

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title: Travel Agency Operations
Occupational Area: Marketing

	<u>Secondary</u>	<u>PSAV</u>
Program Numbers:	8845200	M811050
CIP Number:	0208.110500	0208.110500
Grade Level:	9-12, 30, 31	30, 31
Length:	3 credits	450 hours
Certification:	TEACH CDE @7 DIST ED @7 MKTG 1 @2 TRANSPORT @7 G HOTEL TRNG @7 G MKTG MGMT @7 G	TRANSPORT @7 G TEACH CDE @7 DIST ED @7 MKTG 1@2 HOTEL TRNG @7 G MKTG MGMT @7 G
Facility Code:	222	222
CTSO:	DECA	DEX
Co-op Method:	Yes	Yes

Basic Skills	
Math	9
Language	9
Reading	9

- I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for employment as reservation and transportation ticket agent (OES 53805) and to provide supplemental training for those persons previously or currently employed in this occupation.

The content should include, but not be limited to, selling, transporting, storing, advertising, displaying, and planning travel services.

Listed below are the courses that comprise this program when offered at the secondary level:

8845210 - Travel Agency Operations 1
8845220 - Travel Agency Operations 2
8845230 - Travel Agency Operations 3

- II. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this program. Specialized equipment should be available for training in a travel agency laboratory setting, to include computer training and calculator training.

- III. **SPECIAL NOTE:** DECA, "An Association of Marketing Students" (secondary), and Delta Epsilon Chi, "An Association of Marketing Students" (post secondary), are the appropriate career and technical student organizations for providing leadership training and for reinforcing specific career and technical skills. Career and Technical Student Organizations, when provided, shall be an integral part of the career and technical instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.065 (8), FAC.

Cooperative training (OJT), 8800410/M899990/0208.999CP, or Guided Workplace-Learning, 8300430/D886300/1098.8630CP, are highly recommended to use with this program as a work-based learning experience. When OJT is offered, each student is required to have a training agreement and a training plan, signed by the student, parent/guardian, teacher/coordinator, and employer. The training plan shall include a diverse list of instructional objectives and on-the-job and in-school learning experiences. The workstation shall reflect equipment, skills, and tasks relevant to the occupation the student has chosen as a career goal. The student must receive compensation for work performed.

When Guided Workplace-Learning is offered, the student is allowed to work a maximum of 450 hours and must participate, with the work-based learning site supervisor, in a preplacement conference. A work-based learning plan must be developed to include the learning objectives, methods of learning, activities/responsibilities, time required, provisions for supervision, and method(s) of student evaluation. Students must also meet a minimum of once per week for the purpose of related instruction and developmental activities. Employment may be either paid or unpaid. (For additional information consult the Guided Workplace-Learning framework.)

It is highly recommended that for every 20 students (or portion thereof) enrolled in Marketing OJT and/or Guided Workplace-Learning, the teacher/coordinator be given a minimum of one hour of OJT-coordination release time per day for the purposes of visiting students on the job and managing the cooperative method of instruction.

The teacher/coordinator should visit each training site for the purpose of observation a minimum of once during each grading period, preferably while the student is actually working. A second contact each grading period for the purpose of evaluating the student's progress in attaining the competencies listed in the work-based learning plan/training plan is highly recommended.

In accordance with Rule 6A-10.040, FAC, the minimum basic-skills grade levels required for adult vocational students to exit this program are: Mathematics 9.0, Language 9.0, Reading 9.0. These grade-level numbers correspond to grade-equivalent scores obtained on one of the state-designated basic-skills examinations. If a student does not meet the basic-skills level required for completion of the program, remediation should be provided concurrently through Vocational Preparatory Instruction (VPI). Please refer to the Rule for exemptions.

When a secondary student with a disability is enrolled in a vocational class with modifications to the curriculum framework, the particular outcomes and student performance standards that the student must master to earn credit must be specified on an individual basis. The job or jobs for which the student is being trained should be reflected in the student's desired postschool outcome statement on the Transition Individual Educational Plan (Transition IEP).

