



# TRAVEL & TOURISM

HIGH SCHOOL CAREER AND TECHNICAL EDUCATION COURSE





# TRAVEL & TOURISM CURRICULUM

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Graduating class from the Alabama  
"Flawless Delivery" Tourism Training Class

# LETTER FROM THE DEVELOPERS

Dear Educators:

Tourism and travel workers are in high demand in the state of Alabama. In 2021, 28.2 million visitors to Alabama spent a record amount of almost \$20 billion, according to an Alabama tourism industry economic impact report. This was \$3 billion higher than the prior record two years earlier. Another staggering statistic is Alabama's tourism industry has almost doubled in revenue in only 10 years. Revenues went from \$10.7 billion in 2012 in expenditures to \$19.7 billion in 2021.

The tourism industry is a vital component to Alabama's economy, from both a revenue and employment standpoint. Alabama's tourism and travel industry supports an estimated 227,334 jobs directly or indirectly. With this level of demand, we have to be proactive in attracting and retaining workers to continue to meet the needs of the traveling public in a rapidly changing industry.

The state of Alabama, as well as many areas of the United States, is experiencing a labor shortage that is affecting all sectors of the tourism and travel industry: airlines, hotels, restaurants, tour operators and destination organizations. To address the issue in Alabama, Governor Kay Ivey has appointed us to spearhead the effort in creating a travel and tourism curriculum guide that will assist today's teachers in helping prepare tomorrow's workers.

The Travel & Tourism curriculum guide introduces high school students to the world of hospitality, and the main segments of the industry: lodging, food and beverage operations, tourism, attractions and travel, and event management. With more than 200 career options to explore, hospitality is an exciting industry where the sky is the limit and high school is the perfect place for students to launch a lifelong career. No matter what skills someone has, there are positions they can put their talents to use and build on them.

We hope this guide will help you to effectively deliver the content to the classroom. If we can offer further support to you in regard to the tourism and travel industry, please reach out to us and we will be glad to assist.

Sincerely,

Alabama Mountain Lakes Tourist Association  
Tami Reist, President & CEO  
tami@northalabama.org  
www.northalabama.org

Tallapoosa County Tourism  
Sandra Fuller, Director  
sfuller@tallaco.com  
www.tallapooscountytourism.com

## Why a Tourism Curriculum?

The Travel & Tourism Curriculum Guide introduces high school students to the world of tourism and travel, and the main segments of the industry: lodging, food and beverage operations, tourism, attractions and travel, and event management. This guide is to be used by educators and is designed to offer suggestions about what to teach and how to create exciting and meaningful content. It will encourage educators to research and look for new and challenging ways of facilitating students' learning in tourism and travel studies.

The Travel & Tourism Curriculum Guide is to help students prepare for the transition from secondary school to a sustainable career in any area of the tourism and travel industry. The guide offers valuable information on the array of careers available in the various segments of the travel and tourism industry, provides accessible and engaging access to timely content, including current data, facts and figures; introduces various marketing and communication techniques to drive more visitors to a destination and explains the importance of advocacy and the impact it can have on tourism and travel.

In addition, the guide gets students quickly up-to-speed with industry terminology and the economics of travel and tourism and how it impacts a local, state and national economy. Educators should relate learning in the Travel and Tourism Curriculum Guide to real people, issues and the local economy.

The curriculum focuses on two main goals:

- Generate interest in and provide a foundational understanding of tourism and travel segments and the world of career opportunities within the industry,
- Present students with both career readiness and position-specific skills that will help them get started in the industry and set them on the path to success.



Sand Mountain Park & Amphitheater  
Albertville, Ala.

# Travel and Tourism I

Course Credit: 1.0

Grade Levels: 9-12

Prerequisites: Introduction to Hospitality and Tourism

**Travel and Tourism I** focuses on creating travel itineraries, planning trips and events, reviewing travel trends, developing marketing plans, and creating budgets. In addition, content standards emphasize the importance of advocacy and the impact it has on the travel and tourism industry.

Career and Technical Student Organizations are integral, co-curricular components of each career and technical education course. These organizations enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and access opportunities for personal and professional growth. Students in the hospitality and tourism cluster affiliate with FCCLA.

Foundational standards, shown in the table below, are an important part of every course. Through these standards, students learn and apply safety concepts; explore career opportunities and requirements; practice the skills needed to succeed in the workplace; take advantage of leadership, teamwork, and personal growth opportunities afforded by Career and Technical Student Organizations; and learn and practice essential digital skills. The foundational standards are to be incorporated throughout the course.

Each foundational standard completes the stem “*Students will...*”

## Foundational Standards

1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.
6. Investigate various applicable professional organizations within the hospitality and tourism industry.

# TRAVEL AND TOURISM I

## CONTENT STANDARDS

### Introduction to Travel and Tourism

#### Activity 1

Each content standard  
completes the stem  
*"Students will..."*

Research the historic development of the travel and tourism industry, and the impact the industry has made on local economies.

Attached is the link of the state tourism department's webpage that has the yearly economic impact study which is broken down by counties and cities.

Example: <https://tourism.alabama.gov/reports/>





# TRAVEL AND TOURISM I

## CONTENT STANDARDS

### Introduction to Travel and Tourism

#### Activity 2

Each content standard  
completes the stem  
“*Students will...*”

Explain the difference between travel and tourism.

Give some examples of travel and examples of tourism.

## TRAVEL VERSUS TOURISM

Travel means to go  
on a journey,  
especially a long one

Tourism is the  
activity of traveling  
to a place for  
pleasure

People travel for many  
reasons such as  
business, pleasure,  
education, visiting  
family, and friends, etc.

Tourism mainly  
refers to the activity  
of traveling for  
pleasure

Travelers may stay at  
a place for a long  
period depending on  
their purpose

Tourists don't stay in  
one place for a long  
period

Travel is a generic  
term that is  
commonly used in  
day to day life

Tourism is a commercial  
organization and  
operation of holidays  
and visits to places of  
interest

Pediaa.com

# TRAVEL AND TOURISM I

## CONTENT STANDARDS

### Introduction to Travel and Tourism

#### Activity 3

Each content standard  
completes the stem  
*"Students will..."*

Describe the roles of various suppliers in the travel and tourism industry.

*Examples: tour operators, cruise lines, travel insurance, hotels*



RECEPTION



LOCATION



VACATION TIME



CAFÉ



HOTEL



TWIN ROOM



SINGLE ROOM



PARKING



SPA



SWIMMING POOL



GYM



CAR RENT

# TRAVEL AND TOURISM I

## CONTENT STANDARDS

### Introduction to Travel and Tourism

#### Activity 4

Each content standard  
completes the stem  
“*Students will...*”

Describe current trends in the travel industry.

*Examples: short-term rentals, hostels, volunteerism tourism, ecotourism, medical tourism, space travel*

#### **Here’s What To Expect From 2023 Travel: Trends And Predictions**

From Forbes magazine, by Becky Pokora, Forbes Advisor Staff  
(Condensed, see full article at link provided)

<https://www.forbes.com/advisor/credit-cards/travel-rewards/travel-trends-predictions-2023/>

If you thought travel came back with a vengeance this year, you’re not wrong. Air traffic hit about 70% of pre-pandemic levels globally—an impressive feat considering there were still staffing and operational constraints, not to mention closed borders in some destinations.

While we’re thrilled to see normalcy returning and tourism rebounding, in some ways traveling was crazy in 2022. Rental car shortages, packed European capitals and sky-high airfares were just the start. Will travel in 2023 be as overwhelming? We’ve scoured the data to give you an inside look at what travel trends to expect over the coming year.

#### **Travel Is Still a Priority**

Inflation is hitting everyone’s bottom line but so far, that’s not enough to deter anyone from skipping their travel plans. The U.S. Travel Foundation is forecasting an increase in travel spending in 2023 compared to 2022 (or 2019, for that matter).

#### **Luxury Travel Is Here To Stay**

For some, skipping trips in the height of the pandemic meant that travel budgets were higher once the world reopened. Five star hotels, flight upgrades and bespoke experiences are all on the table.

A survey by Booking.com found that nearly half (49%) of its respondents selected that they are likely to spend more on their next trip to make up for lost time. Perhaps more telling, 43% of respondents are willing to go all out when it comes to costs. Younger travelers in particular intend to splurge. An Expedia study found that 80% of survey respondents between the ages of 18 and 34 are willing to pay to upgrade their experience.

#### **Travelers Are Planning Ahead Again**

Speaking of booking in advance, travelers are finally comfortable with locking in trips ahead of time. With previously ever-changing travel rules and restrictions, it often made sense to wait until the eleventh hour to book a trip rather than face disappointment or last-minute scrambles to adjust to new policies. Now, stability is relatively common again.

#### **“Hush” Trips Let Remote Workers Dip Their Toes Into Digital Nomadism**

Digital nomadism was gaining traction even before remote work became commonplace. But for some individuals, full-on digital nomadism is too extreme. That’s precisely why “hush” trips have the potential to be the newest travel trend in 2023. Remote workers pack up and head somewhere new for a limited amount of time—think a week or two, rather than all year—without ever telling their employer. Then, login, get to work, and save some time to explore.

#### **Regardless of Where or How You Go, Experiences Reign Supreme**

The days of nothing but rest and relaxation are changing. Almost all travelers want to spend at least part of their trip experiencing new or unique activities, according to a survey by GetYourGuide. In fact, 90% of respondents want to experience a destination “like a local” and two-thirds of millennial respondents specifically worry about whether it’s an authentic experience.

