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| **TEXAS CTE LESSON PLAN**  [www.txcte.org](http://www.txcte.org) | |
| **Lesson Identification and TEKS Addressed** | |
| **Career Cluster** | Hospitality and Tourism |
| **Course Name** | Travel and Tourism Management |
| **Lesson/Unit Title** | State of the Economy and Travel Decisions |
| **TEKS Student Expectations** | **130.258. (c) Knowledge and Skills**  (1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:  (F) summarize how to use the state of the economy to plan products and services.  (3) The student solves problems independently and in teams using critical-thinking skills. The student is expected to:  (A) generate creative ideas by brainstorming possible solutions. |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | **Students will:**   * analyze the state of the economy * identify local products and services for a staycation * understand how to use the state of the economy to plan products and services |
| **Rationale** | Why is the economy important to travel? How does a good economy affect us? In this lesson, we will learn how vital the economy is to the travel and tourism industry and how it will affect jobs. |
| **Duration of Lesson** | Three 45-minute lessons |
| **Word Wall/Key Vocabulary**  *(ELPS c1a, c, f; c2b; c3a, b, d; c4c; c5b) PDAS II (5)* | **Brainstorm:** A group problem-solving techniques that involve the spontaneous contribution of ideas from all members of the group  **Discretionary Income:** The money that is left over after paying for necessities of life such as food, shelter and clothing and is used to buy things that a person doesn’t necessarily need but wants  **Economic expansion:** An increase in the level of economic activity and of the goods and services available  **Gross Domestic Product (GDP):** The monetary value of all the finished goods and services produced within a country’s borders in a specific time period; usually calculated on an annual basis  **Recession:** A period of temporary economic decline during which trade and industrial activity are reduced, generally identified by a fall in Gross Domestic Product in two successive quarters  **Staycation:** A vacation spent in one’s home country rather than abroad or one spent at home and involving day trips to local attractions  **Teamwork:** Learning to effectively communicate, resolve conflicts and develop negotiation skills as a group effort |
| **Materials/Specialized Equipment Needed** | **Equipment:**   * computer with projector for PowerPoint presentation * computers with Internet access (Be sure to follow district guidelines) * light projector (Elmo) * presenter remote   **Supplies:**   * advertisements (entertainment, food, gifts, lodging, recreation and transportation) * globe * map of the United States * play money (large and small denominations) * souvenirs (various)   Copies of handouts  **PowerPoint:**   * State of the Economy and Travel Decisions * Presentation Notes – State of the Economy and Travel Decisions   **Technology:**   * Infographics:   + The Economic Impact of Tourism  Everyone loves to travel, right? Well, if you’re a government official responsible for making sure people visit your country, you really love it. For many countries in the world, tourism is their biggest industry.<http://www.hospitalitynet.org/news/4067513.html>   **Graphic Organizers**   * Staycation in Your Community * The Economics of Travel * The Economics of Travel (Key) * Travel Products and Services for the Economy * Travel Products and Services for the Economy (example)   **Handouts:**   * 3-2-1 Lesson Closure * Power of Travel Chart * Rubric for Travel Products and Services * Travel Impact – TX * Travel Means Jobs * U.S. Travel Answer Sheet   **Teacher Resource:**   * Travel and Tourism Products and Services |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | **Before class begins:**  Display as many items from the Materials or Specialized Equipment Needed tab as you have available on a table in front of the room so that students may view as they enter.  Divide the class into two groups.  Distribute large denominations of play money to one group and smaller denominations to the other group.  Explain to the class that during a good economy, people travel more and spend more money on tourism products and services. During a slow economy, people tend to stay closer to home and spend less money on tourism products and services.  Based on the amount of money each group has, instruct them to decide as to where they would like to travel.  Assign two scribes to write the decisions on the board.  One student will write the title – Slow Economy and the other student will write the title Good Economy.  Ask students to share their decisions as to where they would travel under each of the titles.  Lead a discussion with the students about their decisions. |
| **Direct Instruction \*** | Introduce lesson objectives, terms and definitions.  Select and distribute a handout or graphic organizer such as Note-Taking or Hospitality and Tourism Suitcases Note-taking from the Instructional Strategies drop down menu in Classroom Essentials or instruct students to take notes in their journal books or on their own paper.  Distribute the handout U.S. Travel Answer Sheet and review the facts about the impact travel has on the economy.  Distribute the graphic organizer The Economics of Travel and instruct students to list some facts about each of the economies during the slide presentation.  Introduce the PowerPoint State of the Economy and Travel Decisions. Students will be expected to take notes while viewing the slide presentation. Allow time for classroom discussion.  Place the handout The Power of Travel on the light projector and discuss how travel dollars support America with profits, salaries, wages, and taxes.  View YouTube video:   * What makes the world go around?   World Travel and Tourism Council  Recognizing the impressive role tourism plays in world economy. Tourism is an “industry you can bank on”!<https://www.youtube.com/watch?v=yMqHEAufxQY>   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * check for understanding * highlight materials for emphasis * provide printed PowerPoint for assistance with note-taking |
| **Guided Practice \*** | Divide the class into subgroups of six.  Distribute the graphic organizer Staycation in Your Community to the groups and instruct students to brainstorm local products and services available in their community.  Place a copy of the Staycation in Your Community graphic organizer on the light projector and ask a member of the first group to share their ideas with the class while another member of the group records the responses. Ask the class if they have other suggestions.  Continue with each group sharing their ideas for each area.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * assist with topic choices * note-taking assistance |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Divide the class into subgroups of two.  Place the handout Travel Impact – TX on a light projector and review the important points.  Place the Travel and Tourism Products and Services cards in a basket. Allow one partner from each group to pick a card.  Read the following scenario:  You and your partner work for a travel company and need to plan a product and service for an event, food venue, lodging or type of transportation based on a good or slow economy. What will you and your partner do?  Distribute the graphic organizer Travel Products and Services for the Economy and instruct the students summarize a plan for a travel product and service. They may use advertisements or the Internet to gather the information.  Distribute the Rubric for Travel Products and Services so that students understand what is expected.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * reduce assignment * extended time for assignment |