SCANS Competencies: Instructional strategies for this program must include methods that require students to identify, organize, and use resources appropriately; to work with each other cooperatively

and productively; to acquire and use information; to understand social, organizational, and technological systems; and to work with a variety of tools and equipment. Instructional strategies must also incorporate methods to improve students' personal qualities, higher-order critical thinking skills, and problem-solving, technical, and literacy skills.

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

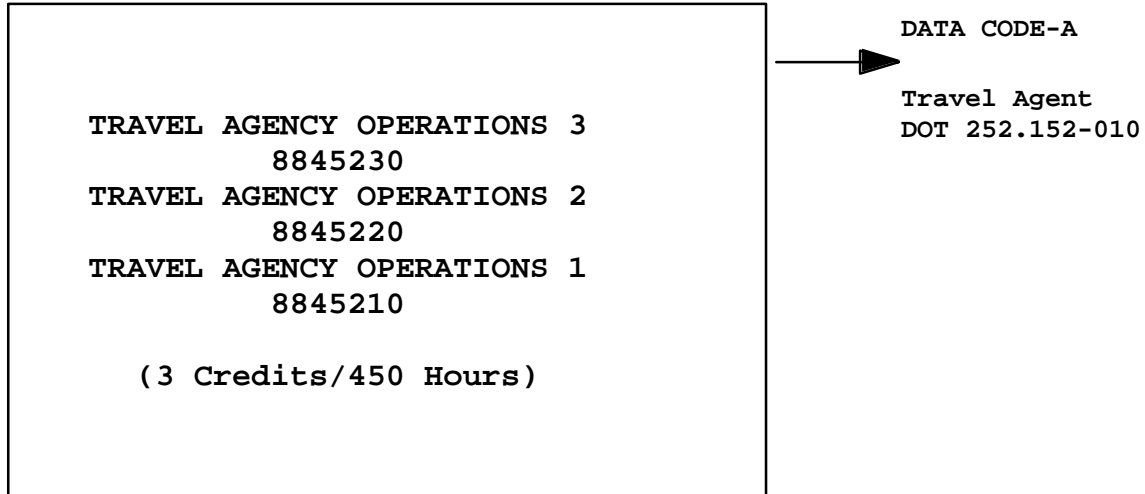
When offered at the postsecondary adult vocational level, this program may be offered in courses. Vocational credit shall be awarded to the student on a transcript in accordance with Section 230.643 F.S.

IV. **INTENDED OUTCOMES:** After successfully completing the program, the student will be able to:

- 01.0 Demonstrate employability skills.
- 02.0 Demonstrate human relations skills necessary for success in travel agency occupations.
- 03.0 Demonstrate proficiency in applying communication and technology skills.
- 04.0 Plan a career or career ladder in the travel industry.
- 05.0 Demonstrate an understanding of entrepreneurship.
- 06.0 Perform merchandising math operations unique to travel services marketing.
- 07.0 Apply sales promotion techniques and procedures to the marketing of travel services.
- 08.0 Utilize effective selling techniques and procedures.
- 09.0 Demonstrate product and service technology as it relates to travel.
- 10.0 Demonstrate role of the manager.

The following diagram illustrates:

TRAVEL AGENCY OPERATIONS
8845200/M811050/0208.110500



Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Travel Agency Operations
Secondary Number: 8845200
Postsecondary Number: M811050

OCCUPATIONAL COMPLETION POINT A
TRAVEL AGENT - DOT 252.152-010

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

- 01.01 **Identify and utilize resources used in a job search (e.g., networking, newspaper, Internet).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.3.4.2, SC.H.3.4.5, SC.H.3.4.6, SS.D.1.4.1
- 01.02 **Discuss importance of drug tests and criminal background checks in identifying possible employment options.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.1, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, SC.H.3.4.1, SC.H.3.4.3, SS.A.5.4.7
- 01.03 **Identify steps in the job application process including arranging for references and proper documentation (e.g., green card).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.5.4.1, SC.H.3.4.6
- 01.04 **Identify procedures and documents required when applying for a job (e.g., application, W-4, I-9).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.5.4.1, SC.H.3.4.6, SS.A.5.4.7
- 01.05 **Prepare a resume (electronic and written), letter of application, follow-up letter, acceptance/rejection letter, letter of resignation, and letter of recommendation.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.3, LA.B.2.4.4, MA.A.1.4.1, SC.H.3.4.2
- 01.06 **Identify and demonstrate appropriate dress and grooming for employment.** LA.A.2.4.4, LA.A.2.4.7, LA.A.2.4.8, LA.C.3.4.3
SC.H.3.4.3
- 01.07 **Identify and demonstrate effective interviewing skills (e.g., behavioral).** LA.A.1.4.3, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, MA.A.1.4.1, MA.A.1.4.3, SC.H.3.4.3, SS.C.2.4.3