#### **Responsible Travel Is No Longer Niche**

Hand in hand with a desire to see a destination as locals do, travelers are putting more emphasis on traveling responsibly. When you’re eliminating the gap between tourist and resident and forging human connections, your impact as a traveler is more apparent. A Virtuoso survey found that clients want to benefit local people and the economy and are willing to pay more accordingly.

#### **Bottom Line**

For the most part, travel is rebounding back to pre-pandemic levels, even despite inflation and, at times, significant operational challenges in 2022. We expect travelers to head to all corners of the globe, even if that means splurging at times and planning ahead seems to be a common theme. Plus, we’ll see even more emphasis on experiences once you’re at your destination and a renewed focus on traveling responsibly and sustainably throughout 2023.

# TRAVEL AND TOURISM I

## CONTENT STANDARDS

### Introduction to Travel and Tourism

#### Activity 5

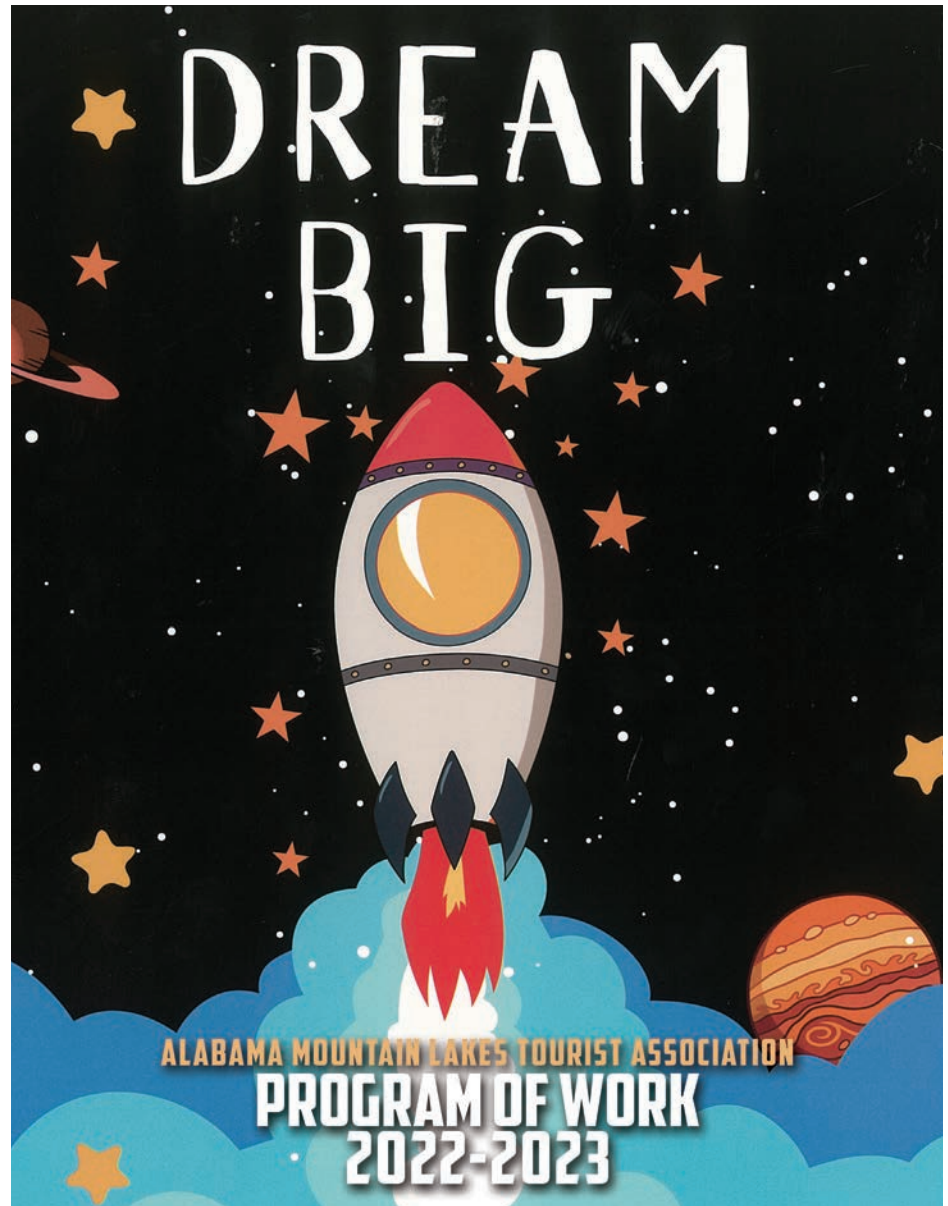
Each content standard  
completes the stem  
“*Students will...*”

Describe how various travel and tourism organizations promote communities to increase tourism utilizing communication skills and enhanced presentations

*Examples: destination marketing organization, tourism organization, convention and visitor bureau.*

Link to download a pdf of the 2022-2023 Alabama Mountain Lakes Tourist Association Program of Work:

[www.amla4tourism.com/downloads/](http://www.amla4tourism.com/downloads/)



# TRAVEL AND TOURISM I

## CONTENT STANDARDS

### Introduction to Travel and Tourism

#### Activity 6

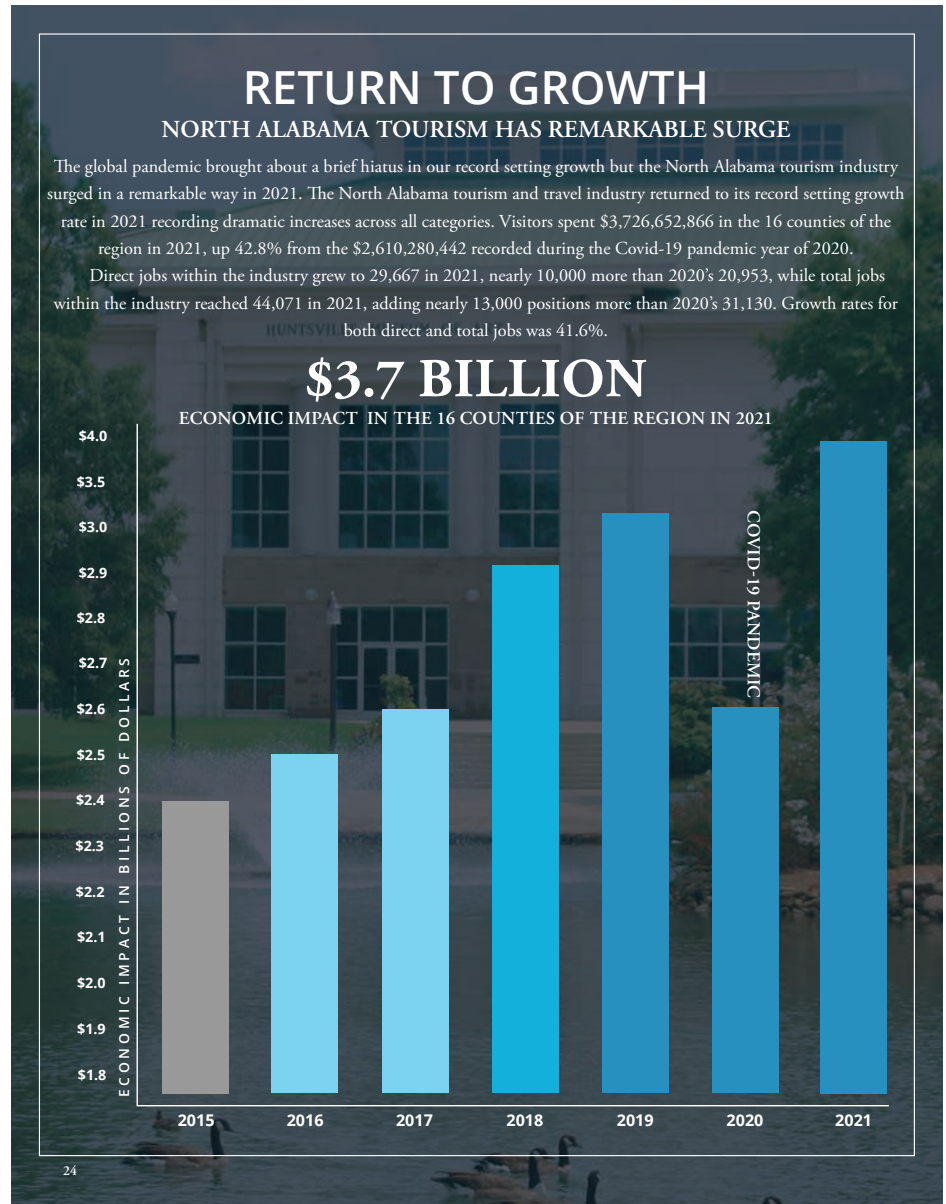
Each content standard completes the stem “Students will...”

Gather and share information on cultural, environmental, and social factors that impact the travel and tourism industry.

Examples: hurricane, oil spill, pandemic, war

Below is a graph reflecting the impact the Covid-19 global pandemic had on the tourism and travel industry in 2020.

Link to Alabama Tourism Department 2021 Economic Impact Report: <https://tourism.alabama.gov/reports/>



# TRAVEL AND TOURISM I

## CONTENT STANDARDS

### Introduction to Travel and Tourism

#### Activity 7

Each content standard  
completes the stem  
“*Students will...*”

Describe market segments within the travel and tourism industry, including social, medical, military, educational, religious, fraternal, and corporate sectors.

<https://www.socialtables.com/blog/hotel-sales/smerf-sales/>



#### Tech Thursday: 5 Clever CRM Strategies to Increase SMERF Sales

By Social Tables

Known as less lucrative than conferences and business meetings, SMERF sales can fall off the radar easily—especially when the economy is strong.

