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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** | Planning Vacation Adventures |
| **TEKS Student Expectations** | **130.258. (c) Knowledge and Skills**  (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;  (B) guide individuals through the process of making informed travel decisions;  (C) interpret and use industry standards for principles of budgeting and forecasting to maximize profit and growth; and  (D) analyze customer comments to formulate improvements in services and products. |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | **Students will:**   * Plan the details for various travel scenarios * Learn the process of decision-making and apply to travel decisions * Learn how to budget for various travel vacations * Develop solutions for customer concerns and formulate improvements for services, products, and training of staff |
| **Rationale** | There are many decisions to make when vacationing; Where to go? What kind of transportation to use? How much money to budget? This lesson will help you make some informed decisions as you plan a travel adventure. |
| **Duration of Lesson** | Five 45-minute class periods |
| **Word Wall/Key Vocabulary**  *(ELPS c1a, c, f; c2b; c3a, b, d; c4c; c5b) PDAS II (5)* | **Booking a reservation:** The process of making/taking arrangements for accommodations which are secured in advance, as in a hotel or on an airplane  **Budget:** A guideline for spending money  **Evaluate:** To judge or determine the significance, worth, or quality of; assess  **Expenses:** Cost or charge  **Experience:** The process or fact of personally observing, encountering, or undergoing something  **Identify:** To recognize or establish as being a person or thing; verify  **Implement:** To fulfill, perform; carry out  **Planning:** Setting goals and developing methods to meet those goals  **Process:** A continuous action, operation, or series of changes taking place in a definite manner  **Products:** The totality of goods or services that a company makes available, output  **Profit:** The money that a business has left after all the costs of running the business are paid  **Services:** An activity that is done for another person  **Training:** The education, instruction, or discipline of a person or thing that is being trained  **Transportation:** Price of travel or transport by public conveyance; fare |
| **Materials/Specialized Equipment Needed** | **Equipment:**   * Computer with projector for multimedia presentation * Computers with internet access (be sure to follow district guidelines for internet access) * Light projector (Elmo) * Presenter/remote   **Materials:**   * Maps of:   + Texas   + Europe   + United states * Travel brochures * Travel books * Travel photos   **Supplies:**   * Basket * Card stock paper * Scissors * Stickers, stars in various colors * Copies of handouts   **PowerPoint:**   * Travel Adventures: Making Informed Decisions   **Free iPad Apps:**   * Trip Advisor: 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>  **Graphic Organizers:**   * Travel Decisions * Travel Decisions (Key)   **Handouts:**   * Customer Comments * FCCLA Planning Process * Rubric for PowerPoint or Prezi® Travel Adventures Presentation   Travel Adventures Project |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | **Before class begins:**  Note to Teacher:  Acquire various vacation brochures, travel books, and photos from hotels, travel agencies, and chambers of commerce.  Print the Customer Comments on card stock cut out the comments and place in a basket. These will be used in the Guided Practice section.  Display the travel brochures, books, and photos around the room so that students may view as they enter.  Ask the students the following questions:   * Have you been on a family vacation? * Where have you been? * What details do you remember about the vacation? * Where would you like to visit for vacation?   Discuss all the various answers with your students. |
| **Direct Instruction \*** | Review lesson objectives, terms, and definitions. All Handouts  Distribute handout FCCLA Planning Process and graphic organizer Travel Decisions so students may take notes while viewing the slide presentation.  Introduce PowerPoint Travel Adventures: Making Informed Decisions. Follow slide presentation script and discuss details with your students. Allow time for them to take notes.  View YouTube video from Discover America (slide 5):   * Land of Dreams  The official channel of United States tourism. The goal is to inspire people from around the world to explore all the exciting travel possibilities in the United States.<http://www.youtube.com/watch?v=WWUA1CXIku8&feature=share&list=SPD062EB6722BB03A0>   This presentation includes seven short videos that can be viewed. They include the making of the commercial Land of dreams as well as the marketing ads “See It,”, “Hear It,” “Feel It,” and “Taste It.”.  Continue viewing and discussing PPT content.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * checking for understanding * providing assistance with note-taking * extra time to complete assignments * preferred seating |