- 01.08 **Describe methods for handling illegal interview and application questions.** LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.2, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.2, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.2, LA.D.2.4.3, LA.D.2.4.4, LA.D.2.4.5, LA.D.2.4.6, [SC.H.3.4.1](#), [SS.A.5.4.7](#)
- 01.09 **Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, sexual harassment, EEOC, ADA, FMLA, OSHA).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, [SS.C.2.4.3](#), [SC.H.3.4.4](#)
- 01.10 **Identify positive work attitudes and behaviors such as honesty, compassion, respect, responsibility, fairness, trustworthiness, and caring.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, [SC.H.3.4.3](#)
- 01.11 **Identify ways to work cooperatively in a business situation with diverse populations and the physically challenged.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6
- 01.12 **Describe importance of producing quality work and meeting performance standards.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, [SC.H.3.4.2](#)
- 01.13 **Identify personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, [MA.A.1.4.1](#), [MA.A.1.4.2](#), [MA.A.1.4.3](#), [MA.A.1.4.4](#), [SC.H.3.4.3](#), [SS.C.2.4.3](#), [SS.C.2.4.6](#)
- 01.14 **Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.2, LA.D.2.4.3, LA.D.2.4.4, LA.D.2.4.5, LA.D.2.4.6, LA.E.2.4.4, LA.E.2.4.6, LA.E.2.4.8, [MA.A.5.4.1](#), [MA.B.1.4.2](#)
- 01.15 **Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,

- LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.3
- 01.16 **Identify how to prepare for job separation and re-employment.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.5
- 01.17 **Create and maintain a portfolio of documents for job placement (e.g., resume, letters of recommendation, awards, evidence of participation in school/community/volunteer activities, employer evaluations).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, MA.A.1.4.1, MA.A.1.4.4, SC.H.3.4.5, SC.H.3.4.6
- 01.18 **Identify and practice stress management and relaxation techniques.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6
- 01.19 **Discuss importance of practicing positive customer service skills.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.4, LA.C.3.4.1, LA.C.3.4.2
- 02.0 DEMONSTRATE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN TRAVEL AGENCY OCCUPATIONS--The student will be able to:
- 02.01 **Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds.** LA.A.1.4.3, LA.C.3.4.2, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3
- 02.02 **Define and discuss issues involving gender equity, disability, and age.** LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3
- 02.03 **Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player).** LA.C.1.4.3
- 02.04 **Identify and define friendliness, adaptability, empathy, and politeness as relates to business.** LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 02.05 **Explain concepts of integrity, credibility, reliability, and perseverance.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 02.06 **Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).**
- 02.07 **Maintain professional personal appearance and attitude.**
- 02.08 **Demonstrate ability to use creative problem solving, decision-making, and critical thinking strategies.** LA.A.2.4.7, LA.A.2.4.8
- 02.09 **Demonstrate self-management, initiative, and multi-tasking.**
- 02.10 **Explain concepts of self-understanding, self-esteem, and self-image.** LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,

- LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 02.11 **Demonstrate professional behavior and etiquette.** LA.D.1.4.2
- 02.12 **Demonstrate respect for the opinions, customs, and individual differences of others.** LA.D.1.4.2, LA.D.1.4.3
- 02.13 **Set personal and career goals and develop a plan of action to achieve those goals.** LA.B.2.4.2, LA.A.2.4.4
- 02.14 **Identify areas where personal and professional change and adjustment may be necessary.** LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 02.15 **Demonstrate ability to offer and accept feedback.**
LA.C.3.4.2
- 02.16 **Identify and practice stress management and relaxation techniques.**
- 02.17 **Maintain confidentiality of business matters.**
- 02.18 **Support and follow company policies and procedures (e.g., attendance, tardiness, returns).**
- 02.19 **Develop and demonstrate human relations skills needed for successful entry and progress in the travel agency industry.**
LA.C.1.4.3, LA.C.3.4.2, LA.D.1.4.2
- 03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION AND TECHNOLOGY SKILLS--The student will be able to:
- 03.01 Discuss the role communication plays in the travel industry.
LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 03.02 Identify and apply effective communication techniques (e.g., verbal, nonverbal, written, electronic). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 03.03 Demonstrate ability to read and comprehend written communications. LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4
- 03.04 Demonstrate ability to speak effectively to customers/clients, co-workers, supervisors, and vendors, using grammar and terminology appropriate to the industry.
- 03.05 Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation. LA.B.2.4.4, LA.C.1.4.3, LA.C.3.4.2
- 03.06 Demonstrate active listening strategies that improve understanding and performance on the job. LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.3, LA.C.1.4.4
- 03.07 Create and deliver a business-related presentation using presentation software. LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4
- 03.08 Discuss importance of providing clear directions, descriptions, and explanations. LA.A.1.4.3, LA.A.2.4.1, LA.A.2.4.4, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 03.09 Identify components of an prepare an itinerary. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3,

- LA.C.3.4.4, LA.C.3.4.5, MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.4, MA.B.1.4.2, SC.H.1.4.7
- 03.10 Develop networking skills to expand business/social contacts within the travel industry.
- 03.11 Discuss methods of handling customer complaints concerning travel problems. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.E.2.4.1, LA.E.2.4.2
- 03.12 Compose business letters, memorandum, fax, and e-mail regarding payments, complaints, orders for supplies, and other business-related concerns. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4
- 03.13 Interpret business policies to customers/clients. LA.A.2.4.7, LA.A.2.4.8
- 03.14 Demonstrate ability to locate, understand, and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, maps, and Internet resources. LA.A.2.4.4, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.2.4.4, LA.C.3.4.3, MA.A.4.4.1
- 03.15 Demonstrate ability to extract the necessary information about travel needs of clients.
- 03.16 Demonstrate mastery of a computer reservation system.
- 04.0 PLAN A CAREER OR CAREER LADDER IN THE TRAVEL INDUSTRY--The student will be able to:
- 04.01 Describe travel-related employment opportunities.
- 04.02 Identify and describe your own travel-related career goals.
- 04.03 Identify steps and time frames for obtaining career goals.
- 05.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:
- 05.01 Define "entrepreneurship." LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.8, LA.B.2.4.4, SS.D.1.4.1, SS.D.2.4.1, SS.D.2.4.2, SS.D.2.4.3, SS.D.2.4.4, SS.D.2.4.5
- 05.02 Describe importance of entrepreneurship to the American economy.
- 05.03 Identify characteristics, aptitudes, and skills of successful entrepreneurs. LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SS.D.1.4.2
- 05.04 List advantages and disadvantages of business ownership. LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.3, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, SS.D.1.4.1, SS.D.2.4.1
- 05.05 Identify risks involved in ownership of a business. LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SS.D.1.4.2
- 05.06 Analyze current travel-related entrepreneurial trends in the marketplace.

06.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO TRAVEL SERVICES MARKETING--The student will be able to:

