

# **INTRODUCTION TO TRAVEL AND TOURISM**

## Curriculum Content Frameworks

**Please note: All assessment questions will be taken from the knowledge portion of these frameworks.**

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# Curriculum Content Frameworks

## INTRODUCTION TO TRAVEL AND TOURISM

Grade Levels: 10-12  
Course Code: 492260

Prerequisite: Keyboarding

Course Description: Introduction to Travel and Tourism is a one-semester in-depth study of worldwide travel, transportation, and tourism. Students are introduced to the industry as a whole and the job opportunities that are available. The course covers resource allocation, technology, and social, organizational, and technological systems.

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# Unit 1: Going Places: An Overview of the Travel Industry

## Hours: 5

Terminology: All-inclusive resort, Attractions, Business travel, Charter, Consumers, Convention and Visitors Bureau (CVB), Demographics, Discretionary money, Hospitality industry, Leisure travel, Psychographics, Shore excursion, Transportation, Travel agent, Travel package

<b>CAREER and TECHNICAL SKILLS</b>		<b>ACADEMIC and WORKPLACE SKILLS</b>			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
1.1 Define terminology	1.1.1 Prepare a list of travel terms and explain the two major kinds of travel that exist	Foundation	Writing	Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6]	
	1.1.2 Write a true statement about each term				
1.2 Discuss major segments of the travel industry	1.2.1 List at least ten sectors of the travel industry	Foundation	Writing	Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6]	
	1.2.2 Write a sentence to describe each				
1.3 Describe how travel is typically sold	1.3.1 Describe how travel product sales typically flow from supplier to consumers	Foundation	Listening	Receives and interprets verbal messages [1.2.8]	
	1.3.2 Visit a travel agency or have an agent present to the class a flow chart on suppliers and consumers	Interpersonal	Coaching	Responds nonverbally to conversation [1.2.9]	
1.4 Discuss the different kinds of consumers and what satisfies their travel needs	1.4.1 Explain what Dependables, Venturers, and Centrics are and what types of travel each favors	Foundation	Listening	Customer Service	Helps others learn new skills [2.1.3]
				Works with customers to satisfy their expectations [2.3.9]	
				Receives and interprets verbal messages [1.2.8]	Responds nonverbally to conversation [1.2.9]

## Unit 2: The Air Transportation Industry

**Hours: 10**

Terminology: Aviation, Bulkhead, Bumped, Business class, Charter flight, Coach class, Code-sharing, Commercial flight, Commuter airline, Computerized Reservation System (CRS), Confirmed reservation, Connecting flight, Direct flight, Domestic hub, Exit row, First class, Flight attendants, Flight record, Gateway, Immigration, Interline agreement, International hub, Nonstop flight, One-way flight itinerary, Open-jaw flight itinerary, Pitch, Red-eye flight, Scheduled service, Skycap, Standby passenger, Unrestricted fare, Wide-body jet

<b>CAREER and TECHNICAL SKILLS</b>		<b>ACADEMIC and WORKPLACE SKILLS</b>			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
2.1 Define terminology	2.1.1 Define, discuss, compare and contrast airline terms	Foundation	Reading	Comprehends written information applies it to a specific task [1.3.8]	
	2.1.2 Create a study guide list containing airline terminology		Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]	
2.2 Discuss types of aircraft used in commercial aviation	2.2.1 Research textbooks and web sites for examples of various types of aircraft used in commercial aviation starting with the early years of aviation and progressing to the current year	Foundation	Reading	Comprehends written information applies it to a specific task [1.3.8]	
	2.2.2 Create a time line with pictures of the various planes	Interpersonal	Teamwork	Works effectively with others to reach a common goal [2.6.6]	
	2.2.3 If possible bring model planes from home for display	Thinking	Creative Thinking	Uses imagination to create something new [4.1.1]	
	2.2.4 Create an imaginary airplane on the floor using strips of paper and chairs then discuss size, types of flights, seat room, pitch and classes of service		Seeing Things in the Minds Eye	Organizes and processes images – symbols, pictures, graphs, objects, etc. [4.6.2]	
	2.2.5 Assign a pilot, sky cap, flight attendants, and other typical jobs to work with passengers as they board the plane				
2.3 Discuss what government agencies control aviation	2.3.1 Discuss the need for government agencies with a visiting licensed pilot, aviation instructor, air traffic controller, or a member of the Federal Aviation Administration (FAA), Air Transport Association (ATA), or International Air Transport Association (IATA)	Foundation	Listening	Receives and interprets verbal messages [1.2.8]  Responds nonverbally to conversation [1.2.9]	

