

DOCUMENT RESUME

ED 345 079

CE 061 173

**TITLE** Travel and Tourism Marketing. Ohio's Competency Analysis Profile.

**INSTITUTION** Ohio State Univ., Columbus. Vocational Instructional Materials Lab.

**SPONS AGENCY** Ohio State Dept. of Education, Columbus. Div. of Vocational and Career Education.

**PUB DATE** May 92

**NOTE** 26p.; For related documents, see ED 338 827-852 and CE 061 142-176.

**AVAILABLE FROM** Vocational Instructional Materials Lab, Ohio State University, 1900 Kenny Road, Columbus, OH 43210-1090 (\$1.50).

**PUB TYPE** Guides - Classroom Use - Teaching Guides (For Teacher) (052)

**EDRS PRICE** MF01/PC02 Plus Postage.

**DESCRIPTORS** Business Education; Competence; \*Competency Based Education; Distributive Education; Employment Potential; Entry Workers; Hospitality Occupations; Job Analysis; Job Skills; \*Marketing; Occupational Information; Postsecondary Education; Secondary Education; Task Analysis; \*Tourism; \*Travel; Vocational Education

**IDENTIFIERS** DACUM Process; Ohio

**ABSTRACT**

Developed through a modified DACUM (Developing a Curriculum) process involving business, industry, labor, and community agency representatives in Ohio, this document is a comprehensive and verified employer competency profile for travel and tourism occupations. The list contains units (with and without subunits), competencies, and competency builders that identify the skills needed to enter these occupations. The occupational, academic, and employability skills for this occupation or occupational area are included. Within the outline are three levels of items: core, advancing, and futuring. Core items identify the knowledge, skills, and attitudes essential for entry-level employment. These items are required to be taught and will be the basis for questions on the state vocational competency tests. Advancing items identify the knowledge, skills, and attitudes needed to advance in the occupation; futuring items identify the knowledge, skills, and attitudes needed to enter and remain in a given occupation 3 to 4 years from now. Titles of the 16 units are as follows: economic foundations of travel and tourism; human resource fundamentals; business and marketing foundations of travel and tourism; travel and tourism foundations; travel and tourism segments; product/service planning; promotion; selling; distribution; pricing; risk management and loss prevention; financing; purchasing; marketing information management; computer operations; and employability skills. (YLB)

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# O C A P

## OHIO'S COMPETENCY ANALYSIS PROFILE

# TRAVEL AND TOURISM MARKETING

### Employer Verification Panel

Chris Barnhart, *Deer Creek Resort and Conference Center, Mt. Sterling, Ohio*

Philip J. Bresson, *Stouffer Hotels and Resorts, Cleveland, Ohio*

Carl L. Bryant, *CTC, Northwest Travel Market, Dublin, Ohio*

Sandy Fox, *Parke University Hotel, Columbus, Ohio*

Brian Fulton, *Hyatt Regency Columbus, Columbus, Ohio*

Patricia Heinselman, *Wendys International, Dublin, Ohio*

Jeff Kovatch, *Watermark Restaurant, Cleveland, Ohio*

Kevin Lonseth, *MCL Properties Group, Inc., Toledo, Ohio*

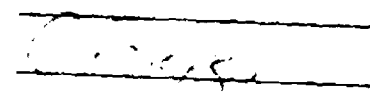
Katja Rall-Koepke, *Cedar Point, Sandusky, Ohio*

Pamela D. Scott, *The Westin Hotel, Cincinnati, Cincinnati, Ohio*

Stacia A. Siconolfi, *Greater Columbus Convention and Visitors Bureau, Columbus, Ohio*

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# What is OCAP?

"A comprehensive and verified employer competency list will be developed and kept current for each program." This is the second objective of Imperative 3 of the *Action Plan for Accelerating the Modernization of Vocational Education: Ohio's Future at Work*. Ohio's Competency Analysis Profile (OCAP) lists are the Division of Vocational and Career Education's response to that objective. OCAP lists evolve from a modified DACUM process involving business, industry, labor, and community agency representatives from throughout Ohio. The OCAP process is directed by the Vocational Instructional Materials Laboratory at The Ohio State University's Center on Education and Training for Employment.

## How is OCAP used?

Each OCAP contains units (with and without subunits), competencies, and competency builders that identify the occupational, academic,\* and employability skills needed to enter a given occupation or occupational area. Within that outline there are three levels of items: core, advancing, and futuring. Core items identify the knowledge, skills, and attitudes essential for entry-level employment. These items will be the basis for questions on the state vocational competency tests (scheduled to begin in school year 1993-94). Advancing items (marked with one asterisk) identify the knowledge, skills, and attitudes needed to advance in a given occupation. Futuring items (marked with two asterisks) identify the knowledge, skills, and attitudes needed to enter and remain in a given occupation three to four years from now.

School districts may add as many units, subunits, competencies, and/or competency builders as desired to reflect local employment needs, trends, and specialties. Local advisory committees should be actively involved in the identification and verification of additional items. Using OCAP lists, instructors will be able to formulate their vocational courses of study and monitor competency gains via the new criterion-referenced competency testing program that will be directly tied to the competencies identified on the OCAP lists.

\* Academic competencies have not been identified for all OCAPs. At a later date math, communication, and science competencies will be released.