But nurturing the slow-and-steady SMERF sales market with support from your [hotel CRM software](#) can pay off over time. It's a similar strategy to diversification in finance: A portfolio composed only of a single class of high-yield investments can be vulnerable. A wise financial manager diversifies with lower-yield, sure-thing investments for long-term stability.

#### What does SMERF mean in hospitality?

SMERF is an acronym for Social, Military, Educational, Religious and Fraternal groups, and often also includes sports, entertainment, and recreational groups. Two key characteristics place these varied groups under one umbrella: SMERF events are typically unrelated to the full-time jobs of attendees, and guests usually travel on their own dime and their own time—rather than having a business pay their expenses.

# TRAVEL AND TOURISM I

## CONTENT STANDARDS

### Introduction to Travel and Tourism

#### Activity 8

Each content standard completes the stem "Students will..."

Describe how technology is utilized in the travel and tourism industry.

Examples: social media platforms, reservation software, event management software



#### YOUR MARKET IS MOBILE

U. S. Smartphone Penetration

81%

This represents a significant market share of the U.S. buying population.

- » 87% of those with incomes over \$75K have a smartphone.
- » 70% of mobile searches result in action within an hour.
- » For the first time ever, **over 50%** of travel-related searches take place on mobile devices; more people are consuming travel content from mobile devices (smartphones and tablets) than from desktop computers!
- » In 2016, **more than 50%** of online travel-related search will come from mobile devices.

04



#### FACTS

56% of leisure travelers cite "recommendations from others" as the most common resource for researching leisure trips.

92% of consumers trust recommendations from friends & family over other forms of advertising.

The meaning of "friends" has now widened with social media. Marketers must heavily weight the new power of recommendations from friends and family within the context of our interconnected world.

#### TIMELY TIPS

1. **A balanced social plan includes:** an understanding of your market, and how they interact online.
2. **Authentic Experiences:** Give 'Em Something To Talk About

The American Leisure Traveler wants local, authentic, and memorable experiences and products that are unique from what they can get at home. And they want to share about it on social media with their friends.

05



10

**FACT** A recent search of Instagram hashtags revealed more than 6.8 million images tagged with #waterfall, more than 26.8 million tagged with #mountains, and more than 14.8 million tagged with #festival.

- » Hashtags are one of the most effective tactics for spreading your messages and connecting with others on social media.
- » Hashtags make users feel connected to each other & your business by identifying unified topics.
- » Any brand can create their own hashtags. Hashtags are a great way to generate buzz around a marketing campaign.

**MARKETERS MUST FIND NEW, INNOVATIVE WAYS TO USE HASHTAGS AS A MEANS TO DRIVE CONVERSATION, HARNESS THE PUBLIC SUPPORT, AND GARNER ATTENTION.**

#### INSTRUCTIONS

1. **Create your own hashtag.** Create a standard hashtag for your business & use it religiously on social media posts, store displays, advertisements.
2. **Encourage visitors to use your hashtag** when sharing about their favorite purchase, experience, or when leaving a review.
3. **Research & use popular travel-related hashtags** that accurately describe your offerings.
4. **Interact with those who use the same hashtags as you;** that's how you build connections and engagement.
5. **Use the #VisitNorthAL hashtag in all your social media posts and in your establishment.** Then AMLA will see it and have the opportunity to re-post.
6. **Add these USA & Alabama hashtags to posts (when it applies) for more visibility:** #DISCOVERAMERICA, #ROADTRIPUSA, #ALABAMAOUTDOORS, #LOVEAL, and #SWEETHOMEALABAMA.



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# TRAVEL AND TOURISM I

## CONTENT STANDARDS

### Introduction to Travel and Tourism

#### Activity 9

Each content standard completes the stem *"Students will..."*

Compare travel via water, surface, and air transportation, including cost, time required, advantages, and limitations.

Create an illustration of using car, vs water, vs air - Time it takes by vehicle vs air being shorter but more expensive travel.

#### Economics of Travel and Tourism



AIRCRAFT



TRAIN



CAR



SHIP



BIKE



BUS



# TRAVEL AND TOURISM I

## CONTENT STANDARDS

### Economics of Travel and Tourism

#### Activity 10

Each content standard completes the stem "Students will..."

Explain how government policies can influence or impact travel and tourism.

Examples: CDC warnings, mandates, terrorism updates, rules regarding gasoline shortages

CDC warnings - example of trip

Disaster example - People reserved travel to location that now has been hit with a disaster and travel changes have to be made

The screenshot shows the CDC website's 'COVID-19' section. The main heading is 'Domestic Travel During COVID-19' with the subtitle 'Information for People Traveling by Air and Land within the United States and U.S. Territories'. The page is updated as of August 24, 2022. A sidebar on the left lists various topics under 'Your Health', with 'Travel' selected. The main content area is titled 'What You Need to Know' and includes a list of bullet points: 'Protect yourself and others from COVID-19' (with sub-points about getting up to date on vaccines, testing before travel, following mask recommendations, and testing after travel), and 'Check your destination's COVID-19 Community Level'. Below this is a section titled 'Before You Travel' with a sub-heading 'Make sure to plan ahead:' and another list of bullet points: 'Get up to date with your COVID-19 vaccines before you travel' (with sub-points about finding boosters and vaccine effectiveness), 'Check the current COVID-19 Community Level at your destination' (with sub-points about high/medium risk areas and visiting sick people), and 'Make sure you understand and follow all state, tribal, local, and territorial travel restrictions, including proper mask wearing, proof of vaccination, or testing requirements'. A 'Get Email Updates' box is visible at the bottom left of the page.

# TRAVEL AND TOURISM I

## CONTENT STANDARDS

### Economics of Travel and Tourism

#### Activity 11

Each content standard completes the stem "Students will..."

Explain the impact of the travel and tourism industry on national, state, and local economies.



# TRAVEL AND TOURISM I

## CONTENT STANDARDS

### Marketing Travel and Tourism

#### Activity 12

Each content standard completes the stem "Students will..."

Create and package itineraries for various trips and services, including pricing, target marketing, and distribution of products and services.

## Music that Rocked the World

### Suggested Itinerary

**Cities:** Muscle Shoals, Tusculumbia and Huntsville, Alabama

7:00 a.m. Breakfast at Marriott Shoals

8:00 a.m. Depart for Alabama Music Hall of Fame

9:30 a.m. FAME Recording Studios tour

10:15 a.m. Muscle Shoals Sound Studio tour (Jackson Highway Studios)

11:00 a.m. Cypress Moon Studios tour

Noon Lunch at Champy's Chicken, Muscle Shoals

1:30 p.m. Helen Keller Home, Gardens and Museum tour

3:00 p.m. Depart for Marriott, Huntsville, Alabama (1 hr, 21 mins., 69 miles/111 km)

5:00 p.m. Lowe Mill Arts & Entertainment Center

7:00 p.m. Dinner at Ale's Kitchen, Micro-Brewery Beer Tasting Campus No. 805.



Marriott Shoals



Alabama Music Hall of Fame



Singing River Sculptures



Helen Keller Home

### Destinations

**Alabama Music Hall of Fame**  
The outstanding achievements and the music of Alabamians are presented in this state museum. "Father of the Blues" WC Handy, "Father of Rock and Roll" Sam Phillips and Percy Sledge ("When a Man Loves a Woman"), all Shoals natives, are among the prestigious inductees. You'll hear rocking rhythms and soul touching melodies as you admire the vast memorabilia from the lives and careers of more than 1,000 stars, representing all styles of America's music. (256) 381-4417. [www.alamhof.org](http://www.alamhof.org)

**FAME Recording Studios**  
FAME, established in 1959, was the first successful, professional recording studio in Alabama. Arthur Alexander's 1961 hit, "You Better Move On," cut here, launched the famous Muscle Shoals sound. The internationally acclaimed documentary, *Muscle Shoals* released in 2013, told the story of FAME and its founder, Rick Hall. (256) 381-0801. [www.fame2.com](http://www.fame2.com)

**Muscle Shoals Sound Studio**  
Established in 1960 by a group of former FAME session musicians, this was the location where the Rolling Stones, Cher, Bob Segar, Rod Stewart, Paul Simon, Art Garfunkle, and many others created some of the most popular hits of the 1970s. The rhythm section was eventually immortalized as "The Swampers" by Lynyrd Skynyrd in the Brits hit "Sweet Home Alabama." (256) 394-3562. [www.MSMusicFoundation.org](http://www.MSMusicFoundation.org)

**Cypress Moon Studios**  
Founded in 1978, this was the second location of the legendary Muscle Shoals Sound Studio for over 25 years, where the "Swampers" continued to record hits after moving from their Jackson Highway location. Recording artists including Bob Segar, Bob Dylan, Lynyrd Skynyrd, Dr. Hook, Etta James, Clarence Carter, Julian Lennon, Glenn Frey and countless others. (256) 764-1434 or (256) 335-6961. [www.CypressMoonProduction.com](http://www.CypressMoonProduction.com)

**Helen Keller Home, Gardens and Museum**  
The dramatic life and times of Helen Keller are preserved at her birthplace and childhood home, Ivy Green. The plantation home and birthplace cottage, dating back to the 1820's are listed on the National Historic Register of Historic Places. Original furnishings of the Keller family decorate the home and museum, highlighted by hundreds of Miss Keller's personal mementos, books, and gifts from her lifetime of travel and lectures for the betterment of the world's blind and deaf-blind. (256) 383-4066.