- 06.01 Perform addition, subtraction, multiplication, division, ratios, and percentages as they relate to air travel, lodging, car rentals, tours, and cruises. MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
- 06.02 Apply problem solving techniques to travel related transactions including cash, checks, debit cards, and credit cards. MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.A.2.4.2, MA.A.5.4.1
- 06.03 Calculate commissions, surcharges, gratuities, and taxes. MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.A.2.4.1, MA.A.2.4.2, MA.A.3.4.1, MA.A.3.4.3, MA.B.1.4.3, MA.B.3.4.1, SC.H.3.4.3
- 06.04 Calculate actual flying time and time zone difference. MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.B.2.4.2, MA.A.3.4.3, MA.D.1.4.1, MA.D.2.4.2, SC.C.1.4.2, SC.E.1.4.1, SC.H.3.4.5
- 06.05 Identify sources of currency exchange rates. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, MA.A.1.4.1, MA.D.1.4.1, MA.D.2.4.2, SC.H.3.4.4
- 06.06 Calculate combinations of fares.
- 06.07 Calculate mileage and fare construction unit problems.
- 06.08 Classify different payment options (e.g., credit cards, debit cards, frequent flyer miles). LA.A.1.4.2, LA.A.2.4.6, LA.C.1.4.1, SC.H.3.4.4
- 06.09 Calculate refunds and exchange transactions for travel related services. MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.A.2.4.1, MA.A.2.4.2, MA.A.3.4.1, MA.A.3.4.2, MA.A.3.4.3, SC.H.3.4.3

07.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF TRAVEL SERVICES--The student will be able to:

- 07.01 File brochures and documents relative to travel products and services.
- 07.02 Explain purposes and elements of advertising and display as related to the industry.
- 07.03 Locate and assess current sales promotions and advertisements relating to travel.
- 07.04 Explain the impact on and uses of the Internet in the travel industry.
- 07.05 Create a travel display using design principles such as color, form, balance, and symmetry.
- 07.06 Plan and prepare advertising and presentations related to travel.
- 07.07 Explain importance of niche markets (cruises, leisure, international, corporate).

08.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

- 08.01 Explain purpose and importance of selling.
- 08.02 Identify qualities of a professional sales associate.
- 08.03 Explain importance of matching the client's needs, desires, and budget with an appropriate travel product.

- 08.04 Discuss importance of meeting specialized travel needs.
 - 08.05 Make travel reservations for airlines, hotels, car rentals, tours, cruises, rails, etc.
 - 08.06 Document details and special requests, special needs, confirmations, and other business related transactions.
 - 08.07 Explain the policies and conditions of specific travel products such as deposits, cancellation penalties, refunds for unused services.
 - 08.08 Complete all ticketing forms and other necessary documents.
 - 08.09 Discuss reasons for maintaining a client file.
- 09.0 DEMONSTRATE PRODUCT AND SERVICE TECHNOLOGY AS IT RELATES TO TRAVEL--The student will be able to:
- 09.01 Provide information to clients on travel to major cities and destinations in the continental United States, including, but not limited to, climate, accommodations, transportation, and attractions.
 - 09.02 Provide information to clients on travel to Alaska and Hawaii including the criteria listed in 09.01.
 - 09.03 Provide information to clients on travel to Mexico, Canada, and the Caribbean including the criteria listed in 09.01.
 - 09.04 Provide information to clients on travel to Central and South America, Europe, Africa, Middle East, Asia, Australia, and South Pacific including the criteria listed in 09.01.
 - 09.05 Plan and prepare travel itineraries to include various modes of transportation (e.g., airline, steamship, car, rail), necessary pricing and ticketing, and appropriate reference books.
- 10.0 DEMONSTRATE ROLE OF THE MANAGER--The student will be able to:
- 10.01 Outline the job responsibilities of a manager of a travel agency.
 - 10.02 Explain the basic procedures for opening a travel agency.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8845210
Course Title: Travel Agency Operations 1
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to introduce the student to the basics of travel agency operation and to the requisite employability skills needed for success in the operation of a travel agency. There is not an Occupational Completion Point after the completion of this course.