The **Employability Skills** portion of this list was verified by the following employer panel:

Gary J. Corrigan, *Dana Corporation*, Ottawa Lake, Michigan  
David Crooks, *Bowling Green State University Union Food Service*, Bowling Green, Ohio  
Pat Doerman, *Farrow's Harley-Davidson*, Columbus, Ohio  
William Gockenbach, *Kaiser Aluminum*, Heath, Ohio  
Patsy Hathaway, *CBS Personnel Services, Inc.*, Dayton, Ohio  
Marlyn Harman, *Marlyn Harman & Associates*, Cleveland, Ohio  
Thomas R. Hyldahl, *Toledo Edison*, Toledo, Ohio  
Carol C. James, *Ohio Contractors Association*, Columbus, Ohio  
James Mack, *Chrysler Jeep Assembly*, Toledo, Ohio  
Rocky McCoy, *Ironton-Lawrence Co. Community Action Organization*, Ironton, Ohio  
James Needs, *Independent Crop Producer*, Upper Sandusky, Ohio  
Ronald Simmons, *Former GM Executive*, Warren Ohio

# Ohio Competency Analysis Profile

## Travel and Tourism Marketing

### Unit 1: Economic Foundations of Travel and Tourism

#### Competency 1.0.1: Examine basic economic concepts

##### *Competency Builders:*

- 1.0.1.1 Analyze concept of economic goods and services
- 1.0.1.2 Analyze economic importance of domestic travel and its impact on local economy
- 1.0.1.3 Analyze economic importance of world travel and its impact on balance of trade
- 1.0.1.4 Analyze concept of economic resources
- 1.0.1.5 Analyze concept of utility
- 1.0.1.6 Analyze concept of supply and demand
- 1.0.1.7 Analyze concept of price
- 1.0.1.8 Analyze concept of private enterprise and business ownership
- 1.0.1.9 Analyze concept of profit
- 1.0.1.10 Analyze concept of risk
- 1.0.1.11 Analyze concept of competition

#### Competency 1.0.2: Examine economic influences on cost and profit

##### *Competency Builders:*

- 1.0.2.1 Identify importance of maximizing productivity
- 1.0.2.2 Analyze specialized training versus cross training
- 1.0.2.3 Analyze relationship between organized labor and business
- 1.0.2.4 Analyze relationship between government and business
- 1.0.2.5 Analyze effects of taxing and spending policies\*

#### Competency 1.0.3: Examine economic indicators and trends

##### *Competency Builders:*

- 1.0.3.1 Analyze concept of gross national product
- 1.0.3.2 Analyze impact of seasonal business cycles
- 1.0.3.3 Analyze impact of inflation, growth, recession, and unemployment
- 1.0.3.4 Analyze impact of national and world events

#### Competency 1.0.4: Examine international trade concepts\*

##### *Competency Builders:*

- 1.0.4.1 Analyze nature and importance of international trade\*
- 1.0.4.2 Analyze role of travel and tourism in international cooperation\*
- 1.0.4.3 Analyze advantages and disadvantages of marketing in international trade\*

## **Unit 2: Human Resource Fundamentals**

### **Competency 2.0.1: Demonstrate professional growth**

#### *Competency Builders:*

- 2.0.1.1 Read trade journals and periodicals
- 2.0.1.2 Join professional and trade organizations\*
- 2.0.1.3 Attend trade shows\*
- 2.0.1.4 Attend seminars\*

### **Competency 2.0.2: Manage work environment**

#### *Competency Builders:*

- 2.0.2.1 Plan and organize work
- 2.0.2.2 Maintain neat work area
- 2.0.2.3 Select correct tools and equipment
- 2.0.2.4 Manage time effectively
- 2.0.2.5 Complete work tasks accurately and on schedule
- 2.0.2.6 Identify ways to improve job performance

### **Competency 2.0.3: Participate in total quality management (TQM)**

#### *Competency Builders:*

- 2.0.3.1 Identify philosophy of TQM
- 2.0.3.2 Analyze importance of TQM
- 2.0.3.3 Identify employee's role in TQM
- 2.0.3.4 Identify management's role in TQM

### **Competency 2.0.4: Manage cultural diversity**

#### *Competency Builders:*

- 2.0.4.1 Recognize cultural diversity of work force
- 2.0.4.2 Recognize cultural diversity of customers
- 2.0.4.3 Identify importance of effectively managing cultural diversity
- 2.0.4.4 Identify benefits of a culturally diverse work force

### **Competency 2.0.5: Demonstrate written and oral communication skills**

#### *Competency Builders:*

- 2.0.5.1 Follow written and/or oral directions
- 2.0.5.2 Ask questions
- 2.0.5.3 Demonstrate proper telephone techniques
- 2.0.5.4 Use proper grammar and vocabulary
- 2.0.5.5 Speak clearly and concisely
- 2.0.5.6 Write legibly
- 2.0.5.7 Spell correctly
- 2.0.5.8 Write documents clearly and concisely
- 2.0.5.9 Demonstrate computer literacy and keyboarding skills
- 2.0.5.10 Proofread work
- 2.0.5.11 Interpret written materials

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- 2.0.5.12 Apply nonverbal communication techniques
- 2.0.5.13 Participate in group discussions
- 2.0.5.14 Use industry terminology
- 2.0.5.15 Apply active listening skills
- 2.0.5.16 Apply reading skills
- 2.0.5.17 Use reference materials
- 2.0.5.18 Read maps, charts, and graphs
- 2.0.5.19 Complete forms
- 2.0.5.20 Write business letters
- 2.0.5.21 Demonstrate basic knowledge of a foreign language for industry use

**Competency 2.0.6: Perform basic mathematical computations with and without calculator**

*Competency Builders:*

- 2.0.6.1 Solve addition problems
- 2.0.6.2 Solve subtraction problems
- 2.0.6.3 Solve multiplication problems
- 2.0.6.4 Solve division problems
- 2.0.6.5 Solve problems involving fractions
- 2.0.6.6 Solve problems involving percentages
- 2.0.6.7 Solve problems involving decimals
- 2.0.6.8 Interpret charts, graphs, and tables
- 2.0.6.9 Solve first-degree algebraic equations
- 2.0.6.10 Make change
- 2.0.6.11 Verify and record cash transactions
- 2.0.6.12 Calculate sales
- 2.0.6.13 Calculate tax, discounts, and miscellaneous charges for purchases
- 2.0.6.14 Calculate markup and markdown
- 2.0.6.15 Calculate net sales
- 2.0.6.16 Calculate interest
- 2.0.6.17 Calculate commissions
- 2.0.6.18 Complete charge card transactions
- 2.0.6.19 Process customer/client checks and traveler's checks
- 2.0.6.20 Handle cash
- 2.0.6.21 Balance sales against receipts