<b>CAREER and TECHNICAL SKILLS</b>		<b>ACADEMIC and WORKPLACE SKILLS</b>			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
<b>Knowledge</b>	<b>Application</b>	<b>Skill Group</b>	<b>Skill</b>	<b>Description</b>	
2.4 Discuss airport hubs and spokes along with their codes	2.4.1 Research Major Airlines on the Internet and determine how they have established a Hub and Spoke System	Foundation	Reading	Comprehends written information applies it to a specific task [1.3.8]	
	2.4.2 Create a hub and spoke diagram using airline/city codes to show the domestic hub and the outlying cities serviced by the system	Thinking	Seeing Things in the Minds Eye	Organizes and processes images – symbols, pictures, graphs, objects, etc. [4.6.2]	
2.5 Explain what to expect at an airport	2.5.1 Interview someone who does a lot of traveling using the air transportation having them explain what process they go through to board a plane, and any changes since 9/11	Foundation	Listening	Receives and interprets verbal messages [1.2.8]	
	2.5.2 Visit a local airport or interview an airport employee to experience the different aspects and problems you might face before you board the plane	Thinking	Problem Solving	Responds nonverbally to conversation [1.2.9] Devises and implements a plan of action to resolve a problem [4.4.3] Recognizes/Defines problem [4.4.8] Tracks and evaluates results [4.4.10]	

## Unit 3: The Hospitality Industry

### Hours: 3

**Terminology:** Adjoining room, All-suite hotel, Amenities, American Plan (AP), Bed-and-Breakfast Rate, Bermuda Plan (BP), Business hotel, Casino resort, Concept, Concierge, Concierge level, Connecting room, Continental Plan (CP), Convention and meeting hotel, Converted hotel, Corporate rate, Day rate, European Plan (EP), Folio, Food service, Hotel, Hotel occupancy, Hotel representative firm, Inventory, Junior suite, Mega-resort, Modified American Plan (MAP), Property, Rack rate, Resort hotel, Room service, Run-of-the House rate (ROH), Ski resort, Spa resort, Themed resort, Walking the guest

<b>CAREER and TECHNICAL SKILLS</b>		<b>ACADEMIC and WORKPLACE SKILLS</b>			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
3.1 Define terminology	3.1.1 Define, discuss, compare and contrast terms of the lodging industry	Foundation	Reading	Comprehends written information applies it to a specific task [1.3.8]	
	3.1.2 Compose a fictional story using 10 terms from the unit in ten minutes		Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]	
3.2 Discuss types of lodging properties	3.2.1 Visit a lodging property as a group, on your own, or on the Internet to identify the property as one of the major types of hotels	Foundation	Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]	
	3.2.2 Write a short report or create a computer presentation on the property you visited	Interpersonal	Leadership	Accepts responsibility for others [2.4.1]	
		Conveys attitudes and values of group to others [2.4.3]			
		Thinking	Seeing Things in the Minds Eye	Encourages/Motivates members of a group or team [2.4.6] Organizes and processes images – symbols, pictures, graphs, objects, etc. [4.6.2]	
3.3 Discuss the cost of lodging	3.3.1 List 10 factors that affect the cost of a room	Foundation	Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]	
	3.3.2 Research the Internet for 10 different properties and develop a chart showing their different rates based on the factors affecting the cost of a room	Thinking	Reasoning	Applies rules and principles to a new situation [4.5.1] Sees relationship between two or more ideas, objects, or situations [4.5.5]	

