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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** | Here, There, Everywhere: The Geography of Travel |
| **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:  (E) Investigate geography and factors that affect the travel and tourism industry |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | **Students will:**   * Identify the elements of geography that affect travel and tourism * Recognize grid lines on a globe * Identify the continents and countries from around the world * Create a multi-media presentation about a country * Understand how geography is important to travel and tourism |
| **Rationale** | Can you name the seven continents of the world? Could you find Nigeria on a map? Why is geography important in the travel and tourism industry? Important questions to answer before we can provide customers with travel information. We are going to identify the continents and countries that people visit the most as we learn how geography will enhance our careers. |
| **Duration of Lesson** | Four 45-minute lessons |
| **Word Wall/Key Vocabulary**  *(ELPS c1a, c, f; c2b; c3a, b, d; c4c; c5b) PDAS II (5)* | **Equator:** An imaginary line drawn around the earth equally distant from both poles, dividing the earth into northern and southern hemispheres and constituting the parallel of latitude 0°  **Hemispheres:** A half of the earth, usually as divided into northern and southern halves by the equator, or into western and eastern halves by an imaginary line passing through the poles  **International date line:** An imaginary line that goes north and south through the Pacific Ocean, one day is on the east side of the line and the following day is on the west side  **Latitude lines:** The angular distance of a place north or south of the earth’s equator, or of a celestial object north or south of the celestial equator, usually expressed in degrees and minutes  **Longitude lines:** The angular distance of a place east or west of the meridian at Greenwich, England, or west of the standard meridian of a celestial object, usually expressed in degrees and minutes  **Temperature zones:** Areas between the Arctic or Antarctic circles and the Tropics – winds blow west to east  **Tropical zones:** Regions between approximately 23 degrees north of the equator and 23 degrees south of the equator – wind blow from east to west; most resorts are located in this area |
| **Materials/Specialized Equipment Needed** | **Equipment:**   * Computer with projector for PowerPoint presentation * Computers with Internet access (be sure to follow district guidelines) * Presenter remote   **Materials:**   * Cardstock * Color pencils * Poster board * Tape (double-sided)   **Supplies**   * Globes (earth) * Maps (various) * Puzzle (world and/or United States; if available) * Copies of handouts   **PowerPoint:**   * Here, There, Everywhere: The Geography of Travel   **Technology:**   * Free Apps:   + Arrive Magazine Amtrak’s onboard magazine for business and leisure travelers who ride the rails along the Northeast Corridor.<https://itunes.apple.com/us/app/arrive-magazine/id544292444?mt=8>   + TripAdvisor: Hotels, Flights, Restaurants Plan and have a perfect trip.<https://itunes.apple.com/us/app/tripadvisor-hotels-flights/id284876795?mt=8>   + Cruise Finder – iCruise.com Vacation Cruises Travel Deals The most comprehensive cruise-vacation planning apps in the travel industry.<https://itunes.apple.com/us/app/cruise-finder-icruise.com/id381074627?mt=8> * Infographic:   + Google Maps: Popular Summer Searches Per Country A look at the most popular places searched for on Google Maps over the summer period.<http://infographics.idlelist.com/google-maps-popular-summer-searches-per-country/> * TED Talks: * Aziz Abu Sarah: For more tolerance, we need more … tourism? Aziz Abu Sarah is a Palestinian activist with an unusual approach to peace-keeping: Be a tourist. The TED Fellow shows how simple interactions with people in different cultures can erode decades of hate. He starts with Palestinians visiting Israelis and moves beyond.<https://www.ted.com/talks/aziz_abu_sarah_for_more_tolerance_we_need_more_tourism>   **Handouts:**   * Anticipation Guide: The Geography of Travel * Anticipation Guide: The Geography of Travel (Key) * Most Popular Countries to Visit * Most Popular Countries to Visit (Key) * NASA Outline Maps * Popular Tourist Countries Presentation * Rubric for Popular Tourist Countries Presentation   **Teacher Resource:**   * World Map (Key) |