## **Unit 3: Business and Marketing Foundations of Travel and Tourism**

### **Competency 3.0.1: Examine business concepts**

#### *Competency Builders:*

- 3.0.1.1 Identify functions of business
- 3.0.1.2 Analyze role of management
- 3.0.1.3 Analyze role of labor
- 3.0.1.4 Analyze concept of service as a product
- 3.0.1.5 Analyze role of administration
- 3.0.1.6 Analyze role of operations
- 3.0.1.7 Identify role of company objectives
- 3.0.1.8 Analyze importance of ethical business practices
- 3.0.1.9 Identify applicable laws by industry segment
- 3.0.1.10 Identify types of ownership
- 3.0.1.11 Analyze components of a business plan\*
- 3.0.1.12 Analyze changing roles of management and labor\*

### **Competency 3.0.2: Examine role of marketing**

#### *Competency Builders:*

- 3.0.2.1 Analyze importance of marketing
- 3.0.2.2 Identify marketing functions and related activities
- 3.0.2.3 Analyze travel and tourism promotion
- 3.0.2.4 Analyze role and importance of travel and tourism personnel in marketing services
- 3.0.2.5 Analyze visitor services in travel and tourism marketing
- 3.0.2.6 Analyze concept of product/service planning
- 3.0.2.7 Analyze concept of distribution
- 3.0.2.8 Analyze concept of pricing
- 3.0.2.9 Analyze concept of marketing strategies

### **Competency 3.0.3: Examine travel and tourism marketing**

#### *Competency Builders:*

- 3.0.3.1 Identify characteristics that differentiate service marketing from product marketing
- 3.0.3.2 Analyze unique characteristics of travel and tourism services

### **Competency 3.0.4: Examine target marketing in travel and tourism industry**

#### *Competency Builders:*

- 3.0.4.1 Analyze concept of target marketing in travel and tourism industry
- 3.0.4.2 Identify advantages and disadvantages of target marketing
- 3.0.4.3 Analyze how target marketing affects service, price, distribution, and promotion decisions
- 3.0.4.4 Identify factors used to segment markets in travel and tourism industry

\* Advancing

\*\* Futuring

## Unit 4: Travel and Tourism Foundations

### Competency 4.0.1: Analyze reasons individuals and groups travel

#### *Competency Builders:*

- 4.0.1.1 Identify motivations for international and domestic business travel
- 4.0.1.2 Identify motivations for international and domestic personal travel

### Competency 4.0.2: Analyze travel and tourism industry

#### *Competency Builders:*

- 4.0.2.1 Identify major types of travel and tourism services and their functions
- 4.0.2.2 Identify purpose of travel and tourism industry
- 4.0.2.3 Identify industry segments and their interdependent nature
- 4.0.2.4 Identify travel and tourism infrastructures
- 4.0.2.5 Identify terms, principles, and organizations associated with travel and tourism industry
- 4.0.2.6 Apply basic knowledge of local, state, and national geography
- 4.0.2.7 Identify major points of interest in local area and across state

### Competency 4.0.3: Analyze benefits of travel and tourism industry at local, regional, state, and national levels

#### *Competency Builders:*

- 4.0.3.1 Identify economic benefits
- 4.0.3.2 Identify social benefits
- 4.0.3.3 Identify cultural benefits
- 4.0.3.4 Identify environmental benefits

### Competency 4.0.4: Analyze benefits of travel and tourism industry at international level\*

#### *Competency Builders:*

- 4.0.4.1 Identify economic benefits\*
- 4.0.4.2 Identify social benefits\*
- 4.0.4.3 Identify cultural benefits\*
- 4.0.4.4 Identify environmental benefits\*

### Competency 4.0.5: Analyze potential costs of travel and tourism industry at local, regional, state, and national levels

#### *Competency Builders:*

- 4.0.5.1 Identify potential economic costs
- 4.0.5.2 Identify potential social costs
- 4.0.5.3 Identify potential cultural costs
- 4.0.5.4 Identify potential environmental costs



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### **Competency 4.0.6: Analyze potential costs of travel and tourism industry at international level\***

#### *Competency Builders:*

- 4.0.6.1 Identify potential economic costs\*
- 4.0.6.2 Identify potential social costs\*
- 4.0.6.3 Identify potential cultural costs\*
- 4.0.6.4 Identify potential environmental costs\*

### **Competency 4.0.7: Analyze development, growth, and future of travel and tourism industry**

#### *Competency Builders:*

- 4.0.7.1 Identify origins of travel and tourism industry
- 4.0.7.2 Analyze major growth stages and their causes
- 4.0.7.3 Identify size and trends of travel and tourism industry at local, regional, state, and national levels
- 4.0.7.4 Identify size and trends of travel and tourism industry at international level\*
- 4.0.7.5 Identify economic trends
- 4.0.7.6 Identify business trends
- 4.0.7.7 Identify technological trends
- 4.0.7.8 Identify political and governmental trends
- 4.0.7.9 Identify cultural trends
- 4.0.7.10 Identify social trends
- 4.0.7.11 Identify major actions of travel and tourism industry that create trends

### **Competency 4.0.8: Analyze characteristics of international and domestic travelers**

#### *Competency Builders:*

- 4.0.8.1 Identify demographics of business and personal travelers
- 4.0.8.2 Identify psychological characteristics of business and personal travelers
- 4.0.8.3 Identify geographic characteristics of business and personal travelers
- 4.0.8.4 Identify cultural characteristics of business and personal travelers

### **Competency 4.0.9: Examine role of government in domestic travel and tourism**

#### *Competency Builders:*

- 4.0.9.1 Identify how government regulates travel and tourism
- 4.0.9.2 Identify how government supports travel and tourism
- 4.0.9.3 Identify government agencies and organizations and their impact on travel and tourism
- 4.0.9.4 Analyze ramifications of public policy on travel and tourism

\* Advancing

\*\* Futuring

**Competency 4.0.10: Examine role of government in international travel and tourism\***

*Competency Builders:*

- 4.0.10.1 Identify functions of a national tourism office\*
- 4.0.10.2 Identify how international regulations control movement of foreign travelers\*
- 4.0.10.3 Analyze impact of international economic policies on industry\*
- 4.0.10.4 Analyze how international agreements are established between countries\*
- 4.0.10.5 Use terms and principles associated with international travel\*