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

- 01.01 **Identify and utilize resources used in a job search (e.g., networking, newspaper, Internet).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.3.4.2, SC.H.3.4.5, SC.H.3.4.6, SS.D.1.4.1
- 01.02 **Discuss importance of drug tests and criminal background checks in identifying possible employment options.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.1, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, SC.H.3.4.1, SC.H.3.4.3, SS.A.5.4.7
- 01.03 **Identify steps in the job application process including arranging for references and proper documentatrion (e.g., green card).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.5.4.1, SC.H.3.4.6
- 01.04 **Identify procedures and documents required when applying for a job (e.g., application, W-4, I-9).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.5.4.1, SC.H.3.4.6, SS.A.5.4.7
- 01.05 **Prepare a resume (electronic and written), letter of application, follow-up letter, acceptance/rejection letter, letter of resignation, and letter of recommendation.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.3, LA.B.2.4.4, MA.A.1.4.1, SC.H.3.4.2
- 01.06 **Identify and demonstrate appropriate dress and grooming for employment.** LA.A.2.4.4, LA.A.2.4.7, LA.A.2.4.8, LA.C.3.4.3, SC.H.3.4.3

- 01.07 **Identify and demonstrate effective interviewing skills (e.g., behavioral).** LA.A.1.4.3, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, MA.A.1.4.1, MA.A.1.4.3, SC.H.3.4.3, SS.C.2.4.3
- 01.08 **Describe methods for handling illegal interview and application questions.** LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.2, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.2, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.2, LA.D.2.4.3, LA.D.2.4.4, LA.D.2.4.5, LA.D.2.4.6, SC.H.3.4.1, SS.A.5.4.7
- 01.09 **Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, sexual harassment, EEOC, ADA, FMLA, OSHA).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, SS.C.2.4.3, SC.H.3.4.4
- 01.10 **Identify positive work attitudes and behaviors such as honesty, compassion, respect, responsibility, fairness, trustworthiness, and caring.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.3
- 01.11 **Identify ways to work cooperatively in a business situation with diverse populations and the physically challenged.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6
- 01.12 **Describe importance of producing quality work and meeting performance standards.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.2
- 01.13 **Identify personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, SC.H.3.4.3, SS.C.2.4.3, SS.C.2.4.6
- 01.14 **Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.2, LA.D.2.4.3, LA.D.2.4.4, LA.D.2.4.5, LA.D.2.4.6, LA.E.2.4.4, LA.E.2.4.6, LA.E.2.4.8, MA.A.5.4.1, MA.B.1.4.2

- 01.15 **Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility).** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, [SC.H.3.4.3](#)
- 01.16 **Identify how to prepare for job separation and re-employment.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, [SC.H.3.4.5](#)
- 01.17 **Create and maintain a portfolio of documents for job placement (e.g., resume, letters of recommendation, awards, evidence of participation in school/community/volunteer activities, employer evaluations).** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, [MA.A.1.4.1](#), [MA.A.1.4.4](#), [SC.H.3.4.5](#), [SC.H.3.4.6](#)
- 01.18 **Identify and practice stress management and relaxation techniques.** LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6
- 01.19 **Discuss importance of practicing positive customer service skills.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.4, LA.C.3.4.1, LA.C.3.4.2
- 02.0 DEMONSTRATE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN TRAVEL AGENCY OCCUPATIONS--The student will be able to:
- 02.01 **Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds.** LA.A.1.4.3, LA.C.3.4.2, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3
- 02.02 **Define and discuss issues involving gender equity, disability, and age.** LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3
- 02.03 **Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player).** LA.C.1.4.3
- 02.04 **Identify and define friendliness, adaptability, empathy, and politeness as relates to business.** LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 02.05 **Explain concepts of integrity, credibility, reliability, and perseverance.** LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 02.06 **Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).**
- 02.07 **Maintain professional personal appearance and attitude.**