| **Guided Practice \*** | Divide class into subgroups of four or five. Each group will select a spokesperson.  Place Customer Comments cards in a basket and allow each group to select one or two comments (depending on the size of your class). Instruct the groups to read and brainstorm solutions to the problems or situations on their cards. Other comments may be added. Remind students that staff may also need to be re-trained for better service.  Allow time for sharing responses.  Each spokesperson will take turns reading the comment cards and present the group’s solution.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * provide peer tutoring * reducing the length of the assignment |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Divide the class into subgroups of three or four students.  Distribute the Travel Adventures Project and assign or allow students to select or create a travel scenario. Inform students that they will be creating a multimedia presentation for this travel adventure.  Students should utilize the FCCLA Planning Process to assist them in making informed travel decisions for their scenarios.  Distribute Rubric for PowerPoint or Prezi® Presentation so that students are aware of assessment procedures.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * assisting student in gathering information * providing praise and encouragement |
| **Lesson Closure** | Review lesson objectives, terms, and definitions.  Place one of the maps you have available from the Materials or Specialized Equipment section on a wall in your classroom.  Begin by placing a star where you have had an opportunity to venture and share decisions you made such as:   * Destination * Time * Budget * Transportation * Lodging * Recreation * Meals   Ask your students to do the same and tell the class about their travel adventures.  This map can then be placed on a bulletin board for everyone to see. |
| **Summative/End of Lesson Assessment \*** | Students will present Travel Adventures Presentations to the class.  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:*   * grading according to work done * providing praise and encouragement |
| **References/Resources/**  **Teacher Preparation** | **Images:**   * Microsoft® Office Clip Art: Used with permission from Microsoft®.   **Textbook:**   * Reynolds, Johnny Sue. (2010) Hospitality Services. Tinley-Park, Illinois: The Goodheart-Wilcox Company, Inc;   **YouTube:**  Land of Dreams  The official channel of United States tourism. The goal is to inspire people from around the world to explore all the exciting travel possibilities in the United States.<http://www.youtube.com/watch?v=WWUA1CXIku8&feature=share&list=SPD062EB6722BB03A0> |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** | * Word wall * Draw visual representations of terms on word wall * Add terms and definitions to personal dictionary   Utilize four corners vocabulary/word wall activity [http://cte.sfasu.edu/wp-content/uploads/2012/02/four-corner-vocabulary2.pdf](http://cte.sfasu.edu/wp-content/uploads/2012/02/Four-Corner-Vocabulary2.pdf) |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** | Allow students to read travel magazine blogs to find out more about traveling adventures.  From the National Geographic Magazine:   * All Aboard! Multigenerational Cruising Cruising with the family<http://intelligenttravel.nationalgeographic.com/2013/02/28/all-aboard-multigenerational-cruising/> * Around the World with Kids  Globetrotting Mama<http://intelligenttravel.nationalgeographic.com/2013/02/04/around-the-world-with-kids/>   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 world is a book and those who do not travel read only a page. **-Saint Augustine**  One’s destination is never a place, but a new way of seeing things. **-Henry Miller**  A vacation is having nothing to do and all day to do it in. **-Robert Orben**  The thing I love most about going on vacation is that I get to leave behind any kind of schedule. My entire life is scheduled from morning to night, and when I’m on vacation, there is no schedule. **-Kelly Clarkson**  It is better to travel well than to arrive. **-Buddha** |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** | **Journal Entries:**   * What is Your Dream Vacation? (be sure to give details) * What is Your Favorite Theme Park? Why? * If you could go to Washington D.C., which monument would you want to see? Why? * Which would you choose: white-water rafting or horseback riding in the mountains? Why? * Describe in detail, a hotel you have stayed at or would like to stay at.   **Writing Strategy:**   * Raft writing strategy   + Role – customer   + Audience – travel website   + Format – review of hotel   Topic – stay at hotel |
| **Communication**  **90 Second Speech Topics** | * What three things make a vacation memorable? * The best vacation for a family with small children is….   The best vacation for a family with teenagers is …. |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) | Allow students to log onto the Travel Texas website and create a “Texas Passport” of vacations and activities they would like to do.   Allow them to also sign up to receive a free Texas Travel Guide – the printed authority on Texas travel.  Texas: It’s Like a Whole Other Country  The Office of the Governor, Economic Development, and Tourism (Texas Tourism) is responsible for promoting Texas as a premier travel destination.<http://www.traveltex.com/> |
| **Family/Community Connection** | Ask a local travel agent to come and speak to your class about their job responsibilities and duties or visit a local travel agency (there are over 6,000 in the state of Texas). |
| **CTSO connection(s)** | **Family Career and Community Leaders of America (FCCLA)**  <http://texasfccla.org>   * Hospitality, Tourism, and Recreation: An individual event that 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.   Lesson is preparation for Hospitality LEO test. |
| **Service Learning Projects** | True service learning is developed with student voice about concerns and needs. As the students are learning and researching this topic, ask them to think about ways they can maximize their learning to benefit others.  Use the LEADERS Model from <http://www.servicelearning.org.> Brainstorm with your students for a service project pertaining to this lesson.  Example:  Assist in fundraising for the Make a Wish Foundation to send a child on a vacation of their dreams. |

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)