## **Unit 5: Travel and Tourism Segments**

**Competency 5.0.1: Examine lodging industry**

*Competency Builders:*

- 5.0.1.1 Identify services provided
- 5.0.1.2 Analyze history, development, and growth of lodging industry
- 5.0.1.3 Identify types of lodging accommodations
- 5.0.1.4 Identify issues and trends
- 5.0.1.5 Identify role of technology
- 5.0.1.6 Identify nature of work environment
- 5.0.1.7 Identify employment opportunities and trends
- 5.0.1.8 Identify employment and educational requirements
- 5.0.1.9 Identify salaries, wages, and benefits

**Competency 5.0.2: Examine food and beverage industry**

*Competency Builders:*

- 5.0.2.1 Identify services provided
- 5.0.2.2 Identify types of food and beverage operations
- 5.0.2.3 Analyze importance of health, safety, and sanitation
- 5.0.2.4 Identify issues and trends
- 5.0.2.5 Identify role of technology
- 5.0.2.6 Identify nature of work environment
- 5.0.2.7 Identify employment opportunities and trends
- 5.0.2.8 Identify employment and educational requirements
- 5.0.2.9 Identify salaries, wages, and benefits

**Competency 5.0.3: Examine transportation industry**

*Competency Builders:*

- 5.0.3.1 Identify services provided
- 5.0.3.2 Identify modes of transportation
- 5.0.3.3 Identify types of transportation
- 5.0.3.4 Analyze importance of regulations for public safety
- 5.0.3.5 Identify issues and trends
- 5.0.3.6 Identify role of technology
- 5.0.3.7 Identify nature of work environment
- 5.0.3.8 Identify employment opportunities and trends

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\* Advancing

\*\* Futuring

## **Travel and Tourism Marketing--5/92**

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- 5.0.3.9 Identify employment and educational requirements
- 5.0.3.10 Identify salaries, wages, and benefits

### **Competency 5.0.4: Examine attractions and events industry**

*Competency Builders:*

- 5.0.4.1 Identify services provided
- 5.0.4.2 Identify types of attractions and events
- 5.0.4.3 Identify issues and trends
- 5.0.4.4 Identify role of technology
- 5.0.4.5 Identify nature of work environment
- 5.0.4.6 Identify employment opportunities and trends
- 5.0.4.7 Identify employment and educational requirements
- 5.0.4.8 Identify salaries, wages, and benefits

### **Competency 5.0.5: Examine destination marketing industry in public and private sectors**

*Competency Builders:*

- 5.0.5.1 Analyze concept of destination marketing at local, state, and national levels
- 5.0.5.2 Identify types of destination marketing
- 5.0.5.3 Identify services provided
- 5.0.5.4 Identify issues and trends
- 5.0.5.5 Identify role of technology
- 5.0.5.6 Identify nature of work environment
- 5.0.5.7 Identify employment opportunities and trends
- 5.0.5.8 Identify employment and educational requirements
- 5.0.5.9 Identify salaries, wages, and benefits

### **Competency 5.0.6: Examine travel agency and tour operations**

*Competency Builders:*

- 5.0.6.1 Analyze differences between travel agencies and tour operators
- 5.0.6.2 Identify services provided
- 5.0.6.3 Identify issues and trends
- 5.0.6.4 Identify role of technology
- 5.0.6.5 Identify nature of work environment
- 5.0.6.6 Identify employment opportunities and trends
- 5.0.6.7 Identify employment and educational requirements
- 5.0.6.8 Identify salaries, wages, and benefits
- 5.0.6.9 Identify professional organizations

## Unit 6: Product/Service Planning

### Competency 6.0.1: Plan products/services to be provided

#### *Competency Builders:*

- 6.0.1.1 Solicit and communicate customer feedback
- 6.0.1.2 Communicate customer needs and wants
- 6.0.1.3 Research competition
- 6.0.1.4 Evaluate current products/services
- 6.0.1.5 Follow company policies and procedures
- 6.0.1.6 Identify company objectives\*
- 6.0.1.7 Identify target market\*
- 6.0.1.8 Identify customer needs and wants\*
- 6.0.1.9 Identify applicable grades and standards\*
- 6.0.1.10 Analyze role of special customer services\*
- 6.0.1.11 Identify legal issues\*
- 6.0.1.12 Identify available resources\*
- 6.0.1.13 Select products/services
- 6.0.1.14 Conduct test-marketing\*
- 6.0.1.15 Implement plan\*

### Competency 6.0.2: Perform quality customer services

#### *Competency Builders:*

- 6.0.2.1 Handle customer inquiries, problems, and special needs
- 6.0.2.2 Analyze importance of good customer service
- 6.0.2.3 Display appropriate work behaviors
- 6.0.2.4 Use appropriate customer service techniques
- 6.0.2.5 Follow procedures for handling difficult customers
- 6.0.2.6 Anticipate and meet customer needs
- 6.0.2.7 Promote additional guest services
- 6.0.2.8 Follow company procedures
- 6.0.2.9 Interpret company policies and procedures to customers\*

## Unit 7: Promotion

### Competency 7.0.1: Implement company promotions

#### *Competency Builders:*

- 7.0.1.1 Identify company promotions
- 7.0.1.2 Communicate promotions to customers
- 7.0.1.3 Support promotional efforts
- 7.0.1.4 Suggest new promotional ideas

\* Advancing

\*\* Futuring

## **Travel and Tourism Marketing--5/92**

### **Competency 7.0.2: Prepare promotional plan\***

#### *Competency Builders:*

- 7.0.2.1 Develop theme\*
- 7.0.2.2 Propose promotional budget\*
- 7.0.2.3 Develop long-range goals and objectives\*
- 7.0.2.4 Identify target markets\*
- 7.0.2.5 Identify types of promotions\*
- 7.0.2.6 Identify cost factors when selecting promotional methods\*
- 7.0.2.7 Develop a promotional mix\*
- 7.0.2.8 Develop promotional strategies\*
- 7.0.2.9 Identify types of media\*
- 7.0.2.10 Calculate media costs\*
- 7.0.2.11 Select media mix\*
- 7.0.2.12 Review coordination of promotional and media activities\*
- 7.0.2.13 Develop time lines\*
- 7.0.2.14 Evaluate promotional plan\*