<b>CAREER and TECHNICAL SKILLS</b>		<b>ACADEMIC and WORKPLACE SKILLS</b>			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
<b>Knowledge</b>	<b>Application</b>	<b>Skill Group</b>	<b>Skill</b>	<b>Description</b>	
3.4 Discuss how lodging is sold	3.4.1 Visit a hotel/motel or have a member of hotel management visit the class to explain how lodging is sold	Foundation	Listening	Receives and interprets verbal messages [1.2.8] Responds nonverbally to conversation [1.2.9]	
	3.4.2 Research newspapers, magazines, travel agency letters or tv ads for hotel/motel advertisements; clip or video tape ads and present your findings to the class.		Reading	Comprehends written information applies it to a specific task [1.3.8]	
	3.4.3 Visit a local travel agent or have one visit the classroom and discuss how lodging is sold in bulk		Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5] Speaks in a clear, concise manner [1.5.12]	
3.5 Discuss how the food service industry relates to hospitality, travel, and tourism	3.5.1 Visit a local restaurant or have a member of management visit the class and discuss how food service relates to hospitality, travel and tourism	Interpersonal	Leadership	Accepts responsibility for others [2.4.1] Conveys attitudes and values of group to others [2.4.3] Encourages/Motivates members of a group or team [2.4.6]	
				Accepts responsibility for others [2.4.1] Conveys attitudes and values of group to others [2.4.3] Encourages/Motivates members of a group or team [2.4.6]	

## Unit 4: The Travel Agency Industry

### Hours: 5

Terminology: Approval code, Consortium, Corporate travel manager, Cross-selling, Debit memo, Fit, Host agency, Preferred relationship, Queues, Tariffs, Up-selling

<b>CAREER and TECHNICAL SKILLS</b>		<b>ACADEMIC and WORKPLACE SKILLS</b>			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
4.1 Define terminology	4.1.1 Discuss, compare, and contrast terms of the travel agency	Foundation	Reading	Comprehends written information applies it to a specific task [1.3.8]	
			Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]	
4.2 Explain why consumers use travel agents	4.2.1 Discuss and list at least five reasons why people decide to use travel agents to plan their trips	Foundation	Reading	Comprehends written information applies it to a specific task [1.3.8]	
			Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]	
4.3 Describe the different kinds of travel agencies	4.3.1 Visit a travel agency or have an agent visit the class to help identify four kinds of travel agents	Foundation	Reading	Comprehends written information applies it to a specific task [1.3.8]	
			Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]	
	4.3.2 Research "Travel agency" on the Internet then list basic similarities of several sites and discuss how the Internet may help or hinder the sales of an agency	Interpersonal	Leadership	Accepts responsibility for others [2.4.1]	
				Conveys attitudes and values of group to others [2.4.3]	
				Encourages/Motivates members of a group or team [2.4.6]	

CAREER and TECHNICAL SKILLS		ACADEMIC and WORKPLACE SKILLS			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
4.4 Discuss skills agents need to deal with mostly leisure customers or primarily with business travelers	4.4.1 Categorize and chart various agent tasks and skills needed for Corporate Agents and Leisure Agent	Foundation	Arithmetic/ Mathematics	Performs basic computations [1.1.31]  Uses basic numerical concepts in practical situations [1.1.32]	
	4.4.2 Using teams, create several mock leisure travel agencies with several types of vacation packages to sell at different price ranges, produce brochures for the products, multimedia presentations to show customers, sales pitch, and then have other individuals shop for tour packages; use play money to purchase one or more of the tours	Interpersonal	Customer Service	Works with customers to satisfy their expectations [2.3.9]	
			Leadership	Accepts responsibility for others [2.4.1]  Conveys attitudes and values of group to others [2.4.3]  Encourages/Motivates members of a group or team [2.4.6]	
			Teamwork	Works effectively with others to reach a common goal [2.6.6]	
		Thinking	Seeing Things in the Minds Eye	Organizes and processes images – symbols, pictures, graphs, objects, etc. [4.6.2]	
4.5 List information sources for agents	4.5.1 Discuss resources travel agents use to obtain information	Foundation	Listening	Receives and interprets verbal messages [1.2.8]	
				Responds nonverbally to conversation [1.2.9]	

## Unit 5: The Tour Industry

### Hours: 5

**Terminology:** Adventure tour, All-inclusive tour, Customized tour, Day tour, Deadheading, Ecotourism, Escorted tour, Fly-drive tour, Group/tour rate, Groups manager, Hosted tour, Incentive trip, Independent tour, Meet-and-greet service, Motor coach tour, Mystery tour, Outbound operator, Pied piper, Public tour, Site tour, Split itinerary, Student tour, Tour, Tour manager, Transfer service