**EarlyWorks, Huntsville**  
Your incredible adventures await at the South's largest hands-on history museum complex! The EarlyWorks Family of Museums include the Alabama Constitution Village, the Huntsville Depot and Museum, and EarlyWorks Children's History Museum. These three museums in the heart of historic downtown Huntsville will take you on a journey back in time. Experience history as it comes to life in unique settings such as a 46-foot keel boat, an 1860's era depot or the cabinet shop where delegates met to discuss and draft the constitution for statehood in 1819. (256) 564-8100. [www.earlyworks.com](http://www.earlyworks.com)

**Lowe Mill Arts & Entertainment**  
Lowe Mill Arts & Entertainment is America's largest independent center for the arts. With over 120 working artists, small businesses, restaurants, and live performance venues, this huge historic textile mill is now a rising home for music, art, and culture. Visitors are encouraged to enter our studios and speak with artists to learn about their work processes, inspirations, and to purchase work.

**Campus No. 805**  
The South's premier craft brewery and entertainment venue.

### World Games Itineraries to Alabama's Majestic Appalachian Mountains

## Earth's Largest Space Museum

### Suggested Itinerary

**Cities:** Huntsville, Alabama

7:00 a.m. Breakfast at Marriott.

8:30 a.m. Space Camp at U.S. Space & Rocket Center  

- o 8:30am Welcome and Flight suit fitting
- o 9am Tour of facilities
- o 10am Astronaut Training Simulators
- o 10:30am Training for Space mission and Mission

11:30 a.m. Lunch at U.S. Space & Rocket Center


1:30 p.m. U.S. Space & Rocket Center tour  

- o Meet at Saturn V hall
- o Tour of main museum floor, Mars Grill, IMAX and depart outside main entrance near Blackbird


3:30 p.m. Huntsville Botanical Gardens

5:00 p.m. Depart for DeSoto State Park, Fort Payne, Alabama (1 hr, 16 mins., 69 miles/110 km)


7:00 p.m. Dinner at DeSoto State Park.




Space Camp



Shuttle Park at U.S. Space & Rocket Center



Space Camp



Huntsville Botanical Gardens

### Destinations

**Space Camp**  
Experience the authenticity of simulated space missions! Space Camp® launched in 1982 to inspire and motivate young people from around the country to join the ranks of space pioneers who persevere to push the boundaries of human exploration. Today, with attendees from all 50 states, territories and more than 60 foreign countries, the immersive program continues to challenge young people to dream of a future in space. (256) 837-3400. [www.spacecamp.com](http://www.spacecamp.com)

**U.S. Space & Rocket Center**  
The U.S. Space & Rocket Center in Huntsville, Alabama is a museum operated by the government of Alabama, showcasing rockets, achievements, and artifacts of the U.S. space program. Astronaut Owen Garriott described the place as, "a great way to learn about space in a town that has embraced the space program from the very beginning." Opened in 1970, just after the second manned mission to the lunar surface, the center not only showcases Apollo Program hardware but also houses interactive science exhibits, Space Shuttle and Army rocketry and aircraft. With more than 1,500 permanent rocketry and space exploration artifacts, as well as many rotating rocketry and space-related exhibits, the center occupies land carved out of Redstone Arsenal adjacent to Huntsville Botanical Garden. (256) 837-3400. [www.rocketcenter.com](http://www.rocketcenter.com)

**Huntsville Botanical Gardens**  
The Huntsville Botanical Garden is a 112-acre (453,000 m) botanical garden. The garden is fifth on the list of Alabama's top paid tourist attractions, receiving more than 300,000 visitors annually. The gardens include a seasonal butterfly house, and aquatic, annual, daily, fern, herb, perennial, rose, and wildflower gardens, as well as a nature path and collection of flowering Dogwood trees. Specific sections of the garden are as follows: Nature center, Biblical garden, Central Corridor, Daylily Garden, Dogwood Trail, Fern Glade, Herb Garden Nature Trail, and Vegetable Garden. (256) 830-4447. [www.hsvbg.org](http://www.hsvbg.org)

### World Games Itineraries to Alabama's Majestic Appalachian Mountains

# TRAVEL AND TOURISM I

## CONTENT STANDARDS

### Economics of Travel and Tourism

#### Activity 13

Each content standard completes the stem "Students will..."

Evaluate various communication techniques and media sources to select the most effective manner to convey travel and tourism information to a target audience.

Examples: television, radio, digital media, social media, print

YEAR IN REVIEW  
radio and television promotions

AMLA conducted radio promotions with The Rick and Bubba Show which is heard each weekday morning on their flagship station WZZK-FM in Birmingham and on over 50 radio stations in 15 states.

AMLA conducted television promotions with City Vision, an in-room information channel offered in hotels in Birmingham and Huntsville; with Compass Media's Coast 360 in-room service for the Gulf Coast; the popular Timmy Horton Outdoors syndicated television show and internet podcast, and WAFF-TV's North Alabama's Hidden Gems featured show.

A series of destination videos were featured on WAFF-TV in Huntsville hosted by AMLA Member Services Rep Tina Lawler. The spots ran three times a week throughout the spring.

Jesse Owens Promotion on WBRC-TV Birmingham During the Olympics  
Held July 23 to August 8, 2021 in Tokyo, Japan

Video Pre-Roll Campaign 92,880 65.02%

Impressions 92,880 Clicks 60,526

156 Direct Link Clicks a. 156 0.17% CTR a. 0.17%

View Through Conversions are people who have viewed your ad, did not click your ad, but later visited a conversion page on your website. 0 View Through Conversions a. 0

Campaign Name	Impressions	Clicks	CTR
WBRC Alabama Mountain Lakes Tourist Association (Video Search/Keyword Targeting)	56,375	86	0.15%
WBRC Alabama Mountain Lakes Tourist Association (Video Media Data Optimized)	17,814	51	0.29%
WBRC Alabama Mountain Lakes Tourist Association (Video - Demo Advertiser's Clicking)	10,433	17	0.16%
WBRC Alabama Mountain Lakes Tourist Association (Video - ET)	8,258	3	0.02%
<b>Total</b>	<b>92,880</b>	<b>156</b>	<b>0.17%</b>

# TRAVEL AND TOURISM I

## CONTENT STANDARDS

### Marketing Travel and Tourism

#### Activity 14

Each content standard  
completes the stem  
“Students will...”

Develop a marketing plan and budget for a convention and visitor bureau or destination management organization, to meet community needs.

#### EXAMPLE OF A PORTION OF THE ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION PROGRAM OF WORK:

The following plan stresses the overall mission of the Association – to continue to bring in visitors, extend the amount of time they spend in North Alabama, and increase revenues for the region.

It's not only important that we cater to our external customers, but we must also address the needs of our AMLA members. In the coming year, AMLA will strive for a committed leadership and a shared vision for growth. By encouraging consensus and cooperation between counties and members, it is a win-win situation for everyone.

#### **MARKETING AND PUBLIC RELATIONS**

**Goal:**

1. Continue to promote a positive image of North Alabama's tourism product in the minds of the traveling public.

*(Strategies on how this goal, and the following goals would be accomplished were listed. Strategy sample would be: Maintain Facebook, Pinterest, Instagram, Youtube, Twitter, TikTok, and LinkedIn pages for North Alabama.)*

**Goal:**

2. Continue to design and publish creative and user-friendly marketing materials and programs.

**Goal:**

3. Promote to leisure/family, outdoor/sportsmen, eco-tourism, adventure, sports tournaments, and golf.

**Goal:**

4. Maintain on-going PR and media relations.

**Goal:**

5. Promote to Group Travel Leaders to bring group tour business to North Alabama.

#### **LEGISLATIVE/GOVERNMENTAL EFFORTS**

**Goal:**

1. Serve as a voice for tourism in the region.

*(Strategies on how this goal, and the following goals would be accomplished were listed. Strategy sample would be: Focus on a more direct communication with legislators, commissioners, mayors, city councils, and other local leaders.)*

#### **MEMBER SERVICES**

**Goal:**

1. To support the AMLA membership through education, training and supportive efforts.

*(Strategies on how this goal, and the following goals would be accomplished were listed. Strategy sample would be: Host and teach informative Association meetings, how-to workshops, and training seminars including grant training efforts.)*

**Goal:**

2. Maintain on-going member services and communication.

**Goal:**

3. Distribute Association and member materials.

#### **MAINTAIN TRAVEL INDUSTRY NETWORK**

**Goal:**

1. Foster relationships by participating in the consumer and trade marketing efforts of the state, regional, and national tourism industries.

*(Strategies on how this goal, and the following goals would be accomplished were listed. Strategy sample would be: Support the efforts of the Southeast Tourism Society & US Travel Association.)*

#### **EVALUATION**

**Goal:**

1. Monitor existing and emerging industry trends.

*(Strategies on how this goal, and the following goals would be accomplished were listed. Strategy sample would be: Maintain the Association's documentation and tracking capabilities, including Internet and mail inquiries.)*

# TRAVEL AND TOURISM I

## CONTENT STANDARDS

### Operations Management

#### Activity 15

Each content standard  
completes the stem  
*"Students will..."*

Explain how creating itineraries can drive the growth of tourism.

Example: Recommend multiple venues and activities to generate additional revenue.



### Suggested Itineraries

Check out some of Northern Alabama's best itineraries.

North Alabama boasts of many assets of interest to the traveler -- beautiful landscapes, sparkling lakes, abundant flora and fauna, internationally-acclaimed music and food, a rich and compelling history, and a vibrant array of unexpected destinations.



# TRAVEL AND TOURISM I

## CONTENT STANDARDS

### Operations Management

## Activity 16

Each content standard  
completes the stem  
“*Students will...*”

Create a travel itinerary including transportation, lodging, food services, amenities and pertinent information about time zones, geographic areas, seasons, and climate.

Below is an example of an itinerary for a working retreat for Alabama State Welcome Center employees.