## **Unit 8: Selling**

### **Competency 8.0.1: Sell products/services**

#### *Competency Builders:*

- 8.0.1.1 Demonstrate knowledge of products/services
- 8.0.1.2 Identify company selling policies
- 8.0.1.3 Question/probe for information
- 8.0.1.4 Qualify customers
- 8.0.1.5 Open sales presentation
- 8.0.1.6 Use feature/benefit selling
- 8.0.1.7 Demonstrate products/services
- 8.0.1.8 Handle customer/client objections
- 8.0.1.9 Use suggestive selling
- 8.0.1.10 Close sale
- 8.0.1.11 Evaluate self-performance
- 8.0.1.12 Perform follow-up activities
- 8.0.1.13 Use appropriate telephone etiquette and sales techniques

### **Competency 8.0.2: Manage selling activities\***

#### *Competency Builders:*

- 8.0.2.1 Identify sales quotas\*
- 8.0.2.2 Maintain records\*
- 8.0.2.3 Coordinate sales effort with other departments\*
- 8.0.2.4 Maintain and use customer/prospect list\*
- 8.0.2.5 Use computer technology\*

## Unit 9: Distribution

### Competency 9.0.1: Make distribution decisions for products

#### *Competency Builders:*

- 9.0.1.1 Identify components of distribution process
- 9.0.1.2 Identify distribution channels
- 9.0.1.3 Identify storage methods
- 9.0.1.4 Identify storage facilities
- 9.0.1.5 Identify transportation methods
- 9.0.1.6 Choose distribution systems
- 9.0.1.7 Follow government regulations
- 9.0.1.8 Identify current trends in travel and tourism distribution
- 9.0.1.9 Use computer technology to facilitate distribution processes and decisions\*

### Competency 9.0.2: Make distribution decisions for services

#### *Competency Builders:*

- 9.0.2.1 Identify components of distribution process
- 9.0.2.2 Identify distribution channels
- 9.0.2.3 Choose distribution systems
- 9.0.2.4 Follow government regulations
- 9.0.2.5 Identify current trends in travel and tourism distribution
- 9.0.2.6 Use computer technology to facilitate distribution processes and decisions\*

## Unit 10: Pricing

### Competency 10.0.1: Analyze factors affecting pricing

#### *Competency Builders:*

- 10.0.1.1 Identify effects of deregulation and antitrust legislation
- 10.0.1.2 Identify psychological effects of pricing
- 10.0.1.3 Analyze yield management
- 10.0.1.4 Compare pricing strategies
- 10.0.1.5 Determine how supply and demand affect price
- 10.0.1.6 Evaluate price of competitors
- 10.0.1.7 Examine methods of adjusting selling prices
- 10.0.1.8 Analyze current rate fluctuations affecting pricing in travel and tourism industry\*

### Competency 10.0.2: Determine selling price\*

#### *Competency Builders:*

- 10.0.2.1 Apply cost-accounting information\*
- 10.0.2.2 Estimate fixed and variable expenses\*
- 10.0.2.3 Determine profit margin\*
- 10.0.2.4 Calculate break-even points\*
- 10.0.2.5 Determine and calculate markup\*
- 10.0.2.6 Use computer technology\*

\* Advancing  
\*\* Futuring



## Unit 11: Risk Management and Loss Prevention

### Competency 11.0.1: Analyze business risks

#### *Competency Builders:*

- 11.0.1.1 Identify and communicate types of risks
- 11.0.1.2 Take appropriate action to minimize risks
- 11.0.1.3 Identify inventory-control procedures

### Competency 11.0.2: Follow safety precautions

#### *Competency Builders:*

- 11.0.2.1 Maintain safe work area
- 11.0.2.2 Handle, store, and operate equipment
- 11.0.2.3 Practice safety habits to prevent accidents
- 11.0.2.4 Follow procedures for handling accidents
- 11.0.2.5 Identify and follow safety procedures for special populations
- 11.0.2.6 Report emergencies to proper authorities
- 11.0.2.7 Identify and follow government regulations
- 11.0.2.8 Use fire and safety equipment
- 11.0.2.9 Follow sanitation and hygiene procedures
- 11.0.2.10 Analyze economic impact of poor safety practices

### Competency 11.0.3: Minimize external theft

#### *Competency Builders:*

- 11.0.3.1 Analyze how theft affects profit
- 11.0.3.2 Identify and communicate potential theft situations
- 11.0.3.3 Maintain organized selling area to discourage theft
- 11.0.3.4 Follow company policies regarding external theft
- 11.0.3.5 Follow security procedures
- 11.0.3.6 Follow computer security measures

### Competency 11.0.4: Minimize internal theft

#### *Competency Builders:*

- 11.0.4.1 Identify types of internal loss
- 11.0.4.2 Identify potential loss situations
- 11.0.4.3 Report employee theft
- 11.0.4.4 Follow company policies regarding internal theft
- 11.0.4.5 Follow security procedures
- 11.0.4.6 Follow computer security measures

**Competency 11.0.5: Prevent losses in sales transactions**

*Competency Builders:*

- 11.0.5.1 Identify potential loss situations
- 11.0.5.2 Inspect for counterfeit currency and bad checks
- 11.0.5.3 Identify and prevent credit card fraud
- 11.0.5.4 Follow proper sales transaction procedures
- 11.0.5.5 Report errors to proper authority
- 11.0.5.6 Correct errors
- 11.0.5.7 Follow company policies

## **Unit 12: Financing**

**Competency 12.0.1: Follow credit and collection procedures**

*Competency Builders:*

- 12.0.1.1 Identify purposes and importance of credit
- 12.0.1.2 Identify types of credit
- 12.0.1.3 Communicate credit and collection procedures to customers
- 12.0.1.4 Process credit documents
- 12.0.1.5 Identify costs associated with offering credit
- 12.0.1.6 Follow company policies