CAREER and TECHNICAL SKILLS			ACADEMIC and WORKPLACE SKILLS		
What the Student Should be Able to Do			What the Instruction Should Reinforce		
Knowledge	Application		Skill Group	Skill	Description
5.1 Define terminology	5.1.1 Prepare a list of terms with definitions		Foundation	Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]
5.2 List the kinds of tours	5.2.1 Research several web sites for tour companies		Foundation	Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]
	5.2.2 Compare and contrast the kinds of tours by writing a true statement about each				
5.3 Discuss the demand for tour managers	5.3 Write a short paragraph explaining why tour managers are in demand		Foundation	Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]
5.4 Discuss what motivates people to take a tour	5.4.1 Describe what motivates people to take tours		Foundation	Listening	Receives and interprets verbal messages [1.2.8] Responds nonverbally to conversation [1.2.9]
	5.4.2 Visit a travel agency or have an agent, a tour guide or an experienced traveler that has taken several tours, present to the class reasons people take tours		Interpersonal	Coaching Customer Service	Helps others learn new skills [2.1.3] Works with customers to satisfy their expectations [2.3.9]
5.5 Explain how tours are priced and sold	5.5.1 List three factors in determining how a tour is priced		Foundation	Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]
	5.5.2 Research tour prices on the Internet and then develop a chart with pictures to show the different prices of some of the most popular tours by motor coach, train, cruise, car, or air		Thinking	Seeing Things in the Minds Eye	Organizes and processes images – symbols, pictures, graphs, objects, etc. [4.6.2]

## Unit 6: The Cruise Industry

### Hours: 5

**Terminology:** Air-sea package, Berth, Bow, Cruise consolidator, Deck, Gangway, Gross Registered Tonnage (GRT), Inside stateroom, Outside stateroom, PAX, Port, Repositioning cruise, Seating, Space ratio, Stabilizer, Starboard, Stateroom, Stateroom steward, Stern, Tender, Zodiac

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do			ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description	
6.1 Define terminology	6.1.1 Prepare a list of terms with definitions	Foundation	Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]	
6.2 Discuss why people go on cruises	6.2.1 List five reasons why people go on a cruise	Foundation	Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]	
	6.2.2 Search the state newspaper for advertisements of available cruises; clip, display, discuss	Thinking	Seeing Things in the Minds Eye	Organizes and processes images – symbols, pictures, graphs, objects, etc. [4.6.2]	
6.3 Describe the different types of cruise lines and ships	6.3.1 Profile cruise lines by researching different cruise line web sites	Foundation	Reading	Comprehends written information applies it to a specific task [1.3.8]	
	6.3.2 Write two or three sentences that summarize what kind of cruise lines you found		Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]	
6.4 Describe what a cruise experience is like	6.4.1 Interview someone who has taken a cruise	Foundation	Listening	Receives and interprets verbal messages [1.2.8]  Responds nonverbally to conversation [1.2.9]	
	6.4.2 Take a cruise to Cancun, Mexico or preview a cruise video	Thinking	Seeing Things in the Minds Eye	Organizes and processes images – symbols, pictures, graphs, objects, etc. [4.6.2]	
6.5 Explain how cruises are priced and sold	6.5.1 List three places where tours are sold	Foundation	Listening	Receives and interprets verbal messages [1.2.8]  Responds nonverbally to conversation [1.2.9]	
	6.5.2 Discuss factors which determine how a tour is priced		Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]	
6.6 Discuss careers in the cruise industry	6.6.1 Research career opportunities in the cruise industry	Foundation	Reading	Comprehends written information applies it to a specific task [1.3.8]	
	6.6.2 List examples of jobs available in the cruise industry with a short job description		Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]	

## Unit 7: Other Segments of the Travel Industry

### Hours: 5

Terminology: Convention center, Destination Marketing Organization (DMO), Familiarization trip (FAM), Fleet, Meeting planner