### AMERICA'S TENNESSEE RIVER VALLEY MUSIC, MOUNTAINS AND MEMORIES - WEST

To customize your tour or to extend your visit combine the East & West itineraries into a 10 day-plus tour to allow for extra travel time.

#### Arrival

- Nashville International Airport, Nashville, Tennessee
- Overnight in Nashville, Tennessee

#### Day 1

- > Travel to Hurricane Mills, Tennessee. 76 miles / 122 km
- > **Loretta Lynn's Ranch.** Loretta Lynn is a Grammy-winning singer-songwriter known for "Coal Miner's Daughter," "Woman of the World," "Love Is the Foundation" and "Feelins", among many other hits. This day-long visit to the ranch includes five museums, Coal Miner's Daughter Museum, Doll and Fan Museum, Loretta's Frontier Homestead, Grist Mill Museum, and the Native American Artifacts Museum
- > **Gaslight Dinner Theater** for evening meal en route back to Nashville accommodation. (Distance from Loretta Lynn's Ranch to Dinner Theater is 45 miles / 72 km.) Gaslight Dinner Theater is West Tennessee's Premier Dinner Theatre! Located in the heart of historic downtown Dickson, the GDT offers a delicious buffet meal and Broadway style professional show.
- > Overnight in Nashville.

#### Day 2

- > Travel to Huntsville, Alabama. (111 miles / 179 km)
- > **Town of Mooresville, Alabama.** The first town incorporated by the Alabama Territorial Legislature, on November 16, 1818. The entire town is on the National Register of Historic Places, and is one of Alabama's most important and intact villages. Site of the filming of Disney's movie "Tom & Huck"
- > **1818 Farms.** Enjoy a hands-on farm life experience with rare sheep, pigs, goats, Buff Orpington and Ameraucana chickens, barn cats, and Great Pyrenees dogs at 1818 Farms in the historic village of Mooresville.
- > Lunch at **Old Greenbrier Restaurant.** Surrounded by cotton fields, Old Greenbrier Restaurant still dons its original rustic décor while serving some of the best fried catfish, hickory smoked pork and chicken and coleslaw in the Tennessee Valley.
- > **Historic Huntsville Depot.** Climb aboard locomotives and Huntsville's first ladder fire truck, discover graffiti written by actual Civil War soldiers, and listen as Andy Barker, the robotic ticket agent, tells of Alabama's railway history.
- > Overnight in Huntsville.

#### Day 3

- > U. S. Space and Rocket Center. Explore man's efforts to land on the moon and beyond. The Space and Rocket Center is the largest space museum in the world and Alabama's most visited attraction. (full day)

#### Day 4

- > Travel to Tusculmbia, Alabama. (69 miles / 111 km)
- > **Alabama Music Hall of Fame.** You'll experience the story of the state's contribution to our music heritage through artifacts, photographs and text panels in exhibits on more than 1,000 stars.
- > **FAME Recording Studios.** Established in 1959, FAME was first successful, professional recording studio in Alabama. The internationally acclaimed documentary, "Muscle Shoals", released in 2013, features the studio.
- > **Wishbone Studios.** Established in 1976, artists recorded at Wishbone Studios include: Roy Orbison, Charlie Daniels, Waylon Jennings, Wayne Newton, Hank Williams Jr, John Kay, Shenandoah, Peter Noone, and HOT.
- > **Singing River Sculptures.** Three sculptures, each 18-20 ft tall, and sculpted out of recycled aluminum.
- > Overnight in Tusculmbia.

#### Day 5

- > **Florence Indian Mound and Museum.** The mound rises from history-43 feet high (913 meters), the largest trove of ancient tools, pottery, jewelry, and pipes in Alabama. See the spear points that killed mammoths and mastodons as the Ice Age retreated and the Tennessee Valley sprouted green
- > **W. C. Handy Birthplace, Museum & Library.** W.C. Handy, the Father of the Blues, was born in Florence in 1873 in a simple cabin that today houses a large collection of his personal papers, memorabilia and artifacts.
- > **Helen Keller Home.** The plantation home and birthplace cottage dating back to the 1820s are listed on the National Register of Historic Places.

#### Day 6

- > Depart for Shiloh, Tennessee. 63 miles / 101 km
- > **Shiloh National Military Park.** The 4,200-acre Shiloh National Military Park preserves the battlefield of the Battle of Shiloh. The two-day battle took place on April 6 and April 7, 1862.
- > **Tennessee River Museum.** The building was constructed in 1939 and is listed on the National Register of Historic Places.
- > Driving tour of **Rockabilly Murals** in Selmer, Tennessee.
- > Overnight in Jackson, Tennessee.

#### Day 7

- > Travel to Camden, Tennessee. 63 miles / 101 km
- > **Pearl Farm at Birdsong Marina.** Features guided tours of the nation's only fresh-water pearl farm.
- > Depart from Nashville International Airport, Nashville, Tennessee (100miles / 160 km).

# TRAVEL AND TOURISM I

## CONTENT STANDARDS

### Operations Management

#### Activity 17

Each content standard  
completes the stem  
*"Students will..."*

Describe safety hazards and natural disaster emergency situations that may affect the travel and tourism industry.

Fishing - asian carp in our water ways. Oil spill will effect fish. Boats could not get into port with product.

Tourism is portable for recreational, leisure or corporate purposes. The World Tourism Organization describes tourists as people "traveling to and staying in places outside their usual environment for not more than one successive time for leisure, corporate and other purposes".

A **natural disaster** is the result of earth's natural dangers, for example downpour, tornado, storm, volcanic eruption, earthquake, heat wave, or landslide. They can lead to financial, ecological or human losses. (Wikipedia.org, 2001) It can disturb tourism for numerous reasons as it abolishes the natural environment and the things it relies on, makes the tourist area unsafe and damages many seaside resorts, hotels and infrastructure.



# TRAVEL AND TOURISM I

## CONTENT STANDARDS

### Operations Management

#### Activity 18

Each content standard  
completes the stem  
“*Students will...*”

Describe the basic steps of risk management for travel clients.

Travel risk management is the practice of anticipating, preventing, and reacting to dangers that business and leisure travelers may face on their journey. This can include dangerous weather, social unrest, terrorism, natural disasters, public health events like pandemics.

### We Care

Our mission at Alabama Mountain Lakes Tourist Association is to promote the amazing accommodations, attractions, events, restaurants, and natural places in our 16 county region. In addition to being all about promoting the welfare of the place, we also desire to give back to what really makes a place – the people.



# TRAVEL AND TOURISM I

## CONTENT STANDARDS

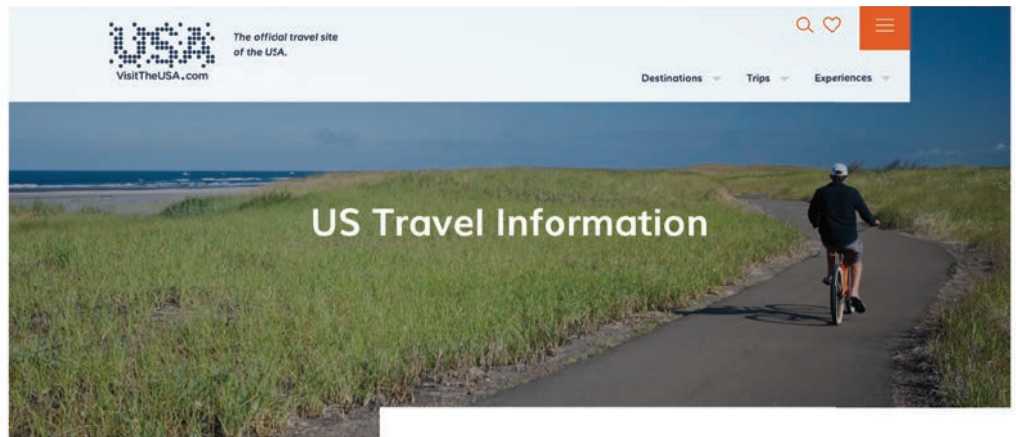
### Client Management

#### Activity 19

Each content standard  
completes the stem  
“Students will...”

Share information regarding a destination’s language, culture, and currency with clients.

Example of a way tourism can promote their business by catering to their client through language (welcome letter), culture (through restaurant in hotel with different cuisine).



#### Categories

About the USA	▼
Visa & Entry	▼
Transportation	▼
Accommodations	▼
Attractions & Tours	▼
Communications & Technology	▼
Health & Safety	▼
Accessible Travel	▼
COVID-19 Travel Guidelines by State and City	

#### Information and tips on visiting the USA

Welcome to the USA! Here you will find lots of great information and tips on visiting the USA. We've done the research for you so you can just enjoy your trip. Being prepared early and knowing what to expect will help you ease into the USA way of life.

No two trips are alike, so you will find information in this section for a variety of trip types. Whether you prefer staying in a resort or camping under the stars, we've included the details you need to be safe and happy on your USA trip.

While you'll find many of the things you already love, and discover new ones, there are a few things that are different here. Take for example our units of measurement, our electricity, our business hours and official public holidays. We suggest you begin with a brief overview of U.S. customs and culture. From here, you will find information covers family travel, activity planning, shopping and an overview of the country's health and safety information. No matter if your trip length is two days or two months, these sections will help make you an informed traveler.

Have a great trip!

Still have questions? Find us on Twitter @VisitTheUSA and Facebook.com/visittheusa and we'll get you answers. And don't forget to share your top trip moments by using #VisitTheUSA on your favorite social platforms.

[Click here for Travel Alerts.](#)

# TRAVEL AND TOURISM I

## CONTENT STANDARDS

### Client Management

#### Activity 20

Each content standard completes the stem "Students will..."

