

Career and Technical Education Course Blueprint

Marketing and Entrepreneurship Education

6645 Hospitality and Tourism

*Public Schools of North Carolina
State Board of Education • Department of Public Instruction
Curriculum and School Reform Services
Division of Instructional Services*

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This blueprint has been reviewed by business and industry representatives for technical content and appropriateness for the industry. Contact MarketingEducation@dpi.nc.gov for more information.

CTE Course Blueprint

A course blueprint is a document laying out the framework of the curriculum for a given course.

Shown on the blueprint are the units of instruction, the core competencies in each unit, and the specific objectives for each competency. The blueprint illustrates the recommended sequence of units and competencies and the cognitive and performance weight of the objective within the course.

The blueprint should be used by teachers to plan the course of work for the year, prepare daily lesson plans, and construct instructionally valid interim assessments. Statewide assessments are aligned directly with the course blueprint.

For additional information about this blueprint, contact the Division of Career and Technical Education, North Carolina Department of Public Instruction, 6358 Mail Service Center, Raleigh, North Carolina 27699-5358.

Interpretation of Columns on CTE Course Blueprints

No.	Heading	Column information
1	Comp# Obj.#	Comp=Competency number (two digits); Obj.=Objective number (unique course identifier plus competency number and two-digit objective number).
2	Unit Titles/Competency and Objective Statements	Statements of unit titles, competencies per unit, and specific objectives per competency. Each competency statement or specific objective begins with an action verb and makes a complete sentence when combined with the stem "The learner will be able to. . ." (The stem appears once in Column 2.) Outcome behavior in each competency/objective statement is denoted by the verb plus its object.
3	Time Hrs	Space for teachers to calculate time to be spent on each objective based on the course blueprint, their individual school schedule, and analysis of students' previous knowledge on the topic.
4&5	<u>Course Weight</u> Cognitive Performance	Shows the relative importance of each objective, competency, and unit. Weight is broken down into two components: cognitive and performance. Add the cognitive and performance weights shown for an objective in columns 4 and 5 to determine its total course weight. Course weight is used to help determine the percentage of total class time that is spent on each objective. The breakdown in columns 4 and 5 indicates the relative amount of class time that should be devoted to cognitive and performance activities as part of the instruction and assessment of each objective. Objectives with performance weight should include performance activities as part of instruction and/or assessment.
6	Type Behavior	Classification of outcome behavior in competency and objective statements. (C=Cognitive; P=Performance)
7	Integrated Skill Area	Shows links to other academic areas. Integrated skills codes: A=Arts; E=English Language Arts; CD=Career Development; CS=Information/Computer Skills; H=Healthful Living; M=Math; SC=Science; SS=Social Studies.
8	Core Supp	Designation of the competencies and objectives as Core or Supplemental. Competencies and objectives designated "Core" must be included in the Annual Planning Calendar and are assessed on the statewide assessments.

Career and Technical Education conducts all activities and procedures without regard to race, color, creed, national origin, gender, or disability. The responsibility to adhere to safety standards and best professional practices is the duty of the practitioners, teachers, students, and/or others who apply the contents of this document.

MARKETING AND ENTREPRENEURSHIP EDUCATION
COURSE BLUEPRINT for 6645 Hospitality and Tourism
(Recommended hours of instruction: 135-180 Class Length: 1 Period)

Comp # Obj #	Unit Titles/Competency and Objective Statements (The Learner will be able to :)	Time Hours	Course Weight		Type Behavior	Integrated Skill Area	Core Supp
			Cognitive 4	Performance 5			
1	2		4	5	6	7	8
	Total Course Weight		100%				
	A. COURSE ORIENTATION		0%				
1.00	Explain the components of the Marketing and Entrepreneurship Education program.		0%				SUPP
1.01	Describe the basic content of the Hospitality and Tourism course as part of the Marketing and Entrepreneurship Education program.		0%				SUPP
1.02	Explain the value of DECA as an integral part of the Hospitality and Tourism course.		0%				SUPP
	B. OVERVIEW OF HOSPITALITY AND TOURISM		8%				
2.00	Explain the growth and development of the travel, tourism, and recreation industry.		8%		C2	CS/E/SC/SS	CORE
2.01	Recognize basic information associated with the development of the travel, tourism, and recreation industry.		6%		C1	CS/E/SC/SS	CORE
2.02	Interpret travel, tourism, and recreation industry trends.		2%		C2	CS/SS	CORE
	C. IMPACT OF TOURISM		18%				
3.00	Summarize the impact of tourism.		18%		C2	A/H/M/SC/SS	CORE
3.01	Discuss the economic impact of tourism.		3%		C2	M/SS	CORE
3.02	Discuss the cultural impact of tourism.		3%		C2	A/SS	CORE
3.03	Discuss the environmental impact of tourism.		4%		C2	H/SC/SS	CORE
3.04	Discuss the social impact of tourism.		2%		C2	SS	CORE
3.05	Identify the roles of public and private sectors in tourism.		2%		C1	SS	CORE
3.06	Examine the cyclical/seasonal nature of tourism.		4%		C3	M/SC/SS	CORE