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do			ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description	
7.1 Define terminology	7.1.1 Prepare a list of terms with definitions	Foundation	Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]	
7.2 Discuss the car rental business	7.2.1 Explain the motives behind car rental	Foundation	Listening	Receives and interprets verbal messages [1.2.8]	
	7.2.2 Visit a car rental business or interview a car rental agent to discuss the business			Responds nonverbally to conversation [1.2.9]	
	7.2.3 Research car rental companies on the Internet and create a poster, brochure or flyer to advertise the company and different rates for different types of cars	Thinking	Reading	Comprehends written information applies it to a specific task [1.3.8]	
7.3 Discuss rail travel	7.3.1 Explain the motives behind rail travel	Foundation	Listening	Receives and interprets verbal messages [1.2.8]	
	7.3.2 Visit a train station or have an employee of the train industry visit the class or research train travel on the Internet to explain the kinds of rail travel in North America and around the world; discuss how train travel differs in foreign countries and the U.S.			Responds nonverbally to conversation [1.2.9]	
	7.3.3 List potential careers in rail travel and discuss their job requirements, education level and salaries			Reading	Comprehends written information applies it to a specific task [1.3.8]
7.4 Discuss Destination Marketing Organizations and other suppliers	7.4.1 Introduce DMOs with other suppliers and explain the need for the organizations	Foundation	Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]	
				Listening	Receives and interprets verbal messages [1.2.8]
				Responds nonverbally to conversation [1.2.9]	

## Unit 8: Geography of Travel

### Hours: 5

Terminology: 24-hour clock system, Cape, Continent, Equator, Gulf, Island, Jet stream, Lines of latitude, Lines of longitude, Northern hemisphere, Peninsula, Southern hemisphere

<b>CAREER and TECHNICAL SKILLS</b>		<b>ACADEMIC and WORKPLACE SKILLS</b>			
What the Student Should be Able to Do		What the Instruction Should Reinforce			
Knowledge	Application	Skill Group	Skill	Description	
8.1 Define terminology	8.1.1 Prepare a list of terms with definitions 8.1.2 Write a true statement about each term	Foundation	Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]	
8.2 Explain the major segments of map reading and the globe	8.2.1 View several types of world maps and then view several types of globes 8.2.2 Label a world map with major segments such as equator, latitude and longitude lines, International Date line, Prime Meridian, Hemispheres, etc. 8.2.3 Explain the straight-line concept then demonstrate how it does not work on world travel to the east and west, because the world is a sphere, by using a string and a globe to show shorter distances of flight around the globe 8.2.4 Have an Agri teacher, local woodsman or surveyor explain and demonstrate Global Positioning System and how it is used in the travel industry or applied to the mapping process	Foundation   Thinking	Listening  Reading  Seeing Things in the Minds Eye	Receives and interprets verbal messages [1.2.8]  Responds nonverbally to conversation [1.2.9]  Comprehends written information applies it to a specific task [1.3.8]  Organizes and processes images – symbols, pictures, graphs, objects, etc. [4.6.2]	

<b>CAREER and TECHNICAL SKILLS</b> What the Student Should be Able to Do		<b>ACADEMIC and WORKPLACE SKILLS</b> What the Instruction Should Reinforce		
<b>Knowledge</b>	<b>Application</b>	<b>Skill Group</b>	<b>Skill</b>	<b>Description</b>
8.3 Explain world time	8.3.1 Explain the basic 24 world time zones and the effect of easterly and westerly travel  8.3.2 Locate the International Date Line and the Greenwich Meridian on a map; explain the date changes for eastbound and westbound travelers when they cross the date line  8.3.3 On the Internet, research time zones around the world and calculate the time differences between 3 to 5 pairs of cities such as New York and London, or LA and Hong Kong and chart the differences	Foundation	Arithmetic/ Mathematics   Listening	Performs basic computations [1.1.31]  Uses basic numerical concepts in practical situations [1.1.32]  Receives and interprets verbal messages [1.2.8]  Responds nonverbally to conversation [1.2.9]
8.4 Discuss landforms and bodies of water	8.4.1 List and discuss the 7 main continents of the world and major land forms in each  8.4.2 Using a copy of a world map, label the 7 main continents and the major oceans and seas around them	Foundation	Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]

## Glossary

### Unit 1: Going Places: An Overview of the Travel Industry

1. All-inclusive resort – a resort that includes lodging, food, entertainment, and many activities for one price
2. Attractions – anything that leisure travelers find interesting
3. Business travel – travel beyond one's home city for reasons related to work
4. Charter – to lease or rent
5. Consumers – people who buy products or services for their personal use
6. Convention and Visitors Bureau (CVB) –a city destination marketing organization
7. Demographics – easily measurable factors, such as age, income, gender, marital status, and the like
8. Discretionary money – money that's left over after paying for the necessities of life such as food, shelter, and clothing and that is used to buy something that a person doesn't necessarily need but certainly may want
9. Hospitality industry – the industry that encompasses the lodging and food services industries
10. Leisure travel – travel for the purpose of enjoyment
11. Psychographics – factors which are more difficult to assess, such as attitudes, preferences, and beliefs
12. Shore excursion – a tour at a port
13. Transportation – the industry that moves not just people but also things, such as cargo
14. Travel agent – a professional who analyzes a traveler's needs and then prices, recommends, arranges, and sells one or more components of a person's trip also called travel advisor, consultant, counselor, or planner
15. Travel package – a package in which several travel components are bundled together and sold as one product