Gather and share strategies for building clientele.

See Activity 19 as well as SMERF approach.



# TRAVEL AND TOURISM I

## CONTENT STANDARDS

### Client Management

#### Activity 21

Each content standard  
completes the stem  
"Students will..."

Match clients with suitable facilities to meet their needs, wants, and expectations, considering availability of rooms, meeting spaces, and amenities.

*Examples: lodging, attractions, venues, restaurants*

*Role play - Ask specific questions to fill their needs.*

*How many people do you have coming.*

*Is this a reunion, meeting, wedding, etc?*

*How long will your party be here?*

*Will you need dinner, lunch, or breakfast set up?*

NORTH ALABAMA'S  
*Stunning*  
WEDDING VENUES

Barrett on the Mountaineer - Huntsville, Ala.

Burris Bluff at High Falls - Albertville, Ala.

Hurricane Creek Lodge - Vино, Ala.

Oakville Indian Mounds  
Danville, Ala.

39 Locations in Alabama's Majestic Appalachian Mountains!

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Alabama Mountain Lakes Tourist Association

# TRAVEL AND TOURISM I

## CONTENT STANDARDS

### Legal Issues

## Activity 22

Each content standard  
completes the stem  
“Students will...”

Describe how travel and tourism workplaces are influenced by legislation.

*Examples: policies regarding sexual harassment, homeland security, employee testing, human trafficking*

## Cheers! Alabama lawmakers approve wine delivery bill

By KIM CHANDLER April 29, 2021



Click to copy

### RELATED TOPICS

Alabama  
Lifestyle  
Wine  
Bills  
Business

MONTGOMERY, Ala (AP) — Alabamians might soon be able to have a bottle of cabernet or chardonnay delivered in the mail - as a wine shipment bill, debated for years in the Alabama Legislature, obtained final passage.

The Alabama Senate on Thursday voted 27-0 for the bill by Rep. Terri Collins, R-Decatur, and the House of Representatives voted 88-5 to accept Senate changes to the bill. It now goes to Alabama Gov. Kay Ivey for her signature.

The bill would allow wineries to obtain a direct wine shipper license from the Alcoholic Beverage Control Board to ship limited quantities of wine directly to Alabama residents 21 and older. Retailers could not ship to residents.

Alabama for years stood out as a state where alcohol could not be shipped through the mail. Collins said she began working on the legislation years ago after discovering the issue when she tried to send a present to her mother.

ADVERTISEMENT

“I wanted to send a Mothers’ Day Basket to my mother and at the disclosure at the bottom said everywhere but Alabama. I was like, ‘What? We can’t do that?’” Collins recalled. “Working with lots of interested parties, we may have maybe made that happen,” Collins said.

Collins described the approved legislation as a compromise. Only wine producers could do shipments and not retailers. “You can’t go to amazon.com and get your wine,” Collins said.

People could do wine of the month clubs only if the wine is shipped from the producer.

Ivey’s office has not said whether she will sign the bill, but Ivey earlier this month signed into law a measure that would let people to get beer, wine and liquor delivered to their homes by licensed delivery companies.

After years of resistance, 2021 has been a good vintage for alcohol-related bills in the Alabama Legislature. One year, legislators set up a study commission to research the issues of wine delivery after the measure could not win passage. Collins said she believes there is not as much fear about the issue now.

“People change. Opinions about things change,” House Speaker Mac McCutcheon, R-Monrovia, said last week.

# TRAVEL AND TOURISM I

## CONTENT STANDARDS

### Client Management

#### Activity 23

Each content standard  
completes the stem  
“*Students will...*”

Explain the importance of advocacy and the impact it has on travel and tourism.

*Examples: informing local and state legislators of the impact of tourism dollars on the local economy, requesting legislation for infrastructure improvements that would benefit tourism.*

#### RESOLUTION

##### **RESOLUTION ENDORSING THE ALABAMA AQUATIC PLANT MANAGEMENT ACT (HB 339) AND ENCOURAGING THE STATE LEGISLATURE TO APPROVE THE SAME**

**WHEREAS**, the Alabama Mountain Lakes Tourist Association's mission is to foster economic development through the promotion and marketing of tourism and travel opportunities in the sixteen (16) northern-most counties of Alabama, including all outdoor recreational opportunities such as fishing, pleasure boating, hunting and bird watching, and

**WHEREAS**, we believe that the creation of an Alabama Board for Aquatic Plant Management as outlined in House Bill 339 would provide a much needed oversight organization for the continued health and future development of Alabama's valuable waterways, and

**WHEREAS**, preserving the richness and wonder of Alabama's waterways is an extremely important tool for economic development efforts throughout North Alabama, and

**WHEREAS**, the impact of the visitors interested in outdoor recreation and conservation on the economy in our region is significant, and

**NOW THEREFORE BE IT RESOLVED**, that the Board of Directors of the Alabama Mountain Lakes Tourist Association supports the passage of House Bill 339 for the establishment of an Alabama Board for Aquatic Plant Management, and encourages all Alabama Senators and Representatives to indicate support for such legislation.

Adopted and approved this \_\_\_\_ day of April, 2013.

\_\_\_\_\_  
Bart Williams, Chairman  
Alabama Mountain Lakes Tourist Association

ATTEST:

\_\_\_\_\_  
Tami Reist, President  
Alabama Mountain Lakes Tourist Association

# Travel and Tourism II

Course Credit: 1.0

Grade Levels: 10-12

Prerequisites: Travel and Tourism I

**Travel and Tourism II** builds on the content of Travel and Tourism I, focusing on economics, marketing, operations, safety and security, and local and regional tourism. Standards are designed to enable students to gather and utilize data to forecast industry trends; utilize marketing techniques to achieve an organization's tourism goals; and explain the vital roles of group, convention, and meeting planning to create jobs now and in the future. In addition, standards are written to enhance students' understanding of how travel and tourism affect local, state, and regional economies.

Career and Technical Student Organizations are integral, co-curricular components of each career and technical education course. These organizations enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and access opportunities for personal and professional growth. Students in the hospitality and tourism cluster affiliate with FCCLA.

Foundational standards, shown in the table below, are an important part of every course. Through these standards, students learn and apply safety concepts; explore career opportunities and requirements; practice the skills needed to succeed in the workplace; take advantage of leadership, teamwork, and personal growth opportunities afforded by Career and Technical Student Organizations; and learn and practice essential digital skills. The foundational standards are to be incorporated throughout the course.

Each foundational standard completes the stem "***Students will...***"

## Foundational Standards

1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.
6. Investigate various applicable professional organizations within the hospitality and tourism industry.

# TRAVEL AND TOURISM II

## CONTENT STANDARDS

### Economics of Travel and Tourism

#### Activity 1

Each content standard completes the stem “Students will...”

Research the impact of business travel, group tourism, and individual or family tourism on the state’s economy.

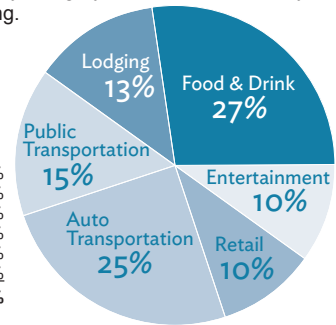
Search on the web or contact your local tourism organization or chamber of commerce.

Research example below taken from “Alabama Tourism Industry Economic Impact Report 2021,” Alabama Tourism Department Annual Report.

In Table 5, direct travel expenditures in Alabama are listed by category. This serves to identify the industries most impacted by travel and tourism spending.

**Table 5**  
**Travel Expenditures by Category - 2021**

	Expenditures	
Lodging Facilities	\$2,623,387,925	13%
Eating and Drinking Establishments	\$5,262,712,194	27%
General Retail	\$1,925,641,638	10%
Entertainment	\$1,884,207,142	10%
Public Transportation	\$2,886,337,610	15%
Auto Transportation	\$5,086,349,981	25%
<b>Total</b>	<b>\$19,668,636,489</b>	<b>100%</b>



The largest single travel expenditure was made on eating and drinking. This category (food services in general) accounted for 27% of all the travel and tourism spending in the state. Transportation and lodging were the next largest travel expenditure categories.

#### Travel - Generated Employment

In 2021, an estimated 153,385 Alabama jobs were directly attributable to the travel industry. These jobs were created in direct response to services demanded by travelers in the state. The employment industry breakdown is presented in Table 6.

Table 6 indicates that the biggest beneficiaries of travel-related employment were eating and drinking establishments. This sector accounted for 54% of all the travel-related jobs created in the state in 2021. Other industries that benefited strongly were lodging facilities and entertainment.

