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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** | Tourism, Sales, and Distribution |
| **TEKS Student Expectations** | **130.258. (c) Knowledge and Skills**  (11) The student uses technical knowledge and skills required in the travel and tourism industry. The student is expected to:  (A) develop job-specific technical vocabulary;  (H) demonstrate an understanding of tourism sales and the impact on distribution systems |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | **Students will:**   * Demonstrate an understanding of tourism sales and distribution systems * Describe how travel is sold * Identify travel suppliers * Compare direct and indirect distribution of travel suppliers |
| **Rationale** | The way people purchase travel today is changing rapidly as we become more technology efficient. This changes the way the travel and tourism industry sell and distributes travel dramatically. More and more travel is being sold in different ways and new companies are entering the industry via the Internet. For these reasons, it is important for us to know the sales and distribution of travel for our careers in the industry. |
| **Duration of Lesson** | Three 45-minute class periods |
| **Word Wall/Key Vocabulary**  *(ELPS c1a, c, f; c2b; c3a, b, d; c4c; c5b) PDAS II (5)* | **Charter tour:** – Also called custom tours are tours that are sold to pre-formed groups at a special price  **Consumers:** – Anyone that uses travel products – other names used to describe consumer are guest, passenger, visitor, and customer  **Direct distribution:** – The process of the supplier of travel products sells directly to the consumer  **Distribution:** – The process of making your product available to consumers  **Indirect distribution:** – The process of the supplier using intermediaries to sell their products to consumers  **Intermediaries:** – Company that acts as a go-between, linking suppliers with the traveling public  **Public tours:** – Tours sold to the public and generally are scheduled to depart on a regular schedule  **Suppliers:** – Companies that create, own, and provide the travel products being sold  **Tour operator:** – A company that contracts with suppliers and attractions to create multiday tour packages (also called tour broker, company, or packager)  **Travel agency:** – A company who analyzes travel needs and then assists, recommends, arranges, and sells one or more components of travel through a travel agent (also called a travel advisor, counselor, consultant, or planner) |
| **Materials/Specialized Equipment Needed** | **Equipment:**   * Computer with projector for PowerPoint presentation * Computers with Internet access (be sure to follow district guidelines)   **Materials:**   * Cardstock * Travel magazines * Images of:   + Airlines   + Bus operators   + Car rental firms   + Cruise lines   + Hotels   + Rail companies   + Copies of handouts   **PowerPoint:**   * Tourism Sales and Distribution   **Technology:**   * Free Apps:   + Vacation Agent Magazine Plus  A focus on selling cruise, tour package and resort vacations. <https://itunes.apple.com/us/app/vacation-agent-magazine-plus/id417436723?mt=8>   + TripAdvisor: Hotels, Flights, Restaurants  Plan and have a perfect trip.<https://itunes.apple.com/us/app/tripadvisor-hotels-flights/id284876795?mt=8> * Infographic:   + Future of Travel  Expedia.com and Egencia conducted a study across five continents, asking 8,535 employed adults in 24 countries about how they conduct business and leisure travel. The study aims to discover how millennials (those between 18 and 30 years old) will impact the travel landscape as they gain decision-making power at work and purchase power in their personal lives.<http://www.travelagentcentral.com/trends-research/whats-ahead-millennial-travelers-infographic-43047> * TED Talks:   Travelling without spending money | Simon Dabbicco | TEDx Crocetta Salon  Simone was born in 1987 in Rivoli near Turin. He studied classics and soon became passionate about music and arts. After graduation, he enrolled at Dams, but he then later decided not to finish his studies; in 2007, he managed a company of car furniture for about a year. In 2008, he sold the company and started travelling to Ireland, England and Scotland, a trip that changed his life completely – up to the point that he now defines himself a nomadic traveler. In 2011, Simon and his friend Roberta Panero set up a three months trip from Turin to Portugal; they managed to do it without spending any money. When in Turin, Simone composes music and volunteers for the Italian Red Cross. He is co-author of the blog [www.viaggiareconlentezza.com.](http://www.viaggiareconlentezza.com.)