## Unit 2: The Air Transportation Industry

1. Aviation – the broad term used to describe the industry that builds and flies aircraft
2. Bulkhead – a wall separating different passenger compartments on an aircraft
3. Bumped – when a passenger is not allowed to board the plane because of overbooking
4. Business class – on a three-class aircraft, the class of service between first class and coach
5. Charter flight – a flight flown by a charter airline, which usually sells seats, to or through tour operators, to mass-market vacation destinations; or a plane booked by an organization for its exclusive use
6. Coach class – the more standard level of service on a plane it features narrow seats, less pitch and recline, simple meals or snacks, or even no food service at all
7. Code-sharing – when an airline uses the code of another carrier for a scheduled flight
8. Commercial flight – a flight whose seats have been sold by an airline to the general public
9. Commuter airline – a carrier that serves a limited section of the country, usually with short flights
10. Computerized Reservation System (CRS) – a computer system that allows agents to book travel products
11. Confirmed reservation – a reservation that has been entered into an airline's computer system
12. Connecting flight – a flight in which the traveler must change planes one or more times to get to his or her destination
13. Direct flight – a flight on which a traveler goes from point A to point B on the same aircraft but the aircraft stops at an airport in between
14. Domestic hub – a hub that handles mostly domestic flights
15. Exit row – a row on an aircraft where an emergency exit is located
16. First class – the class of service in the compartment at the front of the plane which usually features wider seats, great pitch, more recline, more elaborate meals, complimentary alcoholic beverages, and free movies
17. Flight attendants – airline personnel who see to the safety, comfort, and needs of passengers on a plane
18. Flight record – the information in an airline's computer about a passenger's trip
19. Gateway – a city and/or airport that serves as an airline's departure/arrival point for international travel
20. Immigration – the process by which a government official controls movement of people across its borders

21. Interline agreement – a formal agreement between two airlines
22. International hub – a hub that features many flights to other countries
23. Nonstop flight – a flight on which a traveler goes from point A to point B on the same aircraft with no stops at an airport in between
24. One-way flight itinerary – a flight on which the traveler just goes from point A to point B, and that is all
25. Open-jaw flight itinerary – an itinerary in which the traveler flies from point A to point B, travels by ground transportation from B to C, then returns by air from point C to point A
26. Pitch – the distance between an airplane's seat rows
27. Red-eye flight – an overnight flight
28. Scheduled service – air transportation that operates regularly at set, advertised times, no matter how many people are booked on the flight
29. Skycap – a luggage handler at an airport terminal's curbside
30. Standby passenger – a person who goes to the airport to try to get on a certain flight and is placed on a waiting list
31. Unrestricted fare – a fare that permits changes to an itinerary without a penalty
32. Wide-body jet – a jet with two aisles

## Unit 3: The Hospitality Industry

1. Adjoining room – two guestrooms that are near or next to one another but that don't have a door between them
2. All-suite hotel – a hotel in which all accommodations are suites instead of conventional rooms
3. Amenities – an in-room or bathroom extra, such as shampoo, a hair dryer, an iron/ironing board, mouthwash, etc; or a hotel's facilities such as a health club, swimming pool, business center, etc (options at the hotel)
4. American Plan (AP) – a room rate that includes three meals daily
5. Bed-and-Breakfast Rate – in England, one full breakfast daily
6. Bermuda Plan (BP) – a room rate that includes a full breakfast daily
7. Business hotel – a hotel that targets the needs of business travelers
8. Casino resort – a resort that features extensive gaming opportunities in a destination where gambling is legal
9. Concept – the foot service elements that together address the needs and expectations of customers
10. Concierge – a person who helps guests with special requests, such as obtaining theater tickets, booking restaurants, reservations, providing transfer services, and giving sightseeing advice
11. Concierge level – a level of hotel guestrooms that features better amenities; it sometimes also refers to a private floor (or floors) with enhanced guestrooms and facilities
12. Connecting room – two guestrooms with an open-able door between
13. Continental Plan (CP) – a room rate that includes a daily continental breakfast (e.g., rolls, toast, muffins, pastries, and various beverages)
14. Convention and meeting hotel – a hotel with numerous meeting rooms and large ballrooms that can host groups of any size
15. Converted hotel – an old castle, monastery, commercial building, etc, that is reconfigured to accommodate tourists
16. Corporate rate – a special hotel rate offered to businesses that give the hotel volume business
17. Day rate – the cost of renting a room for the day, rather than for overnight
18. European Plan (EP) – a room rate that doesn't include any meals
19. Folio – a hotel bill
20. Food service – the industry that provides dining and food to people, usually outside their home environment