**Table 6**  
**Travel-Related Direct Employment - 2021**

	Persons Employed	Share of Total
Lodging Facilities	30,953	20%
Eating and Drinking Establishments	82,383	54%
General Retail	10,435	7%
Entertainment	19,011	12%
Public Transportation	3,925	3%
Auto Transportation	6,678	4%
<b>Total</b>	<b>153,385</b>	<b>100%</b>

The job creation process, however, does not end with direct employment. Each job created by travel provided income for those employed in the above sub-sectors of the economy. This income generated expenditures, which in turn,



# TRAVEL AND TOURISM II

## CONTENT STANDARDS

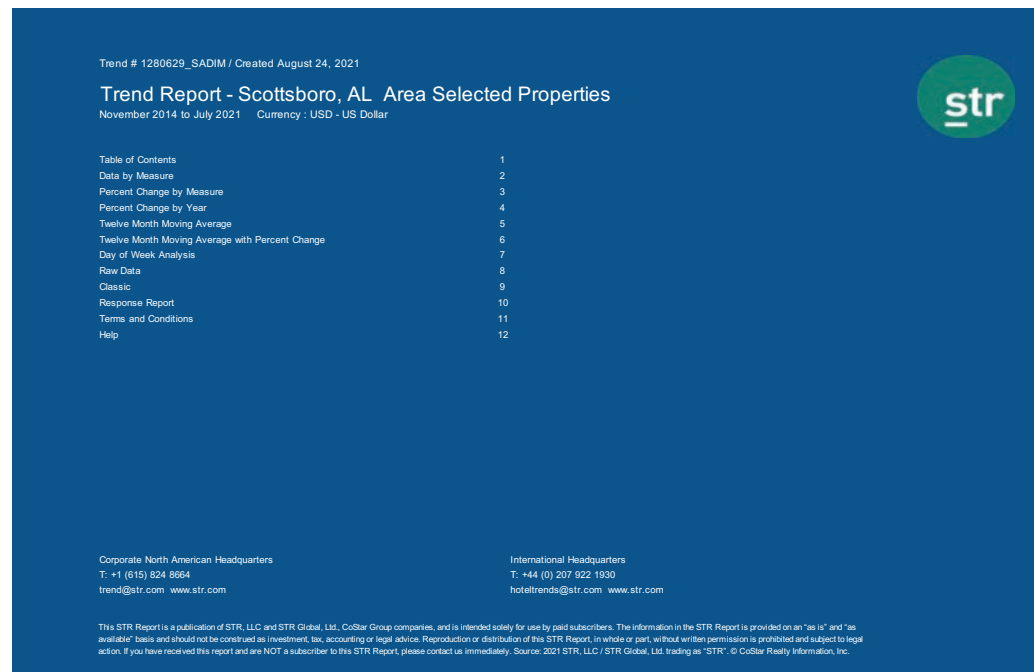
### Economics of Travel and Tourism

#### Activity 2

Each content standard completes the stem *"Students will..."*

Explain the importance of using travel and tourism data to project future tourism development, supporting the explanation with statistics and examples from trusted industry sources.

Examples: STR to report hotel lodging uses, AirDNA to report data for vacation rentals and short-term rentals.



# TRAVEL AND TOURISM II

## CONTENT STANDARDS

### Marketing Travel and Tourism

#### Activity 3

Each content standard  
completes the stem  
*"Students will..."*

Design marketing materials that showcase the market segments and seasonality for the travel and tourism industry.

#### **North Alabama Fall Color Trail**

By Melea Hames on Oct. 13, 2022

There's a saying that says fall is a southerner's gift for surviving summer. If that is indeed true, North Alabama's fall gift is gorgeous, vibrant fall foliage, and north Alabama has many breathtaking spots to see some colorful scenery. Peak time for fall color in north Alabama is anywhere from the second week in October to the first week in November, so make your plans to see all the reds, oranges, and yellows while you can!

Upload your north Alabama fall color pics! We'll use your pics on our website and social media platforms, giving you credit, of course!

#### **Oneonta Area**

Horton Mill, Easley, or Swann covered bridges, Mardis Mills Falls, Palisades Park, and Rickwood Caverns State Park are the best places near the Oneonta area where you can see some amazing fall foliage.



#### **Centre Area**

Cherokee Rock Village, Little River Canyon National Preserve, Terrapin Creek, and Yellow Creek Falls will not disappoint when you're searching for fall color. Hike to the top of Cherokee Rock Village to see a beautiful view of Weiss Lake and the fall color surrounding it, and a drive along the Canyon Rim Road in Little River Canyon is gorgeous in the fall. You'll have plenty of places to pull over and look out into the Canyon, too.



# TRAVEL AND TOURISM II

## CONTENT STANDARDS

### Marketing Travel and Tourism

#### Activity 4

Each content standard completes the stem  
"Students will..."

Describe how different venues within the travel and tourism industry merchandize their products and services.

#### Rocket City Trash Pandas Pass \$2M Mark in Licensed Merchandise Sales



December 23, 2019

f t e

MADISON, Alabama - The Rocket City Trash Pandas today announced that the team surpassed the \$2 million mark in merchandise sales this past Friday, December 21 - in just over 13 months.

The team began selling official licensed merchandise October 27, 2018 following their logo reveal at Dublin Park in Madison and, since then, has sold merchandise in the Trash Pandas Emporium at Bridge Street Town Centre in Huntsville.

The team's original store proved too small to handle the crowds, so the Trash Pandas moved into double the space in their current location, at the foot of the bridge June 29.

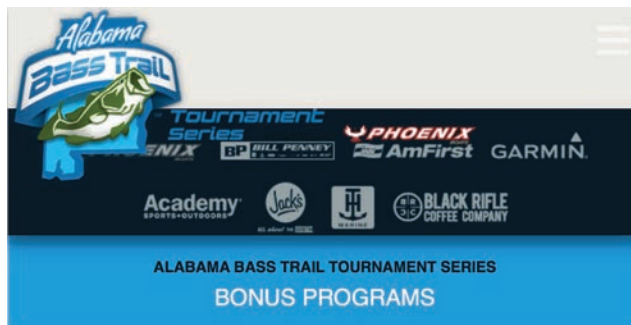
Through December 22, the organization sold \$2,031,660.25 in licensed Trash Pandas merchandise, including \$492,157.14 (24%) in online sales; and, \$1,5439,503.11 (76%) at the Bridge Street location.

"This surpasses even our wildest expectations," said Trash Pandas President and CEO Ralph Nelson. "We are grateful to our fans throughout North Alabama and the entire Tennessee Valley, as well as those around the world, for support that is simply unprecedented in Minor League Baseball. As I've said repeatedly, I do not believe any fan base has ever embraced a new team like ours has."

"We are truly humbled by this ... and it is only the beginning," Nelson continued.

The Emporium at Bridge Street is the only location in North Alabama to purchase official Trash Pandas merchandise, season tickets and mini-plans. Merchandise is also available in the online store: <https://trashpandas.mlbstore.com/>.

The Trash Pandas make their Toyota Field debut April 15, 2020 against the Mississippi Braves. For team information, visit [trashpandasbaseball.com](http://trashpandasbaseball.com).



**Bill Penney Automotive Group Award Program:**

**Bill Penney Automotive Group will pay your Alabama Bass Trail entry fees!**

Qualifications:

Register for 2022 or 2023 Alabama Bass Trail Tournament Series or the Alabama Bass Trail 100 Series.

Purchase a 2020, 2021, or 2022 tow vehicle from Bill Penney Automotive Group between January 1, 2022, and December 31, 2022.

Entry Fee Payback:

\$1300 max per team. \$650 per team member who purchases.

# TRAVEL AND TOURISM II

## CONTENT STANDARDS

### Marketing Travel and Tourism

#### Activity 5

Each content standard completes the stem "Students will..."

Describe elements essential to developing and sustaining travel and tourism within a community or region.

*Examples: adequate infrastructure (safe roads, clean hotels), safe and unique attractions, employees who are professional, welcoming, and excited about what their community has to offer)*



**EXCEPTIONAL CUSTOMER SERVICE PROGRAM BENEFITS**

- DEVELOPMENT**
  - Professional Development
  - Learn New Skills
  - Network with Peers
- CAREERS**
  - Job to Career
  - Advancement
  - Increase Earnings
- WORKFORCE**
  - Higher Employee Retention
  - Build Workforce from Within
  - Increase Guest Satisfaction

**EXCEPTIONAL CUSTOMER SERVICE TRAINING PROGRAM**

*Southern Hospitality Alabama Style*

**FLAWLESS DELIVERY Hospitality Certification**

**EXCEPTIONAL CUSTOMER SERVICE TRAINING PROGRAM**

*Southern Hospitality Alabama Style*

Fifteen front-line workers from hotels located in Decatur and Huntsville completed the first Flawless Delivery customer service training program in September 2023.

The Flawless Delivery Hospitality Certification project is made possible through a grant from the Alabama Department of Tourism.

**Sweet Home Alabama**

The Flawless Delivery Hospitality Certification program was developed and implemented by the Alabama Mountain Lakes Tourist Association. It is conducted by the Holistic Performance Group.

**NORTH ALABAMA** ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION

**HPG** Holistic Performance Group

For more information or to schedule a class

**CONTACT US**

[NorthAlabama.org/we-care/work-force](http://NorthAlabama.org/we-care/work-force)  
256-350-3500 / 800-648-5381  
Alabama Mountain Lakes Tourist Association  
402 Sherman Street, SE • P.O. Box 2537 • Decatur, AL 35602  
Printed in USA

[www.NorthAlabama.org](http://www.NorthAlabama.org)

**NORTH ALABAMA** **HPG** **Sweet Home Alabama**

# TRAVEL AND TOURISM II

## CONTENT STANDARDS

### Marketing Travel and Tourism

#### Activity 6

Each content standard  
completes the stem  
“Students will...”

Select effective communication techniques and media outlets to convey information for specific audiences, including out-of-town visitors, disgruntled customers, special needs populations, and the general public.

The screenshot shows a TripAdvisor search results page for 'huntsville alabama'. At the top, the TripAdvisor logo is on the left, and 'Plus', 'Review', and 'Trips' icons are on the right. A search bar contains 'huntsville alabama' and a green 'Search' button. Below the search bar, a navigation menu includes 'All results', 'Hotels', 'Vacation Rentals', 'Restaurants', 'Things to do', 'Tours & Tickets', 'Locations', and 'Airlines'. The main content area is divided into two sections: 'Top result matching "huntsville alabama"' and 'More results matching "huntsville alabama"'. The top result is for 'Huntsville', Alabama, United States, with 53,266 reviews and opinions. Below this, the 'More results' section lists several hotels: 'Huntsville Botanical Garden' (901 reviews), 'Hampton Inn & Suites Huntsville Research Park Area' (754 reviews), 'Super 8 by Wyndham Huntsville Alabama' (201 reviews), 'Clarion Pointe Huntsville Research Park' (590 reviews), and 'The Westin Huntsville' (646 reviews). Each hotel listing includes a small image, a star rating, the number of reviews, and the address.