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			Cognitive	Performance			
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D.	MARKETING THE INDUSTRY SEGMENTS		45%				
4.00	Explain marketing strategies used by major segments of the travel, tourism, and recreation industry.		45%		C2	A/CD/E/ H/M/ SC/SS	CORE
4.01	Explain the use of the marketing mix and promotional mix in the travel, tourism, and recreation industry.		5%		C2	A/E/M/SS	CORE
4.02	Explain the lodging industry.		5%		C2	A/E/M/SS	CORE
4.03	Explain the cruise industry.		5%		C2	A/E/M/SS	CORE
4.04	Explain the surface transportation industry.		3%		C2	A/E/M/SS	CORE
4.05	Explain the air transportation industry.		5%		C2	A/E/M/ SC/SS	CORE
4.06	Explain the food and beverage industry.		5%		C2	A/E/H/M/ SC/SS	CORE
4.07	Explain travel agencies.		2%		C2	A/E/M/SS	CORE
4.08	Explain the entertainment and recreation industry.		5%		C2	A/E/M/SS	CORE
4.09	Describe meeting planning in the travel industry.		3%		C1	A/CD/E/ M/SS	CORE
4.10	Explain the retail segment of the travel industry.		5%		C2	A/CD/E/ M/SS	CORE
4.11	Identify agencies related to tourism.		2%		C1	CD/SS	CORE
E.	UNDERSTANDING DESTINATIONS		9%	1%			
5.00	Explain the importance of understanding destinations in the travel, tourism, and recreation industry.		9%	1%	C2	A/CS/H/ M/SC/SS	CORE
5.01	Demonstrate the use of a map.			1%	C3P	CS/M/SC /SS	CORE
5.02	Explain major travel destinations in North Carolina.		4%		C2	SS	CORE
5.03	Discuss the special issues related to international travel.		3%		C2	CS/H/SS	CORE
5.04	Describe the psychological and motivational aspects of destination selection.		2%		C2	A/H/SC/ SS	CORE
F.	CUSTOMER RELATIONS IN THE TRAVEL INDUSTRY		12%				
6.00	Explain customer relations skills essential to the travel, tourism, and recreation industry.		12%		C2	A/CD/E/ H/SC/SS	CORE
6.01	Describe personal qualities important to the industry.		1%		C2	CD/E/SS	CORE

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6.02	<i>Recognize the importance of addressing the individual traveler's needs.</i>		3%		C2	E/H/SS	CORE
6.03	<i>Explain the critical aspects of business and destination image.</i>		2%		C2	A/E/SS	CORE
6.04	<i>Determine the value of ethical responsibility in the industry.</i>		1%		C2	E/SS	CORE
6.05	<i>Explain key factors in building a clientele.</i>		2%		C2	E/SS	CORE
6.06	<i>Recognize the importance of safety and security in the travel industry.</i>		3%		C2	CS/E/H/ SC/SS	CORE
G.	CAREER OPPORTUNITIES		4%	3%			
7.00	<i>Summarize career opportunities and necessary employability skills for the travel, tourism, and recreation industry.</i>		4%	3%	C2	CD/CS/E	CORE
7.01	<i>Summarize career opportunities in the travel, tourism, and recreation industry.</i>		3%		C2	CD/CS/E	CORE
7.02	<i>Demonstrate technological and employability skills necessary to obtain a job in the travel, tourism, and recreation industry.</i>			3%	C3P	CD/CS/E	CORE
7.03	<i>Identify educational and professional resources that contribute to success in the travel, tourism, and recreation industry.</i>		1%		C1	CD/E	CORE