21. Hotel – a structure that provides sleeping accommodations to travelers and that usually features dining facilities and daily housekeeping service
22. Hotel occupancy – the percentage of rooms occupied in a hotel
23. Hotel representative firm – a company that provides web- and telephone-based services through which potential guests can book their reservations for independent hotels
24. Inventory – the number of a rental company's available cars or the number of rooms a hotel has available for occupancy
25. Junior suite – a large, oversized hotel room
26. Mega-resort – an especially large resort hotel, covering acres of land, which has many facilities and activities
27. Modified American Plan (MAP) – a room rate that includes two meals (usually breakfast and dinner) daily in the room rate
28. Property – a specific lodging facility
29. Rack rate – a hotel's official, published rate
30. Resort hotel – a hotel that caters primarily to leisure travelers
31. Room service – the service that provides in-room dining
32. Run-of-the House rate (ROH) – a rate guaranteeing that the guest will receive the best room available at check-in; a flat rate offered to a group, with the understanding that any rooms in the hotel may be assigned to the group members
33. Ski resort – a resort that provides a site and facilities to serve the needs of winter sports enthusiasts
34. Spa resort – a resort that provides extensive facilities for massages facials, fitness activities and healthy dining
35. Themed resort – a resort that has a strong identity, often one tied to some other place and time
36. Walking the guest – when a hotel is overbooked and the guest is transferred to another hotel

## Unit 4: The Travel Agency Industry

1. Approval code – a number issued by a credit card company to indicate its authorization of a credit card transaction
2. Consortium – a group of agencies that works together to obtain and develop marketing tools, accounting systems, training programs, and higher commissions from select, preferred suppliers
3. Corporate travel manager – a person employed by a company to arrange travel for its employees
4. Cross-selling – enhancing a sale by recommending additional products or services
5. Debit memo – a request for payment, usually from an airline, when the airline believes that a travel agent or agency made an error on a fare and provides too little money to the airline for that ticket
6. Fit – any trip assembled by an agent from scratch rather than a package
7. Host agency – an agency used by outside agents for booking travel
8. Preferred relationship – an agreement between an agency and a supplier in which the agency receives a higher commission for selling the supplier's products
9. Queues – a feature of a Computerized Reservation System (CRS) or Global Distribution System (GDS) used to remind the agent of an important action to be taken or message to be delivered
10. Tariffs – the official rules, regulations, and fares of airlines
11. Up-selling – enhancing a sale by recommending better options than the client had in mind; e.g. super-size your order

## Unit 5: The Tour Industry

1. Adventure tour – a tour that features physically active, exotic, and/or sometimes demanding experiences
2. All-inclusive tour – a tour that offers most of its features for one price
3. Customized tour – a tour tailored for a preformed affinity group at a special price
4. Day tour – a tour that lasts fewer than 24 hours
5. Deadheading – making a trip or segment of a trip without passengers; e.g. driving an empty motor coach somewhere
6. Ecotourism – tourism that is based on travelers' interest in and respect for nature
7. Escorted tour – a tour in which transportation, sightseeing, some (or all) meals, lodging, and the services of a tour manager are all prearranged
8. Fly-drive tour – a tour with two necessary ingredients only, air transportation and car rental
9. Group/tour rate – a special rate charged by a hotel to tour groups
10. Groups manager – a one-stop service-person on a cruise ship who facilitates all logistic matters for groups on the ship
11. Hosted tour – a tour in which a “host” (a tour representative) meets with the tour travelers only when they need to see him or her
12. Incentive trip – a vacation provided by a company as a reward to certain employees for achieving exceptional, pre-identified goals
13. Independent tour – a tour in which many of the travel components are prearranged but the buyer travels independently of a group or a tour manager
14. Meet-and-greet service – a service in which a guide or other greeter welcomes and escorts travelers from the airport to their hotel, assisting them with their luggage as well
15. Motor coach tour – an escorted tour in which a motor coach is the main mode of transportation to and from destinations and attractions
16. Mystery tour – a tour in which the destination and itinerary are kept secret from the clients until they embark on the tour
17. Outbound operator – a company that takes groups from a particular city or country to another city or country
18. Pied piper – a person within an organization who will spearhead the trip
19. Public tour – a tour offered to the public
20. Site tour – a tour conducted at a specific building, attraction, or limited area