**Competency 12.0.2: Analyze financial considerations for businesses\***

*Competency Builders:*

- 12.0.2.1 Identify methods of obtaining credit\*
- 12.0.2.2 Develop a budget\*

**Competency 12.0.3: Perform financial functions\***

*Competency Builders:*

- 12.0.3.1 Interpret financial plan\*
- 12.0.3.2 Use computer technology for financial management\*
- 12.0.3.3 Make financial decisions\*
- 12.0.3.4 Forecast sales\*
- 12.0.3.5 Project costs\*
- 12.0.3.6 Estimate profit or loss\*
- 12.0.3.7 Approve payment of bills\*

**Competency 12.0.4: Analyze accounting principles**

*Competency Builders:*

- 12.0.4.1 Identify basic accounting principles
- 12.0.4.2 Identify basic computer accounting applications
- 12.0.4.3 Interpret balance sheets\*
- 12.0.4.4 Interpret profit and loss statements\*
- 12.0.4.5 Interpret cash-flow analysis statements\*
- 12.0.4.6 Identify financial control procedures\*

## Unit 13: Purchasing

### Competency 13.0.1: Evaluate factors influencing purchasing decisions\*

#### Competency Builders:

- 13.0.1.1 Identify financial constraints\*
- 13.0.1.2 Compare products/services of suppliers\*
- 13.0.1.3 Follow company buying and purchasing policies\*
- 13.0.1.4 Negotiate discounts\*
- 13.0.1.5 Research product/service costs\*

### Competency 13.0.2: Purchase products/services

#### Competency Builders:

- 13.0.2.1 Identify types of products/services needed in industry segment
- 13.0.2.2 Identify storage space
- 13.0.2.3 Identify preferred supplier relationships
- 13.0.2.4 Plan purchases
- 13.0.2.5 Prepare purchasing documents
- 13.0.2.6 Follow company procedures
- 13.0.2.7 Order products/services\*
- 13.0.2.8 Plan and schedule deliveries\*
- 13.0.2.9 Make purchasing decisions based on target market\*

### Competency 13.0.3: Control inventory of products/services

#### Competency Builders:

- 13.0.3.1 Receive and verify products
- 13.0.3.2 Identify service inventory (e.g., hotel rooms, air space to sell)
- 13.0.3.3 Verify accuracy of service orders
- 13.0.3.4 Process invoices
- 13.0.3.5 Follow company inventory-control procedures
- 13.0.3.6 Perform stock counts
- 13.0.3.7 Maintain stock levels
- 13.0.3.8 Calculate inventory discrepancies\*
- 13.0.3.9 Use computer technology

## Unit 14: Marketing Information Management

### Competency 14.0.1: Use marketing information to make decisions

#### Competency Builders:

- 14.0.1.1 Identify types and sources of marketing information
- 14.0.1.2 Identify market demand and competitive conditions
- 14.0.1.3 Use computer technology to maintain marketing information (e.g., guest or client history)
- 14.0.1.4 Read trade publications
- 14.0.1.5 Identify marketing information systems\*
- 14.0.1.6 Identify techniques used in forecasting\*
- 14.0.1.7 Monitor marketing trends\*

**Competency 14.0.2: Conduct marketing research**

*Competency Builders:*

- 14.0.2.1 Analyze importance of marketing research
- 14.0.2.2 Identify purposes of marketing research
- 14.0.2.3 Collect data
- 14.0.2.4 Select appropriate type of research\*
- 14.0.2.5 Develop research materials\*
- 14.0.2.6 Interpret and communicate results\*
- 14.0.2.7 Write research report\*

**Competency 14.0.3: Develop a marketing plan**

*Competency Builders:*

- 14.0.3.1 Identify uses of a marketing plan
- 14.0.3.2 Use marketing research
- 14.0.3.3 Identify objectives
- 14.0.3.4 Present plan for approval
- 14.0.3.5 Determine department's mission\*
- 14.0.3.6 Complete situation analysis\*
- 14.0.3.7 Identify and select target markets\*
- 14.0.3.8 Develop objectives for each target market\*
- 14.0.3.9 Design marketing mix strategies\*
- 14.0.3.10 Determine action plan\*
- 14.0.3.11 Implement marketing plan\*
- 14.0.3.12 Evaluate and monitor implementation of marketing plan\*
- 14.0.3.13 Review marketing plan as needed\*

## **Unit 15: Computer Operations**

**Competency 15.0.1: Analyze computerization in travel and tourism industry**

*Competency Builders:*

- 15.0.1.1 Identify importance of computerization
- 15.0.1.2 Identify trends of computerization by industry segment
- 15.0.1.3 Identify various computer systems and software used by industry segments
- 15.0.1.4 Identify uses of computer systems and software by industry segment
- 15.0.1.5 Analyze costs and benefits of computerization

**Competency 15.0.2: Use computers**

*Competency Builders:*

- 15.0.2.1 Use touch-keyboarding skills
- 15.0.2.2 Apply computer literacy
- 15.0.2.3 Identify coding systems by industry segment
- 15.0.2.4 Enter data
- 15.0.2.5 Create records
- 15.0.2.6 Maintain records
- 15.0.2.7 Print data
- 15.0.2.8 Use appropriate computer software according to industry segment

\* Advancing

\*\* Futuring

## **Unit 16: Employability Skills**

### **Subunit 16.1: Career Development**

#### **Competency 16.1.1: Investigate career options**

##### *Competency Builders:*

- 16.1.1.1 Determine interests and aptitudes
- 16.1.1.2 Identify career options
- 16.1.1.3 Research occupations matching interests and aptitudes
- 16.1.1.4 Select career(s) that best match(es) interests and aptitudes
- 16.1.1.5 Identify advantages and disadvantages of career options, including nontraditional careers
- 16.1.1.6 Assess differences in wages, annual incomes, and job opportunities based on geographic location
- 16.1.1.7 Develop a career plan

#### **Competency 16.1.2: Analyze potential barriers to employment**

##### *Competency Builders:*

- 16.1.2.1 Identify common barriers to employment
- 16.1.2.2 Describe strategies to overcome employment barriers

