|  |  |
| --- | --- |
| **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** | The Tech-Savvy Traveler |
| **TEKS Student Expectations** | **130.258. (c) Knowledge and Skills**  (4) The student uses information technology tools specific to the travel and tourism industry to access, manage, integrate, and create information. The student is expected to:  (A) operate and use technological applications to communicate within a workplace and perform a task  (D) research travel arrangement systems used for booking reservations  (E) create basic multimedia publications |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | **Students will:**   * Identify the reservation system for travel and tourism businesses * Differentiate the types of travel websites * Compare the advantages and disadvantages of Internet travel purchases * Relate social media to travel * Evaluate travel apps/websites to improve guest services |
| **Rationale** | The Internet has made travel easier for everyone by being able to book and make reservations for airlines, cruises, hotels, tours and more. All of this can be done on cell phones, computers, and tablets. Let’s find out how this technology can help us in our careers in the travel and tourism industry. |
| **Duration of Lesson** | Three 45-minute lessons |
| **Word Wall/Key Vocabulary**  *(ELPS c1a, c, f; c2b; c3a, b, d; c4c; c5b) PDAS II (5)* | **Booking:** An act of reserving accommodations, travel or buying a ticket in advance  **Customer Reservation System (CRS):** A computer system that allowed users to reserve and book airline tickets, cruises, lodging, tours and more  **Global Distribution System (GDS):** (Formerly the computer reservation system) A computer system that allows users to reserve and book airline tickets, cruises, lodging, tours and more  **Kiosk:** – A small structure in a public area used for providing information or displaying advertisements or check-in or -out of hotels and airports  **Tech-Savvy:** Well informed about or proficient in the use of modern technology, especially computers  **Technology:** The application of scientific knowledge for practical purposes, especially in industry |
| **Materials/Specialized Equipment Needed** | **Equipment:**   * Computer with projector for PowerPoint presentation * Computers with Internet access (be sure to follow school district guidelines) * Light projector (Elmo) * Smart phones (be sure to follow district guidelines) * Tablets (be sure to follow district guidelines)   **Materials:**   * Screenshot images of:   + Airline booking system   + Cruise booking system   + Kiosks   + Social media   + Travel agencies   + Travel agents   + Travel apps   + Travel websites * Copies of handouts   **PowerPoint:**   * The Tech-Savvy Traveler * Presentation Notes – The Tech-Savvy Traveler   **Technology:**   * Free iPad App:   + 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>   + 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>   + TripAdvisor: Hotels, Flights, Restaurants Plan and have a perfect trip.<https://itunes.apple.com/us/app/tripadvisor-hotels-flights/id284876795?mt=8> * Infographics:   + How mobile technology is changing travel  We all know it is (especially now with this latest research), but sometimes the speed in which mobile travel has evolved is lost in the midst of constant app launches and new devices. Here is a decent summary of developments in the world of mobile and travel in the past few years.<http://www.tnooz.com/wp-content/uploads/2012/05/mobile-change-travel-FULL.jpg>   **Graphic Organizers:**   * Social Media and Travel * Social Media and Travel (Key) * Types of Travel Websites * Types of Travel Websites (Key)   **Handouts:**   * Anticipation Guide – The Tech-Savvy Traveler * Anticipation Guide – The Tech-Savvy Traveler (Key) * Apps for Travel Technology * Apps for Travel Technology (examples) * Travel and Tourism App/Website Evaluation * Travel and Tourism Technology Reflection |
| **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.  Distribute the handout Anticipatory Guide: The Tech-Savvy Traveler to the students and instruct them to place a check mark by the statements they THINK are true.  After the lesson, this handout will be revisited in the Lesson Closure section to check for knowledge of the lesson.  Ask the students the following questions:   * Has technology helped the travel and tourism industry? * Have you used technology to plan a trip? * What type of travel technology are you familiar with?   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.  Distribute the graphic organizers Types of Travel Websites and Social Media and Travel so that students may take notes during slide presentation.  Introduce the PowerPoint The Tech-Savvy Traveler. Students will be expected to take notes while viewing the slide presentation. Allow time for classroom discussion.  View YouTube® video:   * Technology has Changed the Way We Travel  Traveling today is different than just 5 years ago. Why? Because of technology.<https://youtu.be/gTNjGQgwOGA>   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * highlight materials for emphasis * copy of slide presentation for note-taking assistance |
