# Common Career Technical CoreTravel & Tourism Pathway

|  |  |  |  |
| --- | --- | --- | --- |
| **Student name:**  |  | **Graduation Date:** |  |

Course Description: To be taught in all courses in the approved pathway.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Career REady practices - [Career Ready Practices](https://careertech.org/wp-content/uploads/2024/10/Career-Ready-Practices.pdf)

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Lead as a contributing & professional employee |  |
| 1.2 | Communicate clearly, effectively, & with reason |  |
| 1.3 | Think critically to make sense of problems & persevere in solving them |  |
| 1.4 | Collaborate productively while using cultural & global competencies |  |
| 1.5 | Use digital skills & technologie to enchance productivitiy & make date-informed decisions |  |
| 1.6 | Remain resilient in a changing workplace & world of work |  |
| 1.7 | Manage time & space effectively |  |
| 1.8 | Demonstrate a creative & innovative mindset |  |
| 1.9 | Act as a good steward of organizational & personal finances & resources |  |
| 1.10 | Navigate an education & career path aligned to strengths, work style, interests, & goals |  |
| 1.11 | Consider the environmental & social impacts of decisions |  |
| 1.12 | Apply appropriate academic & technical skills |  |

## Benchmark 2: Hospitality & Tourism Career Cluster

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Describe the key components of marketing and promoting hospitality and tourism products and services. |  |
| 2.2 | Evaluate the nature and scope of the Hospitality & Tourism Career Cluster and the role of hospitality and tourism in society and the economy. |  |
| 2.3 | Demonstrate hospitality and tourism customer service skills that meet customers' needs. |  |
| 2.4 | Describe employee rights and responsibilities and employers' obligations concerning occupational health and safety in the hospitality and tourism workplace. |  |
| 2.5 | Identify potential, real and perceived hazards and emergency situations and determine the appropriate safety and security measures in the hospitality and tourism workplace. |  |
| 2.6 | Describe career opportunities and means to attain those opportunities in each of the Hospitality &Tourism Career Pathways. |  |

## Benchmark 3: Travel & Tourism Career Pathway

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Apply information about time zones, seasons and domestic and international maps to create or enhance travel. |  |
| 3.2 | Apply unit and time conversion skills to develop travel schedules and compute cost, distance and time (including travel time) factors. |  |
| 3.3 | Analyze cultural diversity factors to enhance travel planning. |  |
| 3.4 | Assess the potential (real and perceived) hazards related to multiple environments and recommend appropriate safety, health and security measures for travelers. |  |
| 3.5 | Develop a safety and security plan containing proactive and reactive solutions to manage emergency situations for travelers and staff. |  |
| 3.6 | Use common travel and tourism terminology used to communicate within the industry. |  |
| 3.7 | Customize travel with diverse transportation, lodging, cruise and food options. |  |
| 3.8 | Compare and contrast services and products from related industries to understand and evaluate how they impact the delivery of travel and tourism products and services to customers. |  |
| 3.9 | Identify the community elements necessary to maintain cooperative tourism development efforts. |  |
| 3.10 | Develop a travel product that matches customer needs, wants and expectations. |  |
| 3.11 | Develop a travel product that matches customer needs, wants and expectations. |  |
| 3.12 | Select the most effective communication technique and media venue to convey travel marketing information to a target audience. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

(785) 296-4908

pathwayshelpdesk@ksde.org



900 S.W. Jackson Street, Suite 102

Topeka, Kansas 66612-1212

[https://www.ksde.org](https://www.ksde.org/)

The Kansas State Department of Education does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities and provides equal access to any group officially affiliated with the Boy Scouts of America and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: KSDE General Counsel, Office of General Counsel, KSDE, Landon State Office Building, 900 S.W. Jackson, Suite 102, Topeka, KS 66612, (785) 296-3201.