## **Unit 16: Employability Skills**

### **Subunit 16.2: Decision Making and Problem Solving**

#### **Competency 16.2.1: Apply decision-making techniques in the workplace**

##### *Competency Builders:*

- 16.2.1.1 Identify the decision to be made
- 16.2.1.2 Compare alternatives
- 16.2.1.3 Determine consequences of each alternative
- 16.2.1.4 Make decisions based on values and goals
- 16.2.1.5 Evaluate the decision made

#### **Competency 16.2.2: Apply problem-solving techniques in the workplace**

##### *Competency Builders:*

- 16.2.2.1 Diagnose the problem and its causes
- 16.2.2.2 Identify alternatives and their consequences in relation to the problem
- 16.2.2.3 Examine multicultural and nonsexist dimensions of problem solving
- 16.2.2.4 Utilize resources to explore possible solutions to the problem
- 16.2.2.5 Compare and contrast the advantages and disadvantages of each solution
- 16.2.2.6 Determine appropriate action
- 16.2.2.7 Evaluate results

## **Unit 16: Employability Skills**

### **Subunit 16.3: Work Ethic**

#### **Competency 16.3.1: Evaluate the relationship of self-esteem to work ethic**

##### *Competency Builders:*

16.3.1.1 Identify special characteristics and abilities in self and others

16.3.1.2 Identify internal and external factors that affect self-esteem

#### **Competency 16.3.2: Analyze the relationship of personal values and goals to work ethic both in and out of the workplace**

##### *Competency Builders:*

16.3.2.1 Distinguish between values and goals

16.3.2.2 Determine the importance of values and goals

16.3.2.3 Evaluate how values affect goals

16.3.2.4 Identify short-term and long-term goals

16.3.2.5 Prioritize personal goals

16.3.2.6 Describe how personal values are reflected in work ethic

16.3.2.7 Describe how interactions in the workplace affect personal work ethic

16.3.2.8 Examine how life changes affect personal work ethic

#### **Competency 16.3.3: Demonstrate work ethic**

##### *Competency Builders:*

16.3.3.1 Examine factors that influence work ethic

16.3.3.2 Exhibit characteristics that reflect an appropriate work ethic

## **Unit 16: Employability Skills**

### **Subunit 16.4: Job-Seeking Skills**

#### **Competency 16.4.1: Prepare for employment**

##### *Competency Builders:*

16.4.1.1 Identify traditional and nontraditional employment sources

16.4.1.2 Utilize employment sources

16.4.1.3 Research job opportunities, including nontraditional careers

16.4.1.4 Interpret equal employment opportunity laws

16.4.1.5 Explain the critical importance of personal appearance, hygiene, and demeanor throughout the employment process

16.4.1.6 Prepare for generic employment tests and those specific to an occupation/organization



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### **Competency 16.4.2: Design a résumé**

#### *Competency Builders:*

- 16.4.2.1 Identify personal strengths and weaknesses
- 16.4.2.2 List skills and/or abilities, career objective(s), accomplishments/achievements, educational background, and work experience
- 16.4.2.3 Demonstrate legible written communication skills using correct grammar, spelling, and concise wording
- 16.4.2.4 Complete résumé using various formats
- 16.4.2.5 Secure references

### **Competency 16.4.3: Complete and process job application forms**

#### *Competency Builders:*

- 16.4.3.1 Explain the importance of an application form
- 16.4.3.2 Identify ways to obtain job application forms
- 16.4.3.3 Describe methods for handling illegal questions on job application forms
- 16.4.3.4 Demonstrate legible written communication skills using correct grammar, spelling, and concise wording
- 16.4.3.5 Return application to proper person, request interview, and follow up

### **Competency 16.4.4: Demonstrate interviewing skills**

#### *Competency Builders:*

- 16.4.4.1 Investigate interview environment and procedures
- 16.4.4.2 Explain the critical importance of personal appearance, hygiene, and demeanor
- 16.4.4.3 Demonstrate question and answer techniques
- 16.4.4.4 Demonstrate methods for handling difficult and/or illegal interview questions

### **Competency 16.4.5: Secure employment**

#### *Competency Builders:*

- 16.4.5.1 Identify present and future employment opportunities within an occupation/organization
- 16.4.5.2 Research the organization/company
- 16.4.5.3 Use follow-up techniques to enhance employment potential
- 16.4.5.4 Compare and evaluate job offers

## **Unit 16: Employability Skills**

### **Subunit 16.5: Job Retention Skills**

#### **Competency 16.5.1: Analyze the organizational structure of the workplace**

##### *Competency Builders:*

- 16.5.1.1 Identify and evaluate employer expectations regarding job performance, work habits, attitudes, personal appearance, and hygiene
- 16.5.1.2 Be aware of and obey all company policies and procedures
- 16.5.1.3 Examine the role/relationship between employee and employer
- 16.5.1.4 Recognize opportunities for advancement and reasons for termination

**Competency 16.5.2: Maintain positive relations with others**

*Competency Builders:*

- 16.5.2.1 Exhibit appropriate work habits and attitude
- 16.5.2.2 Identify behaviors to establish successful working relationships
- 16.5.2.3 Cooperate and compromise through teamwork and group participation
- 16.5.2.4 Identify alternatives for dealing with harassment, bias, and discrimination based on race, color, national origin, sex, religion, handicap, or age

## **Unit 16: Employability Skills**

### **Subunit 16.6: Job Advancement**

**Competency 16.6.1: Analyze opportunities for personal and career growth**

*Competency Builders:*

- 16.6.1.1 Determine opportunities within an occupation/organization
- 16.6.1.2 Compare and contrast other opportunities
- 16.6.1.3 List benefits of job advancement
- 16.6.1.4 Evaluate factors involved when assuming a new position within or outside an occupation/organization

**Competency 16.6.2: Exhibit characteristics needed for advancement**

*Competency Builders:*

- 16.6.2.1 Display a positive attitude
- 16.6.2.2 Demonstrate knowledge of a position
- 16.6.2.3 Perform quality work
- 16.6.2.4 Adapt to changing situations and technology
- 16.6.2.5 Demonstrate capability for different positions
- 16.6.2.6 Participate in continuing education/training programs
- 16.6.2.7 Respect, accept, and work with ALL individuals in the workplace