| **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.  Print and cut apart the Popular Tourist Countries cards. These cards will be used in the Independent Practice section.  *Puzzle of the world or United States (if available)* Prepare a poster board with an outline of the puzzle and display in the front of the classroom.  Hand a puzzle piece to each student as they walk into the classroom.  Instruct the students to place their puzzle piece in the correct area using double-sided tape.  Students may help each other to put the puzzle together.  Distribute the handout Anticipation Guide: The Geography of Travel and instruct students to read each statement and place a check mark to the right of each statement they THINK is true. At the conclusion of the lesson the students will reread each statement and place a check mark to the left of the statements they KNOW are true. They should also provide information that PROVES other statements which are not true.  Ask students the following questions:   * Can you identify the seven continents of the world? * What country do you think is the most popular country to visit? * Do you think it is important for someone working in the travel and tourism industry to know about geography? * Allow time for answers and discussion. |
| **Direct Instruction \*** | Introduce lesson objectives, terms, and definitions.  Select and distribute a handout or graphic organizer 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.  Introduce PowerPoint Here, There, everywhere: The Geography of Travel and introduce the subject of the effects of geography and customer service in the travel and tourism industry.  View YouTube video:   * Tour the World – Official Music Video  Tour the World” is track #1 from Brain Beats 2 – the mnemonic CD that features 13 brilliantly catchy songs to help you remember things you’ve always wanted to learn, but couldn’t.<https://youtu.be/LZFF8EuaGjM>   *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 |
| **Guided Practice \*** | If you are a BYOD/BYOT campus, students may download a free app for their device from Google Play® or iTunes® to label the world map.   * Atlas for iPad Free<https://itunes.apple.com/us/app/atlas-for-ipad-free/id434371460?mt=8> * Atlas 2015 Free<https://play.google.com/store/apps/details?id=com.appventions.atlasfree>   Note: The NASA Outline Maps contains 22 blank maps of the continents and countries. Distribute all of them or choose a few of the maps for students to identify. Students may also color the maps with color pencils.  Distribute the Outline Maps of the World and instruct students to identify the continents and countries.  Distribute the handout Most Popular Countries to Visit.  Instruct students to log onto the following website:   * The Most Popular Countries In The World To Visit Humans love to travel, and it’s fascinating to find out where people love to go.<http://www.businessinsider.com/most-popular-countries-in-the-world-to-visit-map-2014-2>   There are more than 192 countries in the world. Students should rank the top 50 most popular countries in order and list the number of annual visitors.  Remind students that people working in the travel and tourism industry should be familiar with geography to be able to provide quality customer service.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * reduce assignment * peer tutoring |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Divide the class into subgroups of two or three students.  Place the Popular Tourist Countries cards in a basket and allow one member from each group to choose a card.  Distribute the handout Popular Tourist Countries Presentation and explain the details.  Read the following scenario:  Your team has been chosen to create a multi-media presentation of a country to present to business leaders who are requiring more information for their finance business. Research reliable websites to locate the information needed.  Students will create a multi-media presentation for the country chosen and include the following information:   * Description * Language spoken * Major cities * Points of interest * Video   Distribute the Rubric for Popular Tourist Countries Presentation so that students will 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:*   * encourage participation * reduce assignment * extended time for assignment * work with a peer tutor |
| **Lesson Closure** | Review lesson objectives, terms, and definitions.  Re-distribute the handout Anticipation Guide: The Geography of Travel from the Anticipatory Set.  Allow students to re-read each statement and place a check mark by the statements they KNOW are true. They should also provide information that PROVES other statements are not true.  If time permits, view the YouTube video:   * Tour the States – Official Music Video “Tour the States” is track #1 from Brain Beats – the mnemonic CD that features 14 brilliantly catchy songs to help you remember things you’ve always wanted to learn, but couldn’t.<https://youtu.be/_E2CNZIlVIg> |