| **Guided Practice \*** | Divide the class into subgroups of four or five.  Distribute the handout The Apps of Travel Technology.  Students will be able to use computers or their own mobile devices to search iTunes® or Google Play® for travel apps for each letter of the alphabet.  Note: The apps do not need to be downloaded.  If your school is not a BYOD/BYOT campus, the handout may be placed on a light projector and the activity can be done together as a class.  *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 * encourage participation |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Distribute the handout Travel and Tourism App/Website Evaluation.  Read the following scenario:  You are employed at a travel agency and many of the customers are tech-savvy travelers. Search travel apps and websites to locate and evaluate information for the traveler to improve their guest services.  Instruct the students to locate five (5) travel and tourism app/websites that will help the tech-savvy guest make informed decisions.  If your school is a BYOD/BYOT campus, allow students to use their cell phones or tablets.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * reducing the length of 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 Tech-Savvy Traveler 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. |
| **Summative/End of Lesson Assessment \*** | Distribute the handout Travel and Tourism Technology Reflection and encourage students to take another look at what they have learned and write about it.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * shorten assignment * 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.   **YouTube**®**:**   * Technology has Changed the Way We Travel  Traveling today is different than just 5 years ago. Why? Because of technology.<https://youtu.be/gTNjGQgwOGA> |
| **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 * Use of notes for quiz or testing * Additional time for quiz or testing |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** | Allow students to read these articles and websites to find out more about the travel and tourism industry technology.   * Four Ways Technology Is Reinventing the Travel Industry IBM Smarter Planet Contributor<http://www.forbes.com/sites/ibm/2014/09/29/four-ways-technology-is-reinventing-the-travel-industry/> * How Technology Will Change Travel in 2015 Telegraph Travel technology writer Donald Strachan looks at new hardware and software trends for 2015.<http://www.telegraph.co.uk/travel/travel-advice/11316023/How-technology-will-change-travel-in-2015.html> * Technology Used in Hospitality & Tourism Technology plays an important role in the hospitality and tourism industry. Both customers and businesses can benefit from advances in communication, reservations, and guest services systems. Technology allows continuous communication and streamlines the guest experience, from reservation to checkout.<http://smallbusiness.chron.com/technology-used-hospitality-tourism-31033.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** | The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency. **-Bill Gates**  Technology gives us power, but it does not and cannot tell us how to use that power. Thanks to technology, we can instantly communicate across the world, but it still doesn’t help us know what to say. **-Jonathan Sacks**  Our technological powers increase, but the side effects and potential hazards also escalate. **-Alvin Toffler**  What new technology does is create new opportunities to do a job that customers want done. **-Tim O’Reilly**  The newest computer can merely compound, at speed, the oldest problem in the relations between human beings, and in the end the communicator will be confronted with the old problem, of what to say and how to say it. **-Edward R. Murrow** |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** | **Journal Entry:**   * If hologram technology were available to me, I would use it to (travel related) \_\_\_\_\_\_\_\_\_\_\_\_\_ … * If my luggage could talk, it would say … (explain why it would say this and to whom)   **RAFT (Role/Audience/Format/Topic) writing strategy:**   * Role – magazine writer * Audience – readers of a travel magazine * Topic – future travel * Format – magazine article   Write a magazine article about your views on the use of technology in traveling for the next five to ten years and how it will benefit travelers. |
| **Communication**  **90 Second Speech Topics** | * The best use of technology for today’s traveler is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. (explain your answer) * Three things about technology in travel and tourism are … |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) | Students can create quick response codes (QR codes look like a square with small black square dots) for travel related websites.  Students can describe a new smart phone application for travel in the future.  **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.   * How mobile technology is changing travel  We all know it is (especially now with this latest research), but sometimes the speed in which mobile travel has evolved is lost in the midst of constant app launches and new devices. Here is a decent summary of developments in the world of mobile and travel in the past few years.<http://www.tnooz.com/wp-content/uploads/2012/05/mobile-change-travel-FULL.jpg> |
| **Family/Community Connection** | Students can work with the chamber of commerce to write positive articles about their town and sites within the town to be included on the city’s website to encourage others to travel there. |
| **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 can work with a small local travel agency that might not have available resources and create a website or blog. |

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)