

# **Appendix U**

## **HOSPITALITY, LODGING, AND TOURISM YOUTH APPRENTICESHIP**

### **RESERVATIONS AND TOUR/ACTIVITY UNIT 13**

## **Unit 13: Travel & Tourism Pathway**

### **Reservations & Tour/Activity Unit**

Competency

#### **1. Maintain office environment**

Performance Standard Condition

**Competence will be demonstrated**

- at the worksite

Performance Standard Criteria

**Performance will be successful when the learner:**

- Maintain clean & hospitable environment
- Prepare displays
- Arrange information
- Monitor site appearance
- Open and close facilities if applicable

Learning Objectives

- Identify factors that influence a welcoming environment
- Describe how displays are set up to entice customer interest
- Explain key information that should be displayed in order to sell a travel/tour service

**Comments:**

## **Unit 13: Travel & Tourism Pathway**

### **Reservations & Tour/Activity Unit**

Competency

#### **2. Manage office records & reports**

Performance Standard Condition

**Competence will be demonstrated**

- at the worksite

Performance Standard Criteria

**Performance will be successful when the learner:**

- Enter records into databases
- Retrieve records
- Produce reports
- Present reports and results

Learning Objectives

- List common reports and records maintained by travel/tour services
- Explain the technical systems utilized in travel and tourism
- Explain the certifications and certification process for travel agents

**Comments:**

## **Unit 13: Travel & Tourism Pathway**

### **Reservations & Tour/Activity Unit**

#### Competency

### **3. Maintain tour/activity schedules, calendar of events, attractions, & community services information**

#### Performance Standard Condition

#### **Competence will be demonstrated**

- at the worksite

#### Performance Standard Criteria

#### **Performance will be successful when the learner:**

- Maintain calendar of events and attractions
- Maintain tourism and inventories data
- Maintain property and community services information book

#### Learning Objectives

- Describe the segments of the travel industry
- Describe the resources utilized by travel agents
- Outline the service provider's role with other vendors and/or suppliers

#### **Comments:**

## **Unit 13: Travel & Tourism Pathway**

### **Reservations & Tour/Activity Unit**

#### Competency

- 4. Perform clerical duties such as filing, typing, answering phones, and routing mail and messages**

#### Performance Standard Condition

**Competence will be demonstrated**

- at the worksite

#### Performance Standard Criteria

**Performance will be successful when the learner:**

- File documents as required
- Prepare & print reports as required
- Answer phones pleasantly
- Route mail and messages as needed

#### Learning Objectives

- Discuss the importance of a proper opening greeting
- Describe voice qualities that are considered pleasant
- Identify key points of a speaker's message
- Explain the importance of customer service
- List the items that should be obtained when taking a phone message
- Describe common methods of filing documentation

#### **Comments:**

## **Unit 13: Travel & Tourism Pathway**

### **Reservations & Tour/Activity Unit**

Competency

#### **5. Respond to customer inquiries**

Performance Standard Condition

**Competence will be demonstrated**

- at the worksite

Performance Standard Criteria

**Performance will be successful when the learner:**

- Greet Customers
- Receive messages
- Direct calls/people
- Answer inquiries regarding such information as schedules, accommodations, procedures, and policies
- Respond to customer complaints, suggestions, concerns
- Document inquiries

Learning Objectives

- Describe methods for trouble-shooting travel issues for a dissatisfied customer
- Identify resources to help communicate with disabled or non-English speaking guests
- Outline the responsibilities of the service provider to the customer

**Comments:**

## Unit 13: Travel & Tourism Pathway

### Reservations & Tour/Activity Unit

Competency

#### 6. Market & distribute tour & destination information

Performance Standard Condition

##### **Competence will be demonstrated**

- at the worksite

Performance Standard Criteria

##### **Performance will be successful when the learner:**

- Collect current & applicable destination information
- Provide customer with brochures and publications
- Distribute visitor information to community and throughout the state
- Maintain contact with previous clients
- Contact potential clients
- Market destination information & tours
- Utilize resources to market tour/travel
- Promote particular destinations, packages, and other travel services
- Sell souvenirs
- Sell or rent equipment, clothing, and supplies related to tours

Learning Objectives

- List groups or demographics to be targeted for your tour or travel package
- Research outlets for distribution of promotional materials
- Identify key elements to target or modify for your audience
- Describe the impact of seasonality on a marketing plan
- Explain ways to set up a marketing partnership
- Identify local and regional tourism activities that involve more than one business
- List ways to announce and communicate a new product or service
- List factors that influence attendance and capacity of the tour
- Describe retail opportunities possible at different tours or locations
- Explain how a theme might determine the types of products/services/events available
- Describe methods to increase cost-effectiveness and opportunities to “sell-up” for greater experiences