| **Summative/End of Lesson Assessment \*** | Students will be assessed with 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** | **Images:**   * Shutterstock® images. Photos obtained with subscription.   **Textbooks:**   * Mancini, M. (2013). *Access: Introduction to travel and tourism.* Clifton Park, NY. Cengage Learning. * Reynolds, J. S. & Chase, D. M. (2014). *Hospitality services.* Tinley-Park, Illinois: The Goodheart-Willcox Company.   **Websites:**   * NASA Outline Maps 22 outline maps of various countries.<http://er.jsc.nasa.gov/seh/Mission_Geography/Map_Index.pdf>   **YouTube:**   * Tour the States – Official Music Video “Tour the States” is track #1 from Brain Beats – the mnemonic CD that features 14 brilliantly catchy songs to help you remember things you’ve always wanted to learn, but couldn’t.<https://youtu.be/_E2CNZIlVIg> * Tour the World – Official Music Video  Tour the World” is track #1 from Brain Beats 2 – the mnemonic CD that features 13 brilliantly catchy songs to help you remember things you’ve always wanted to learn, but couldn’t.<https://youtu.be/LZFF8EuaGjM> |
| **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 geography and customer service.   * The Number of Countries in the World By Most Accounts, There Are 196 Countries in the World<http://geography.about.com/cs/countries/a/numbercountries.htm> * U.S. Passports & International Travel – U.S. Department of State – Bureau of Consular Affairs Offers information about traveling abroad including travel tips and checklists, what to do in an emergency when traveling, passports, and more.<http://travel.state.gov/content/passports/english/go/checklist.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** | If you are not taking care of your customer, your competitor will.  **-Bob Hooey**  The best customer service is if the customer doesn’t need to call you, doesn’t need to talk to you. It just works. **-Jeff Bezos**  Be a yardstick of quality. Some people aren’t used to an environment where excellence is expected. **-Steve Jobs**  Everything has to do with geography. **-Judy Martz**  Anybody who believes that the way to a man’s heart is through his stomach flunked geography. **-Robert Byrne** |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** | **Journal Entries:**   * Which mountain range would you most like to travel to and why? * If I were to go to New Zealand, I would go during the month of \_\_\_\_\_\_\_\_ because … * Which lake in the world would you like to visit least and why? * It is important to know about geography in the travel and tourism industry because …   **RAFT (Role/Audience/Format/Topic) writing strategy:**   * Role – travel agent * Audience – customer * Topic – documents for trip to Spain * Format – checklist   Create a checklist for a customer that includes the documents needed for travel to Spain. |
| **Communication**  **90 Second Speech Topics** | * Three things about the geography of travel are … * Knowledge of the continents and countries is vital to the travel and tourism industry because … |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) | Students may create a game quizzing the class about the continents, countries, lakes, mountains, oceans and rivers using the following website:   * Purpose Games Create your own games, host your own groups / classes, study for a test or just dazzle us with your knowledge. Purpose Games is a completely FREE service!<http://www.purposegames.com/>   **Infographics:**  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.   * Google Maps: Popular Summer Searches Per Country A look at the most popular places searched for on Google Maps over the summer period.<http://infographics.idlelist.com/google-maps-popular-summer-searches-per-country/>   **TED Talks:**  TED is a nonprofit organization devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less).  The video below is related to this lesson. Allow students to view the video and lead a discussion concerning the TED Talk.  Aziz Abu Sarah: For more tolerance, we need more … tourism? Aziz Abu Sarah is a Palestinian activist with an unusual approach to peace-keeping: Be a tourist. The TED Fellow shows how simple interactions with people in different cultures can erode decades of hate. He starts with Palestinians visiting Israelis and moves beyond.<https://www.ted.com/talks/aziz_abu_sarah_for_more_tolerance_we_need_more_tourism> |
| **Family/Community Connection** | Students may interview their family members about travel destinations they have been to and document the cities by placing pins on a map. Different color pins may be used showing places they would like to visit. |
| **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 ideas: Students may create a technology game about geography that elementary teachers may use with their students. |

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)