## **Unit 16: Employability Skills**

### **Subunit 16.7: Technology in the Workplace**

**Competency 16.7.1: Assess the impact of technology in the workplace**

*Competency Builders:*

- 16.7.1.1 Cite how past business/industry practices have influenced present business/industry processes
- 16.7.1.2 Investigate the use of technology in the workplace
- 16.7.1.3 Analyze how present skills can be applied to learning new technologies

**Competency 16.7.2: Use a variety of technological applications**

*Competency Builders:*

- 16.7.2.1 Explore basic mathematical, scientific, computer, and technological principles
- 16.7.2.2 Use technology to accomplish assigned tasks
- 16.7.2.3 Create solutions to problems using technical means

\* Advancing

\*\* Futuring

## **Unit 16: Employability Skills**

### **Subunit 16.8: Lifelong Learning**

#### **Competency 16.8.1: Apply lifelong learning to individual situations**

*Competency Builders:*

- 16.8.1.1 Define lifelong learning
- 16.8.1.2 Identify factors that cause the need for lifelong learning

#### **Competency 16.8.2: Adapt to change**

*Competency Builders:*

- 16.8.2.1 Analyze the effects of change
- 16.8.2.2 Identify reasons why goals change
- 16.8.2.3 Describe the importance of flexibility when reevaluating goals
- 16.8.2.4 Evaluate the need for continuing education/training

## **Unit 16: Employability Skills**

### **Subunit 16.9: Economic Education**

#### **Competency 16.9.1: Analyze global enterprise system**

*Competency Builders:*

- 16.9.1.1 Identify characteristics of various enterprise systems
- 16.9.1.2 Examine the relationship between competition, risk, and profit
- 16.9.1.3 Illustrate how supply and demand influence price

#### **Competency 16.9.2: Evaluate personal money management**

*Competency Builders:*

- 16.9.2.1 Describe the need for personal management records
- 16.9.2.2 Identify methods of taxation
- 16.9.2.3 Analyze how credit affects financial security
- 16.9.2.4 Compare types and methods of investments
- 16.9.2.5 Prepare a personal budget
- 16.9.2.6 Be an informed and responsible consumer
- 16.9.2.7 Analyze the effects of advertising on the consumer

## **Unit 16: Employability Skills**

### **Subunit 16.10: Balancing Work and Family**

#### **Competency 16.10.1: Analyze the effects of family on work**

##### *Competency Builders:*

- 16.10.1.1 Recognize how family values, goals, and priorities are reflected in the workplace
- 16.10.1.2 Identify present and future family structures and responsibilities
- 16.10.1.3 Describe personal and family roles
- 16.10.1.4 Analyze concerns of working parent(s)
- 16.10.1.5 Examine how family responsibilities can conflict with work
- 16.10.1.6 Resolve family-related conflicts
- 16.10.1.7 Explain how to use support systems/community resources to help resolve family-related conflicts

#### **Competency 16.10.2: Analyze the effects of work on family**

##### *Competency Builders:*

- 16.10.2.1 Identify responsibilities associated with paid and nonpaid work
- 16.10.2.2 Compare the advantages and disadvantages of multiple incomes
- 16.10.2.3 Explain how work can conflict with family responsibilities
- 16.10.2.4 Explain how work-related stress can affect families
- 16.10.2.5 Identify family support systems and resources

## **Unit 16: Employability Skills**

### **Subunit 16.11: Citizenship in the Workplace**

#### **Competency 16.11.1: Exercise the rights and responsibilities of citizenship in the workplace**

##### *Competency Builders:*

- 16.11.1.1 Identify the basic rights and responsibilities of citizenship
- 16.11.1.2 Examine the history and contributions of all racial, ethnic, and cultural groups

#### **Competency 16.11.2: Cooperate with others in the workplace**

##### *Competency Builders:*

- 16.11.2.1 Identify situations in which compromise is necessary
- 16.11.2.2 Examine how individuals from various backgrounds contribute to work-related situations
- 16.11.2.3 Demonstrate initiative to facilitate cooperation
- 16.11.2.4 Give and receive constructive criticism to enhance cooperation

## **Unit 16: Employability Skills**

### **Subunit 16.12: Leadership**

#### **Competency 16.12.1: Evaluate leadership styles appropriate for the workplace**

*Competency Builders:*

- 16.12.1.1 Identify characteristics of effective leaders
- 16.12.1.2 Compare leadership styles
- 16.12.1.3 Demonstrate effective delegation skills
- 16.12.1.4 Identify opportunities to lead in the workplace

#### **Competency 16.12.2: Demonstrate effective teamwork skills**

*Competency Builders:*

- 16.12.2.1 Identify the responsibilities of a valuable group member
- 16.12.2.2 Exhibit open-mindedness
- 16.12.2.3 Identify methods of involving each member of a team
- 16.12.2.4 Contribute to the efficiency and success of a group
- 16.12.2.5 Determine ways to motivate others

#### **Competency 16.12.3: Utilize effective communication skills**

*Competency Builders:*

- 16.12.3.1 Identify the importance of listening
- 16.12.3.2 Demonstrate assertive communication
- 16.12.3.3 Recognize the importance of verbal and nonverbal cues and messages
- 16.12.3.4 Analyze written material
- 16.12.3.5 Prepare written material
- 16.12.3.6 Give and receive feedback
- 16.12.3.7 Articulate thoughts
- 16.12.3.8 Use appropriate language

## **Unit 16: Employability Skills**

### **Subunit 16.13: Entrepreneurship**

#### **Competency 16.13.1: Evaluate the role of small business in the economy**

*Competency Builders:*

- 16.13.1.1 Identify the benefits of small business to a community
- 16.13.1.2 Analyze opportunities for small business in a community

#### **Competency 16.13.2: Examine considerations of starting a business**

*Competency Builders:*

- 16.13.2.1 Research a business idea
- 16.13.2.2 Compare various ways to become a small business owner
- 16.13.2.3 Investigate factors to consider in financing a new business
- 16.13.2.4 Evaluate entrepreneurship as a career option

Distributed by

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