<http://tedxtalks.ted.com/video/Travelling-without-spending-mon;search%3Atag%3A%22tedxcrocettasalon%22>  **Graphic Organizers:**   * KWL – Tourism Sales and Distribution * Tourism Sales and Distributions Notes * Tourism Sales and Distributions Notes (Key) * Travel and Tourism Industry Suppliers * Travel and Tourism Industry Suppliers (examples)   **Handouts:**   * Tourism Sales and Distribution Comparison * Tourism Sales and Distribution Comparison (example) * Tourism Sales and Distribution Vocabulary Quiz * Tourism Sales and Distribution Vocabulary Quiz (Key) * Travel and Tourism Suppliers |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | **Before class begins:**  Print and cut apart the Travel and Tourism Suppliers cards. The cards will be used in the Independent Practice section.   Begin the lesson by asking students the following questions:   * Do you know how travel is sold? * Do you know how travel is distributed for the consumers? * What do you know about direct and indirect sales?   Distribute the graphic organizer KWL – Tourism Sales and Distribution\* and have students fill out the first two sections of the chart.   * K – What do I know about tourism sales and distribution? * W – What do I want to know about tourism sales and distribution? * The last section will be completed during lesson closure. |
| **Direct Instruction \*** | Introduce lesson objectives, terms, and definitions.  Distribute the graphic organizer Tourism Sales and Distribution Notes so that students may take notes during the slide presentation.  Introduce PowerPoint Tourism Sales and Distribution. Allow time for classroom discussion.  View the following video:   * Friday Check-In: Special Episode from IPW Orlando  This week’s Friday Check-In comes to you from Orlando at the 47th Annual IPW, the nation’s premier international travel marketplace. U.S. Travel’s President and CEO Roger Dow give you a recap of the record-breaking event, plus Visit Orlando’s George Aguel makes a special appearance to thank sponsors and everyone in attendance.<https://vimeo.com/129785374>   *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 * provide a printed copy of slide presentation |
| **Guided Practice \*** | Divide the class into subgroups of two.  Distribute the graphic organizer Travel and Tourism Industry Suppliers and instruct the students to brainstorm a list of suppliers that provide travel and tourism products.  Suppliers include companies that create, own, and provide the travel products being sold.  Ask students if they can name other suppliers of travel products.   Review word wall vocabulary with students utilizing a free technology program such as:   * Quiz  A fun multiplayer classroom activity, that allows all your students to practice together.<http://quizizz.com/>   *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 * work with a peer tutor |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Divide the class into subgroups of two or use the same groups from the Guided Practice.  Read the following scenario:  Your team works for a travel magazine and have been assigned to write an article comparing the cost of direct or indirect distribution of a supplier. Your team will have to research travel websites to see if there is a price difference between booking the supplier yourself or if purchasing through intermediaries is more advantageous. What information will find for your article?  Place the Travel and Tourism Suppliers cards in a basket and allow one person from each group to draw a card.  Distribute the handout Tourism Sales and Distribution Comparison.  Direct the students to the computers and instruct them to choose a destination where they can gather information from the supplier and compare prices between a direct supplier or an indirect supplier.  Students may use popular available travel websites such as:   * [www.expedia.com](http://www.expedia.com) * [www.hotels.com](http://www.hotels.com) * [www.kayak.com](http://www.kayak.com) * [www.travelocity.com](http://www.travelocity.com) * [www.tripadvisor.com](http://www.tripadvisor.com) * [www.trivago.com](http://www.trivago.com)   Review the teacher resource Tourism Sales and Distribution Comparison (examples) for reference.  *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.  Students will complete the last section on the KWL – Tourism Sales and Distribution.   * L – What did I learn about tourism sales and distribution?   Review their answers in class. |
| **Summative/End of Lesson Assessment \*** | Students will be assessed with the handout Tourism Sales and Distribution Vocabulary Quiz.  *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** | **Images:**   * Shutterstock® images. Photos obtained with subscription.   **Textbook:**   * Mancini, M. (2013). *Access: Introduction to travel and tourism.* Clifton Park, NY. Cengage Learning. * Reynolds, J. S. & Chase, D. M. (2010). *Hospitality services.* Tinley-Park, Illinois: The Goodheart-Willcox Company.   **Video:**  Friday Check-In: Special Episode from IPW Orlando  This week’s Friday Check-In comes to you from Orlando at the 47th Annual IPW, the nation’s premier international travel marketplace. U.S. Travel’s President and CEO Roger Dow, gives you a recap of the record-breaking event, plus Visit Orlando’s George Aguel makes a special appearance to thank sponsors and everyone in attendance.<https://vimeo.com/129785374> |