- 02.08 **Demonstrate ability to use creative problem solving, decision-making, and critical thinking strategies.**
LA.A.2.4.7, LA.A.2.4.8
 - 02.09 **Demonstrate self-management, initiative, and multi-tasking.**
 - 02.10 **Explain concepts of self-understanding, self-esteem, and self-image.** LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
 - 02.11 **Demonstrate professional behavior and etiquette.** LA.D.1.4.2
 - 02.12 **Demonstrate respect for the opinions, customs, and individual differences of others.** LA.D.1.4.2, LA.D.1.4.3
 - 02.13 **Set personal and career goals and develop a plan of action to achieve those goals.** LA.B.2.4.2, LA.A.2.4.4
 - 02.14 **Identify areas where personal and professional change and adjustment may be necessary.** LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
 - 02.15 **Demonstrate ability to offer and accept feedback.**
LA.C.3.4.2
 - 02.16 **Identify and practice stress management and relaxation techniques.**
 - 02.17 **Maintain confidentiality of business matters.**
 - 02.18 **Support and follow company policies and procedures (e.g., attendance, tardiness, returns).**
 - 02.19 **Develop and demonstrate human relations skills needed for successful entry and progress in the travel agency industry.**
LA.C.1.4.3, LA.C.3.4.2, LA.D.1.4.2
- 03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION AND TECHNOLOGY SKILLS--The student will be able to:
- 03.01 Discuss the role communication plays in the travel industry.
LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
 - 03.02 Identify and apply effective communication techniques (e.g., verbal, nonverbal, written, electronic). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
 - 03.03 Demonstrate ability to read and comprehend written communications. LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4
 - 03.04 Demonstrate ability to speak effectively to customers/clients, co-workers, supervisors, and vendors, using grammar and terminology appropriate to the industry.
 - 03.05 Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation. LA.B.2.4.4, LA.C.1.4.3, LA.C.3.4.2
 - 03.06 Demonstrate active listening strategies that improve understanding and performance on the job. LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.3, LA.C.1.4.4
 - 03.07 Create and deliver a business-related presentation using presentation software. LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4
 - 03.08 Discuss importance of providing clear directions, descriptions, and explanations. LA.A.1.4.3, LA.A.2.4.1, LA.A.2.4.4, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2,

- LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 03.09 Identify components of an prepare an itinerary. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.4, MA.B.1.4.2, SC.H.1.4.7
- 03.10 Develop networking skills to expand business/social contacts within the travel industry.
- 03.11 Discuss methods of handling customer complaints concerning travel problems. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.E.2.4.1, LA.E.2.4.2
- 03.12 Compose business letters, memorandum, fax, and e-mail regarding payments, complaints, orders for supplies, and other business-related concerns. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4
- 03.13 Interpret business policies to customers/clients. LA.A.2.4.7, LA.A.2.4.8
- 03.14 Demonstrate ability to locate, understand, and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, maps, and Internet resources. LA.A.2.4.4, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.2.4.4, LA.C.3.4.3, MA.A.4.4.1
- 03.15 Demonstrate ability to extract the necessary information about travel needs of clients.
- 03.16 Demonstrate mastery of a computer reservation system.
- 04.0 PLAN A CAREER OR CAREER LADDER IN THE TRAVEL INDUSTRY--The student will be able to:
- 04.01 Describe travel-related employment opportunities.
- 04.02 Identify and describe your own travel-related career goals.
- 04.03 Identify steps and time frames for obtaining career goals.
- 05.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:
- 05.01 Define "entrepreneurship." LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.8, LA.B.2.4.4, SS.D.1.4.1, SS.D.2.4.1, SS.D.2.4.2, SS.D.2.4.3, SS.D.2.4.4, SS.D.2.4.5
- 05.02 Describe importance of entrepreneurship to the American economy.
- 05.03 Identify characteristics, aptitudes, and skills of successful entrepreneurs. LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SS.D.1.4.2
- 05.04 List advantages and disadvantages of business ownership. LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.3, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, SS.D.1.4.1, SS.D.2.4.1
- 05.05 Identify risks involved in ownership of a business. LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6,

LA.A.2.4.7, LA.A.2.4.8, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3,
LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2,
LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SS.D.1.4.2

05.06 Analyze current travel-related entrepreneurial trends in the marketplace.

**Florida Department of Education
STUDENT PERFORMANCE STANDARDS**

Course Number: 8845220
Course Title: Travel Agency Operations 2
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to develop math, sales promotion, and effective selling competencies needed for successful travel agency operation. There is not an Occupational Completion Point after the completion of this course.

