

# Introduction to Tourism

## General Hospitality and Tourism Technical Skills

### 1 Lodging. 1211.1

- 1 Apply customer service techniques for delivering services efficiently for the well-being and comfort of guests as it relates to the Lodging sector. 1211.1.1
- 2 Demonstrate an understanding of the lodging sectors that apply to the tourism industry in your travel region. 1211.1.2
- 3 Demonstrate an understanding of the lodging sectors that apply to the tourism industry in West Virginia and beyond. 1211.1.3
- 4 Demonstrate an understanding of careers available in the lodging sector of tourism in your travel region. 1211.1.4
- 5 Demonstrate an understanding of careers available in the lodging sector of tourism in West Virginia and beyond. 1211.1.5
- 6 Demonstrate an understanding of skills required for employment in the lodging sector of tourism. 1211.1.6
- 7 Demonstrate an understanding of the principles of marketing the lodging sector of tourism as an entrepreneur. 1211.1.7
- 8 Explore the lodging sector of tourism in your travel region through an onsite experience. 1211.1.8
- 9 Students demonstrate mastery of the lodging sector through creation of a culminating demonstration. (Ex. Menus, Floor Plans, Social Media Campaigns, Marketing Materials, Brochures, Presentations, PSA's etc.) 1211.1.9
- 10 Demonstrate mastery of reading, writing, and math skills required for a career within the lodging sector. 1211.1.10

---

## **2 Transportation.** 1211.2

- 1 Apply customer service techniques for delivering services efficiently for the well-being and comfort of guests as it relates to the transportation sector. 1211.2.1
- 2 Demonstrate an understanding of the transportation sectors that apply to the tourism industry in your travel region. 1211.2.2
- 3 Demonstrate an understanding of the transportation sectors that apply to the tourism industry in West Virginia and beyond. 1211.2.3
- 4 Demonstrate an understanding of careers available in the transportation sector of tourism in your travel region. 1211.2.4
- 5 Demonstrate an understanding of careers available in the transportation sector of tourism in West Virginia and beyond. 1211.2.5
- 6 Demonstrate an understanding of skills required for employment in the transportation sector of tourism. 1211.2.6
- 7 Demonstrate an understanding of the principles of marketing the transportation sector of tourism as an entrepreneur. 1211.2.7

---

## **3 Attractions.** 1211.3

- 1 Apply customer service techniques for delivering services efficiently for the well-being and comfort of guests as it relates to the attractions sector. 1211.3.1
- 2 Demonstrate an understanding of the attractions sectors that apply to the Lodging industry in your travel region. 1211.3.2
- 3 Demonstrate an understanding of the attractions sectors that apply to the tourism industry in West Virginia and beyond. 1211.3.3
- 4 Demonstrate an understanding of careers available in the lodging sector of tourism in your travel region. 1211.3.4
- 5 Demonstrate an understanding of careers available in the Attractions sector of tourism in West Virginia and beyond. 1211.3.5
- 6 Demonstrate an understanding of skills required for employment in the attractions sector of tourism. 1211.3.6
- 7 Demonstrate an understanding of the principles of marketing the attractions sector of tourism as an entrepreneur. 1211.3.7

---

## **Academic Foundations**

### **4 Ethics and legal responsibilities.** 1211.4

- 1 Apply appropriate laws, regulations, industry standards to tourism situations. 1211.4.1

---

### **5 Safety, health and environment.** 1211.5

- 1 Identify and practice appropriate safety and health procedures for hospitality and tourism occupations. 1211.5.1
- 2 Demonstrate emergency and first-aid knowledge and procedures for hospitality and tourism occupations. 1211.5.2

---

**6 Academic.** 1211.6

- 1 Apply reading skills in a hospitality and tourism career environment. 1211.6.1
- 2 Apply writing skills in a hospitality and tourism career environment. 1211.6.2
- 3 Apply mathematical skills in a hospitality and tourism career environment. 1211.6.3
- 4 Apply knowledge of economics in a hospitality and tourism career environment. 1211.6.4