| **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 distribution and selling travel.   * How to promote tourism (7 Steps)   How to promote tourism. Tourism is the source of income in some countries today. Therefore, it is useful to promote it and here is how:<http://www.ehow.com/how_2174572_promote-tourism.html> * MicKinsey& Company  It’s among the biggest e-commerce markets, and maybe its most turbulent. To compete, players must define their place in travel’s next wave.<http://www.mckinsey.com/insights/travel_transportation/the_trouble_with_travel_distribution> * Travel Sales Techniques   People love to plan their next trip and look forward to a vacation. Turning the desire to travel into the sale of a travel product takes expert knowledge and the skills of a salesperson. There are many techniques that you can use to sell travel.<http://www.ehow.com/info_8147392_travel-sales-techniques.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** | To me, job titles don’t matter. Everyone is in sales. It’s the only way we stay in business. **-Harvey Mackay**  Pretend that every single person you meet has a sign around his or her neck that says, ‘Make me feel important.’ Not only will you succeed in sales, you will succeed in life. **-Mary Kay Ash**  It is better to travel well than to arrive. **-Buddha** |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** | **Journal entries:**   * If I could travel anywhere I wanted to, I would go to \_\_\_\_\_\_\_\_\_\_ because I … * If I were to go to Alaska, I would travel by these 3 methods \_\_\_\_\_\_\_, \_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_ because … * My favorite mode of travel is \_\_\_\_\_\_\_\_\_\_\_ because … * Raft (role/audience/format/topic) writing strategy:   + Role – student   + Audience – travel operator   + Topic – career opportunities   + Format – letter   Write a letter asking about their career and the education needed. |
| **Communication**  **90 Second Speech Topics** | * Three ways to purchase travel are … * Travel is important because … |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) | Students may plan travel vacations for teachers on their school campus.  **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.   * Future of Travel  Expedia.com and Egencia conducted a study across five continents, asking 8,535 employed adults in 24 countries about how they conduct business and leisure travel. The study aims to discover how millennials (those between 18 and 30 years old) will impact the travel landscape as they gain decision-making power at work and purchase power in their personal lives.<http://www.travelagentcentral.com/trends-research/whats-ahead-millennial-travelers-infographic-43047>   **TED Talks:**  TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x = independently organized TED event.  The video below is related to this lesson. Allow students to view the video and lead a discussion concerning the TED Talk.  Travelling without spending money | Simon Dabbicco | TEDxCrocettaSalon  Simone was born in 1987 in Rivoli near Turin. He studied classics and soon became passionate about music and arts. After graduation he enrolled at Dams, but he then later decided not to finish his studies; in 2007, he managed a company of car furniture for about a year. In 2008, he sold the company and started travelling to Ireland, England and Scotland, a trip that changed his life completely – up to the point that he now defines himself a nomadic traveler. In 2011, Simon and his friend Roberta Panero set up a three months trip from Turin to Portugal; they managed to do it without spending any money. When in Turin, Simone composes music and volunteers for the Italian Red Cross. He is co-author of the blog [www.viaggiareconlentezza.com.](http://www.viaggiareconlentezza.com.)<http://tedxtalks.ted.com/video/Travelling-without-spending-mon;search%3Atag%3A%22tedxcrocettasalon%22> |
| **Family/Community Connection** | Invite a travel agent to speak to the class about:   * How the travel agency works * How business has changed in the last 10 years * Their expectations for the next five years * How they promote their business |
| **CTSO connection(s)** | **Family, Career, and 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.  Possible ideas: Students may provide travel information to senior citizens and assist them in making travel plans. |

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)