsibilities.</p> <p>Write internal and external business correspondence to convey and obtain information effectively.</p>
Prepare for a job interview.	English: 10.1, 11.1, 12.1	<p>Business Administration-</p> <p>Apply verbal skills to obtain and convey information.</p>

Task	SOL Correlations	National MBA Research Standards
		Communicate with staff to clarify workplace objectives.
Follow up on the job interview.	English: 10.1, 11.1, 12.1	<p>Business Administration-</p> <p>Apply verbal skills to obtain and convey information.</p> <p>Communicate with staff to clarify workplace objectives.</p> <p>Read to acquire meaning from written material and to apply the information to a task.</p> <p>Write internal and external business correspondence to convey and obtain information effectively.</p>
Cultivate and manage one's personal brand.	English: 10.1, 11.1, 12.1	<p>Business Administration-</p> <p>Acquire self-development skills to enhance relationships and improve efficiency in the work environment.</p> <p>Write internal and external business correspondence to convey and obtain information effectively.</p>
Present a plan for reaching one's career goal.	English: 10.1, 11.1, 12.1	Business Administration-

Task	SOL Correlations	National MBA Research Standards
		<p>Acquire self-development skills to enhance relationships and improve efficiency in the work environment.</p> <p>Apply verbal skills to obtain and convey information.</p> <p>Participate in career planning to enhance job-success potential.</p> <p>Utilize critical-thinking skills to determine best options/outcomes.</p>