## **Acknowledgments and Copyright Information**

## **Travel and Tourism Marketing (8139)**

## Copyright © 2020

## **Acknowledgments**

The components of this instructional framework were developed by the following curriculum development panelists:

- Berkita Bradford, Associate Professor, Virginia State University, Petersburg Connie Brewer, Market Director of Sales, White Lodging Services, Richmond
- Antiya Clemons, Instructor, T.C. Williams, Alexandria City Public Schools
- Donald Gresham, Instructor, Deep Creek High School, Chesapeake Public Schools
- Dr. Gilpatrick Hornsby, Assistant Professor, James Madison University, Harrisonburg
- Elizabeth Hunter, Instructor, James Wood High School, Frederick County Public Schools
- Gina Mancuso-Sidhu, Coordinator, Administration and Marketing Program, Virginia Beach City Public Schools
- Susannah Pulling Oates, Instructor, L.C. Bird High School, Chesterfield County Public Schools
- Leslie Perry, Instructor, Advanced Career Education Center at Highland Springs, Henrico County Public Schools
- Amy Picone, Instructor, Freedom High School, Loudoun County Public Schools
- Stacey Shiflet, Managing Director, Virginia Beach Restaurant Association, Virginia Beach
- Lauren Townsend, Director of Marketing, Virginia Beach Convention and Visitors Bureau, Virginia Beach
- Jordan Vallerga, Group Sales Manager, Founders Inn and Spa, Tapestry Collection by Hilton, Virginia Beach
- Jim Wilson, Director of Education and Workforce Development, Virginia Restaurant, Lodging, and Travel Association, Richmond

Correlations to the Virginia Standards of Learning were reviewed and updated by the following:

- Leslie R. Bowers, English Teacher (ret.), Newport News Public Schools
- Vickie L. Inge, Mathematics Committee Member, Virginia Mathematics and Science Coalition
- Anne F. Markwith, New Teacher Mentor (Science), Gloucester County Public Schools
- Michael L. Nagy, Social Studies Department Chair, Rustburg High School, Campbell County Public Schools

The framework was edited and produced by the CTE Resource Center:

- Leanne Forbes Tipton, Writer/Editor
- Kevin P. Reilly, Administrative Coordinator

Virginia Department of Education Staff

Sharon Acuff, Specialist, Marketing and Related Clusters
Dr. J. Anthony Williams, Curriculum and Instruction Coordinator
Dr. David S. Eshelman, Director, Workforce Development and Initiatives
George R. Willcox, Director, Operations and Accountability
Office of Career, Technical, and Adult Education
Virginia Department of Education

Virginia Department of Education P.O. Box 2120 Richmond, VA 23218-2120

CTE Resource Center 2002 Bremo Road, Lower Level Richmond, VA 23226

Phone: (804)673-3778 Fax: (804)673-3798

http://www.CTEresource.org

The Center is a grant project of the Virginia Department of Education, Office of Career, Technical, and Adult Education, and is administered by Henrico County Public Schools, Department of Career and Technical Education.

The Virginia Department of Education does not discriminate on the basis of race, sex, color, national origin, religion, sexual orientation, gender identity, age, political affiliation, or against otherwise qualified persons with disabilities. The policy permits appropriate employment preferences for veterans and specifically prohibits discrimination against veterans. The following position has been designated to handle inquiries regarding the Department's non-discrimination policies:

Deputy Superintendent - Finance and Operations Virginia Department of Education P.O. Box 2120 Richmond, Virginia 23218-2120

Phone: 804-225-2025

For further information on federal non-discrimination regulations, contact the Office for Civil Rights at OCR.DC@ed.gov or call 1-800-421-3481.

See also Governor Ralph Northam's Executive Order 1 (EO-1, 2018) which specifically prohibits discrimination on the basis of race, sex, color, national origin, religion, sexual orientation, gender

identity or expression, age, political affiliation, or against otherwise qualified persons with disabilities. The policy permits appropriate employment preferences for veterans and specifically prohibits discrimination against veterans. The activity that is the subject of this report was supported in whole or in part by the U.S. Department of Education. However, the opinions expressed herein do not necessarily reflect the position or policy of the U.S. Department of Education, and no official endorsement by the U.S. Department of Education should be inferred.