| **Lesson Closure** | Review lesson objectives, terms and definitions.  Distribute the handout 3-2-1 Lesson Closure and instruct the students to answer the statements based on the lesson. |
| **Summative/End of Lesson Assessment \*** | Students will be assessed with the appropriate rubric.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * praise participation * opportunity to respond orally |
| **References/Resources/**  **Teacher Preparation** | **Article:**   * Travel Means Jobs  U. S. Travel Association  Travel plays a critical role in the nation’s economy.<https://www.ustravel.org/sites/default/files/page/2012/08/e-Travel_Means_Jobs-2012.pdf>   **Textbook:**   * Ninemeier, J. D. & Perdue, J. (2008). *Discovering hospitality and tourism*. Upper Saddle River, NJ: Pearson Education. * Reynolds, J. S. (2010). \_Hospitality services: Food & lodging. Tinley Park, IL: Goodheart-Willcox Company.   **YouTube:**   * What makes the world go around?   World Travel and Tourism Council  Recognizing the impressive role tourism plays in world economy. Tourism is an “industry you can bank on”!<https://www.youtube.com/watch?v=yMqHEAufxQY> |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** | * Add terms and definitions to personal dictionary * Journal entries * Use “word wall” for vocabulary words * Work with a peer tutor * Peer to read materials * Highlighted materials for emphasis * Shortened simplified instructions |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** | Allow students to read these articles to find out more about decision-making.   * Economic Factors in Tourism  Typically, businesses support activities that attract tourists to the area. Special events such as festivals, fairs and concerts bring in tourists, who typically spend money while they are visiting the area.<http://www.ehow.com/facts_5544390_economic-factors-tourism.html> * Five Economic Factors  A nation’s economy can be highly volatile and is often a function of a variety of factors. In a strong economy, unemployment is low and consumers enjoy increased spending power. In a struggling economy, more people are out of work and consumer confidence dwindles.<http://www.ehow.com/list_6059553_five-economic-factors.html> * How Economics Affects Tourism  International tourism is an industry that has dramatically risen since the 1980s, as the price of traveling internationally has fallen with airfares. This has created a situation where countries with few exports suddenly have tourism to rely on — even though it is mostly a service-based industry within a country, tourism is still an export because it brings foreign money in. <http://www.ehow.com/info_7772892_economics-affects-tourism.html>   **Reading strategy:**  Encourage students to “visualize” as they read. Many students are visual learners and will benefit from making sketches or diagrams on scratch paper as they read. Providing students with graphic organizers to help them organize their thoughts is also helpful. |
| **Quotes** | Tourism is the number one service that we export. Number one. And that means jobs. **-President Barack Obama**  Whenever you see a successful business, someone once made a courageous decision.  **-Peter F. Drucker**  When your values are clear to you, making decisions becomes easier.  **-Roy E. Disney**  Making good decisions is a crucial skill at every level. **-Peter Drucker** |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** | **Journal Entries:**   * The economics of travel are important because … * During a slow economy, people spend their money … * While traveling, I like to …   **Writing Strategy:**   * RAFT (Role/Audience/Format/Topic) writing strategy:   + Role – travel agent   + Audience – future customers   + Topic – the state of the economy is good – let’s travel!   + Format – advertisement   Design an advertisement based on the good state of economic conditions for future customers. |
| **Communication**  **90 Second Speech Topics** | * Three things about the impact of economics on travel are … * During a good economy, people … |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) | Students may research economic conditions in various countries and plan a travel package for a family of four.  **Infographic:**  Infographics are graphic visual representations of information, data or knowledge intended to present complex information quickly and clearly.  The infographic below is related to this lesson. Allow students to view the image on a projector and lead a discussion concerning the information provided.   * The Economic Impact of Tourism  Everyone loves to travel, right? Well, if you’re a government official responsible for making sure people visit your country, you really love it. For many countries in the world, tourism is their biggest industry.<http://www.hospitalitynet.org/news/4067513.html> |
| **Family/Community Connection** | During a recession, families do not travel as much.  Talk with your family and plan a “staycation” in your community that would not involve a lot of money but would allow your family to visit museums, parks and other places of interest. |
| **CTSO connection(s)** | **Family, Career, Community Leaders of America (FCCLA)**  <http://www.texasfccla.org>   * Hospitality, Tourism and Recreation  An individual or team event – recognizes participants who demonstrate their knowledge of the hospitality, tourism and recreation industries and ability to translate their knowledge into a hypothetical or real business. Project must relate to culinary, lodging, recreation, tourism or event coordination. * Interpersonal Communications  An individual or team event – recognizes participants who use Family and Consumer Sciences and/or related occupations skills and apply communication techniques to develop a project designed to strengthen communication. |
| **Service Learning Projects** | Successful service learning project ideas originate from student concerns and needs. Allow students to brainstorm about service projects pertaining to this lesson. [www.ysa.org](http://www.ysa.org)  Possible idea:  Students may study the economic effects of their community and plan activities to draw visitors, such as bird watching and eco-tourism. |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)