21. Split itinerary – an itinerary in which part of the tour group does one thing while the other part does something else
22. Student tour – a tour involving a preformed school group that visits a destination to enhance the learning experience
23. Tour – any preplanned (and usually prepaid) package to one or more places, which includes two or more travel components
24. Tour manager – on an escorted tour, the person in charge of ensuring that the passengers have an enjoyable travel experience; this person may also be called tour conductor, courier, director, escort, guide, or leader
25. Transfer service – the industry segment that specializes in operating buses or vans between airports and hotels

## Unit 6: The Cruise Industry

1. Air-sea package – a cruise product that consists of airfare, airport-to-dock transportation, and perhaps lodging
2. Berth – a bed on a ship; the place where a ship docks
3. Bow – the front of the ship
4. Cruise consolidator – a company that buys blocks of staterooms from a cruise line and offers them to the public at a discounted price
5. Deck – a floor of a ship
6. Gangway – the walkway connecting a ship with the dock
7. Gross Registered Tonnage (GRT) – a measurement of the volume of enclosed public spaces on a ship
8. Inside stateroom – a ship's stateroom that is (usually) windowless
9. Outside stateroom – a ship's stateroom that has a window
10. PAX – an abbreviation for *passengers*
11. Port – a place a ship visits; when facing forward on the ship, the left-hand side of the ship
12. Repositioning cruise – a cruise in which a ship is moving from one general cruise area to another
13. Seating – a set mealtime for dinner and sometimes lunch on a cruise
14. Space ratio – a ship measurement that reflects the space, or "elbow room", passengers will have onboard
15. Stabilizer – an underwater device that helps reduce a ship's motion
16. Starboard – when facing forward, the right-hand side of the ship
17. Stateroom – a cabin on a ship
18. Stateroom steward – the person who maintains a ship's staterooms
19. Stern – the back of a ship
20. Tender – a small boat that transports passengers to and from shore if the ship is too large or the port is too shallow for docking directly at the pier
21. Zodiac – a large inflatable rubber boat that is often used in exotic, difficult-to-reach places such as Antarctica

## Unit 7: Other Segments of the Travel Industry

1. Convention center – a facility that provides space for conferences and the display booth needs of major associations and corporations
2. Destination Marketing Organization (DMO) – an organization whose purpose is to promote and facilitate travel to and within its districts, cities regions, state/provinces, nations or continents
3. Familiarization trip (FAM) – a low-cost, agent-only trip to familiarize agents with a destination
4. Fleet – the makes and models of cars offered by a car rental company
5. Meeting planner – a specialist who helps plan, negotiate, coordinate, operate, and conduct follow-up evaluations of a convention or relatively large meeting

## Unit 8: Geography of Travel

1. 24-hour clock system – a system in which time is expressed as a four-digit number
2. Cape – a projection of land into the water; smaller than a peninsula
3. Continent – the world's largest landforms
4. Equator – the imaginary line that encircles the earth's middle
5. Gulf – a large area of water that penetrates into land
6. Island – a landform completely surrounded by water
7. Jet stream – the high-altitude, high-velocity core of the winds that blow from west to east in temperate zones
8. Lines of latitude – the imaginary lines on a globe that go east-west
9. Lines of longitude – the imaginary lines on a globe that go north-south
10. Northern hemisphere – the half of the world north of the equator
11. Peninsula – a large projection of land into the water
12. Southern hemisphere – the half of the world south of the equator