06.0 PERFORM MERCHANDISING MATH OPERATIONS UNIQUE TO TRAVEL SERVICES MARKETING--The student will be able to:

- 06.01 Perform addition, subtraction, multiplication, division, ratios, and percentages as they relate to air travel, lodging, car rentals, tours, and cruises. MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
- 06.02 Apply problem solving techniques to travel related transactions including cash, checks, debit cards, and credit cards. MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.A.2.4.2, MA.A.5.4.1
- 06.03 Calculate commissions, surcharges, gratuities, and taxes. MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.A.2.4.1, MA.A.2.4.2, MA.A.3.4.1, MA.A.3.4.3, MA.B.1.4.3, MA.B.3.4.1, SC.H.3.4.3
- 06.04 Calculate actual flying time and time zone difference. MA.A.1.4.3, MA.A.2.4.2, MA.A.3.4.1, MA.B.2.4.2, MA.A.3.4.3, MA.D.1.4.1, MA.D.2.4.2, SC.C.1.4.2, SC.E.1.4.1, SC.H.3.4.5
- 06.05 Identify sources of currency exchange rates. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, MA.A.1.4.1, MA.D.1.4.1, MA.D.2.4.2, SC.H.3.4.4
- 06.06 Calculate combinations of fares.
- 06.07 Calculate mileage and fare construction unit problems.
- 06.08 Classify different payment options (e.g., credit cards, debit cards, frequent flyer miles). LA.A.1.4.2, LA.A.2.4.6, LA.C.1.4.1, SC.H.3.4.4
- 06.09 Calculate refunds and exchange transactions for travel related services. MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.A.2.4.1, MA.A.2.4.2, MA.A.3.4.1, MA.A.3.4.2, MA.A.3.4.3, SC.H.3.4.3

07.0 APPLY SALES PROMOTION TECHNIQUES AND PROCEDURES TO THE MARKETING OF TRAVEL SERVICES--The student will be able to:

- 07.01 File brochures and documents relative to travel products and services.
- 07.02 Explain purposes and elements of advertising and display as related to the industry.
- 07.03 Locate and assess current sales promotions and advertisements relating to travel.

- 07.04 Explain the impact on and uses of the Internet in the travel industry.
 - 07.05 Create a travel display using design principles such as color, form, balance, and symmetry.
 - 07.06 Plan and prepare advertising and presentations related to travel.
 - 07.07 Explain importance of niche markets (cruises, leisure, international, corporate).
- 08.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:
- 08.01 Explain purpose and importance of selling.
 - 08.02 Identify qualities of a professional sales associate.
 - 08.03 Explain importance of matching the client's needs, desires, and budget with an appropriate travel product.
 - 08.04 Discuss importance of meeting specialized travel needs.
 - 08.05 Make travel reservations for airlines, hotels, car rentals, tours, cruises, rails, etc.
 - 08.06 Document details and special requests, special needs, confirmations, and other business related transactions.
 - 08.07 Explain the policies and conditions of specific travel products such as deposits, cancellation penalties, refunds for unused services.
 - 08.08 Complete all ticketing forms and other necessary documents.
 - 08.09 Discuss reasons for maintaining a client file.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8845230
Course Title: Travel Agency Operations 3
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to develop product and service technology competencies as they relate to travel agency operation and to understand the basic role of the manager of a travel agency. Students will have met Occupational Completion Point Data Code A: Travel Agent - DOT 252.152-010

09.0 DEMONSTRATE PRODUCT AND SERVICE TECHNOLOGY AS IT RELATES TO TRAVEL--The student will be able to:

- 09.01 Provide information to clients on travel to major cities and destinations in the continental United States, including, but not limited to, climate, accommodations, transportation, and attractions.
- 09.02 Provide information to clients on travel to Alaska and Hawaii including the criteria listed in 09.01.
- 09.03 Provide information to clients on travel to Mexico, Canada, and the Caribbean including the criteria listed in 09.01.
- 09.04 Provide information to clients on travel to Central and South America, Europe, Africa, Middle East, Asia, Australia, and South Pacific including the criteria listed in 09.01.
- 09.05 Plan and prepare travel itineraries to include various modes of transportation (e.g., airline, steamship, car, rail), necessary pricing and ticketing, and appropriate reference books.

10.0 DEMONSTRATE ROLE OF THE MANAGER--The student will be able to:

- 10.01 Outline the job responsibilities of a manager of a travel agency.
- 10.02 Explain the basic procedures for opening a travel agency.