**Comments:**

## Unit 13: Travel & Tourism Pathway

### Reservations & Tour/Activity Unit

Competency

#### 7. Assess customer interests & requirements

Performance Standard Condition

##### **Competence will be demonstrated**

- at the worksite

Performance Standard Criteria

##### **Performance will be successful when the learner:**

- Ascertain and interpret customer and/or group interests
- Confer with customers to determine their service requirements and travel preferences
- Converse with customers to determine destination, mode of transportation, travel dates, financial considerations, and accommodations required
- Research conditions and clients' skill and ability levels in order to participate in tours/travel
- Provide customers with travel suggestions and information such as guides, directories, brochures, and maps

Learning Objectives

- Identify economic, social, health, and physical factors that influence travel decisions
- Identify methods of travel including air, rail and car in domestic and international settings
- Compare advantages and disadvantages of transportation options
- Identify lodging types
- Compare advantages and disadvantages of lodging options
- Describe different dining venues
- Compare characteristics of food quality, service, atmosphere, cuisine at dining venues
- Describe cultural behaviors that are unacceptable in other cultures such as hand gestures, body language, personal space, eye contact, use of the left hand, patting a child on the head, etc
- Examine bathing, shaving, grooming, and head covering habits of different cultures

**Comments:**



## **Unit 13: Travel & Tourism Pathway**

### **Reservations & Tour/Activity Unit**

Competency

#### **8. Assist to plan travel, tour/activity, information, highlights**

Performance Standard Condition

##### **Competence will be demonstrated**

- at the worksite

Performance Standard Criteria

##### **Performance will be successful when the learner:**

- Describe itinerary tour packages and promotional travel incentives offered by various travel carriers
- Plan routes, itineraries, and accommodation details with customer
- Select routes and sites to be visited based on knowledge of specific areas
- Plan tour itineraries, applying knowledge of travel routes and destination sites
- Quote prices to customer

Learning Objectives

- Identify factors when setting ticket prices
- Identify and explain differences in time zones
- Interpret world time zones for different countries
- Explain the 24-hour clock
- Explain the International Date Line and interpret the differences in the zones
- Compare and contrast seasons for the Southern vs. the Northern Hemisphere
- Identify and explain site variables such as climate, time zones, etc
- Describe constraints travel agents experience in planning a client's itinerary
- Examine traffic control issues as they pertain to people and vehicles for tours
- Identify situations in which number of guests would need to be controlled
- Explain methods to control guest and vehicle congestion
- Describe methods for adjusting tour design to accommodate normal, slow and busy days

**Comments:**

## **Unit 13: Travel & Tourism Pathway**

### **Reservations & Tour/Activity Unit**

#### Competency

#### **9. Assist to arrange details such as accommodations, transportation, & equipment**

#### Performance Standard Condition

##### **Competence will be demonstrated**

- at the worksite

#### Performance Standard Criteria

##### **Performance will be successful when the learner:**

- Provide information on space reserved or available
- Arrange services selected by customer
- Secure complimentary services if applicable
- Inform clients of essential information such as times, transportation, and other requirements
- Provide clients with assistance in preparing any required documents and forms if applicable

#### Learning Objectives

- Evaluate the role insurance serves in the travel and tourism industry
- Explain road and travel destinations on a map
- List airport, airline and city codes and other jargon used in the industry
- Identify names and acronyms for industry associations
- Distinguish between meal plan options
- Compare tour guides, escorts, and group leaders
- Compare FIT and group travel
- Summarize room night, inside cabin, berth, vacation, itinerary, day trip, etc for different segments of travel such as cruises, tours and meetings
- Describe the different types of passports and visas, and the procedure for obtaining these documents.
- Discuss the US government web site as it pertains to warnings, health concerns and customs regulations

#### **Comments:**

## **Unit 13: Travel & Tourism Pathway**

### **Reservations & Tour/Activity Unit**

Competency

#### **10. Make & confirm reservations**

Performance Standard Condition

**Competence will be demonstrated**

- at the worksite

Performance Standard Criteria

**Performance will be successful when the learner:**

- Check availability of space on dates requested by customers
- Inform customer of cost of service
- Assign requested spaces when available
- Make and confirm reservations

Learning Objectives

- Summarize reservation procedures and policies
- Explain reservations and ticketing for domestic and international air travel, domestic and international car rental, and domestic and international rail services and routes
- Identify popular cruise lines and explain cruise line pricing and documentation

**Comments:**

## **Unit 13: Travel & Tourism Pathway**

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Competency

#### **11. Issue tickets**

Performance Standard Condition

**Competence will be demonstrated**

- at the worksite

Performance Standard Criteria

**Performance will be successful when the learner:**

- Print or request tickets
- Assemble and issue required documentation such as tickets, travel insurance policies, and itineraries
- Collect payments or deposits
- Distribute tickets and information to customer

Learning Objectives

- Describe methods of selling tickets
- List ways to allocate tickets for sale
- List ways to distribute tickets for delivery
- Compare and contrast various fares and tickets
- Identify types of reservations & rates

**Comments:**

## **Unit 13: Travel & Tourism Pathway**

### **Reservations & Tour/Activity Unit**

Competency

#### **12. Set up required supplies, equipment, facilities, etc. prior to tour/activity**

Performance Standard Condition

##### **Competence will be demonstrated**

- at the worksite

Performance Standard Criteria

##### **Performance will be successful when the learner:**

- Assemble and check the required supplies and equipment prior to departure
- Verify amounts and quality of equipment prior to tours
- Clean sporting equipment, booths, facilities, or grounds
- Maintain inventories of equipment
- Store & retrieve items
- Assemble & disassemble equipment as necessary

Learning Objectives

- Determine critical tour/activity locations such as restrooms, telephones, ATMs, First Aid
- Explain policies about items such as backpacks, strollers, wheelchairs, packages, etc that would minimize damage and safety at the venue
- List factors that affect safe and appropriate functioning of tour equipment to protect guests and minimize replacement costs

**Comments:**

## **Unit 13: Travel & Tourism Pathway**

### **Reservations & Tour/Activity Unit**

Competency

#### **13. Collect fees and tickets**

Performance Standard Condition

**Competence will be demonstrated**

- at the worksite

Performance Standard Criteria

**Performance will be successful when the learner:**

- Compute cost of fares and fees
- Accept cash/check payments
- Accept credit/debit card transactions
- Combine payment methods to serve customers
- Verify, collect, or punch tickets before admitting patrons to tours/activities

Learning Objectives

- Explain guest and group admission procedures
- Explain tours that use ticket admission and how those tickets are collected
- Identify tours that use membership and how members are identified
- Describe how groups are handled differently
- List methods of allocating tickets by season, month, day, etc
- Describe methods for allocating child and senior tickets
- Describe how to process different financial transactions
- Describe night audit procedures

**Comments:**

## Unit 13: Travel & Tourism Pathway

### Reservations & Tour/Activity Unit

Competency

#### 14. Assist to conduct tour/activity

Performance Standard Condition

##### **Competence will be demonstrated**

- at the worksite

Performance Standard Criteria

##### **Performance will be successful when the learner:**

- Greet and register visitors, and issue any required identification badges or safety information/devices
- Distribute brochures, show audiovisual presentations, and explain establishment processes and operations
  - Escort individuals or groups on tours or through places of interest
  - Describe tour points of interest to group members, and respond to questions
  - Conduct educational activities for school children
  - Monitor visitors' activities to ensure compliance with establishment or tour regulations and safety practices
  - Attend to special needs of tour participants
  - Give advice on sightseeing and shopping
  - Resolve any problems with itineraries, service, or accommodations
  - Adjust tour to meet participant needs

Learning Objectives

- Compare tour guides, escorts and group leaders
- Explain the difference between FIT and group travel
- Describe various types of tours that utilize a tour guide
- Outline various methods for touring a venue such as museums, historic attractions, amusements, etc.
- Describe methods to enhance a presentation
- Outline safety and security issues for individuals and groups to minimize risk
- Explain shut-down and emergency evacuation procedures
- Describe guest safety/security issues for different types of tours
- Describe employee safety/security issues for different types of tours
- List possible emergency situations (natural, social, terrorist)
- Describe methods to manage groups facing safety hazards
- List sources for assistance with emergency communication, criminal activity, environmental issues, legal issues and medical services

**Comments:**

## **Unit 13: Travel & Tourism Pathway**

### **Reservations & Tour/Activity Unit**

Competency

#### **15. Conclude tour/activity**

Performance Standard Condition

**Competence will be demonstrated**

- at the worksite

Performance Standard Criteria

**Performance will be successful when the learner:**

- Thank customers and invite back again
- Highlight additional benefits of returning again
- Collect customer feedback information
- Evaluate services received on the tour, and report findings to tour organizers
- Evaluate tour areas, facilities, and services to determine if they are producing desired results
- Confer with management to discuss and resolve participant complaints
- Coordinate maintenance, set-up, and removal of any tour equipment

Learning Objectives

- List ways to entice a customer to return
- Describe methods to convince customers to refer others to the tour
- Explain how feedback is evaluated in order to make improvements

**Comments:**