**Top result matching "huntsville alabama"**

**Huntsville**  
Alabama, United States  
53,266 reviews and opinions

A city with a 200-year Southern heritage, visitors will find activities that celebrate Huntsville's rich history, as well as attractions that highlight the city's scientific side. At the Alabama...

**More results matching "huntsville alabama"**

**Huntsville Botanical Garden**  
901 reviews  
4747 Bob Wallace Ave SW, Huntsville, Alabama

**Hampton Inn & Suites Huntsville Research Park Area**  
754 reviews  
7010 Cabela Drive, Huntsville, Alabama  
16 mentions of [huntsville alabama](#)  
"...If my family & I go back to Huntsville, Alabama this hotel is were I would..."

**Super 8 by Wyndham Huntsville Alabama**  
201 reviews  
3803 University Dr NW, Huntsville, Alabama

**Clarion Pointe Huntsville Research Park**  
590 reviews  
4815 University Dr NW, Huntsville, Alabama

**The Westin Huntsville**  
646 reviews  
6800 Governors West NW, Huntsville, Alabama

# TRAVEL AND TOURISM II

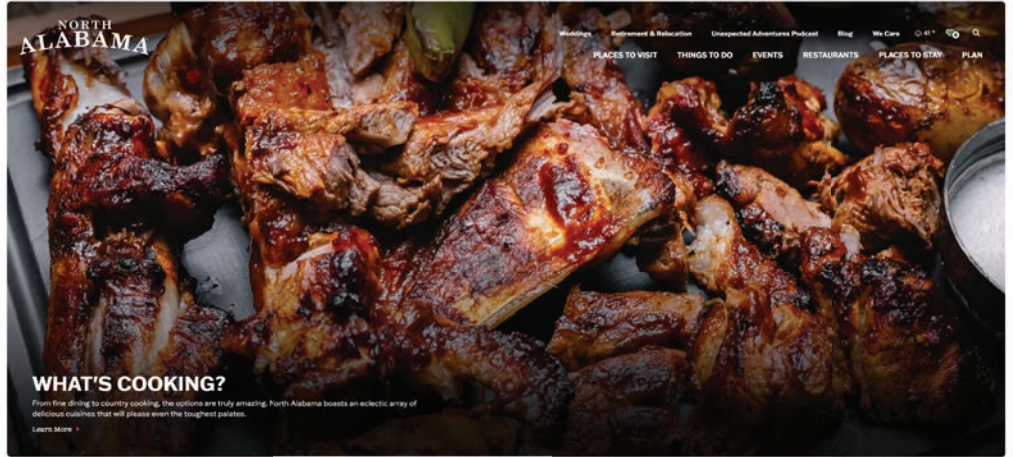
## CONTENT STANDARDS

### Marketing Travel and Tourism

#### Activity 7

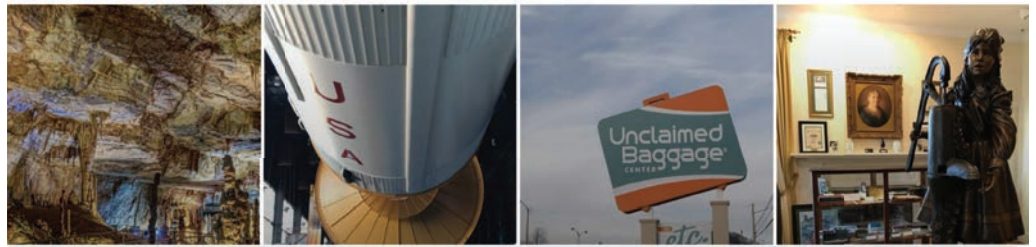
Each content standard completes the stem "Students will..."

Create and upload content for a travel and tourism website and social media, utilizing resources that would make the information appealing to the target audiences.



#### Welcome to North Alabama

Find the best place to throw a line. Get the scoop on a can't-miss play. Relive the history of this rich region. Your perfect adventure awaits. North Alabama boasts majestic natural wonders, picture perfect waterfalls, sparkling rivers and lakes, fun-filled festivals, colorful and vibrant art scenes, internationally-acclaimed music and food, a diverse cultural scene and rich and compelling history. Whether you're hopping on a hot air balloon, enjoying a regional delicacy, or shaking it to some soul music, there's always something festive happening in North Alabama.



# TRAVEL AND TOURISM II

## CONTENT STANDARDS

### Operations Management

#### Activity 8

Each content standard  
completes the stem  
“*Students will...*”

Summarize the information included on a Request for Proposal (RFP) for potential travel suppliers.

Request for Proposal  
2023 and 2024 Alabama Tourism Department’s  
Welcome Center Retreat  
October 22-24, 2023  
October 27-29, 2024

**PURPOSE OF THE PROPOSAL:** The Alabama Tourism Department will be hosting an educational retreat for Alabama Welcome Center management staff and front-line employees. This retreat will have educational sessions, a trade show, a city tours, hosted meal functions, and fun for the group! In 2021, the Welcome Center staff members greeted over ONE MILLION visitors to the Welcome Centers and look to surpass that for 2022! They shared their knowledge and experiences within the state with each of these travelers!

This RFP seeks to provide qualified, interested parties with information regarding this retreat and the needs we must have to host this vital group in Alabama. The most recent hosts are Tuscaloosa in 2015, Birmingham in 2016, Foley in 2017, Huntsville in 2018, and The Lodge at Gulf State Park in 2019, Selma in 2021, and Daphne/Eastern Shore in 2022. For 2023, we look to the Northern portion of the state for our hosts – this would be North of Birmingham. For 2024, we look to the Southern portion of the state for our hosts – this would be Montgomery, Southward!

**PURPOSE OF THE RETREAT:** The purpose of the Welcome Center Retreat is to educate employees from each center on what there is to see and do in your area and where to stay for the thousands of travelers. These travelers stop and ask for information regarding travel in our beautiful state! The retreat will allow the Welcome Center staff members to meet tourism professionals at social functions and in a trade show setting.

**ATTENDEE PROFILE:** The Welcome Centers across the state will shut down for three days to enable their staff time to learn about your area. Additional attendees are tourism professionals from across the state who desire to meet and educate staff on their attractions, hotels, restaurants, and events!

**ARRIVAL/DEPARTURE:** For the 2023 Retreat, attendees will arrive on Sunday, October 22, and depart no later than 1:00 PM on Tuesday, October 24. Event planners come in on Saturday, October 21.

For the 2024 Retreat, attendees will arrive on Sunday, October 27, and depart no later than 1:00 PM on Tuesday, October 29. Event planners will come in on Saturday, October 26, 2022.

**HOST HOTEL REQUESTS:**

**ACCOMMODATIONS:**

We seek a hotel that will provide **complimentary breakfast** for between 75 and 85 people and rooms at the lowest rates you can provide for approximately **50 rooms**. Think of this retreat as a paying familiarization tour for 50 information specialists throughout the state who introduce thousands to the state each month and 35 tourism professionals who will be your ambassadors as well. We request **two comp rooms** for the event planners beginning on October 21, 2023 departure late on October 24. At the host hotel, we will need a first-floor room to use as a work/staging room. Same for the 2024 Retreat – **two comp rooms** – arriving October 26 and departing late on October 29.

**Welcome Center Requests:**

Welcome Center Staff rooms are for two nights. The majority need to be double/double as the staff share rooms. We will need approximately **25 doubles and 10 king rooms**. You will receive a rooming list for these rooms. The Alabama Tourism Department pays for the Welcome Center Staff’s rooms. We request that the rate not exceed \$100.

**Tourism Professional Accommodations:**

Tourism professionals will be responsible for reservations and payment of their rooms. These rooms may be one or two nights. Rooms needed will be between **15 and 20**. We request that the rate not exceed \$130.

# TRAVEL AND TOURISM II

## CONTENT STANDARDS

## Operations Management

### Activity 9

Each content standard completes the stem *"Students will..."*

Develop a festival and events planning guide.



#### WHY TOURISM FOR ECONOMIC DEVELOPMENT

**Low Start Up Cost**  
A small festival/special event can be launched for less than \$1,000, and many times for a few hundred dollars.

**No Need to Develop Additional Infrastructure**  
New tourism projects use existing roads, power supplies, waste facilities, law enforcement, public lands, etc. No overhead for construction of spec buildings, developing industrial parks, new roads, additional street lights, added power lines, expanded sewer lines, etc.

**Supports Local Jobs**  
Visitors to your town help support existing jobs in your community. Cooks & waiters, gas station & convenient store attendants, store clerks & cashiers, retail businesses, and more are all supported by purchases made by tourists.

**"New" Money**  
Think of when you travel, whether for vacation, business, or just a weekend drive, what purchases do you make along the way?

- Gas
- Food (restaurants, convenience foods)
- Retail (clothing, recreation supplies, keepsakes & souvenirs)
- Amusement (golf greens fees, boat launch fees, museum/attraction admissions, movie theaters, bowling alleys, skating rinks, and others.)

All of these activities create "new" money for your community because there is little to no burden on the community (i.e. services you are required to provide for permanent residents. You don't have to build or maintain a school for tourists.).

In short, someone comes to town, spends their money, and departs, leaving behind their money and a positive economic impact on your community.

**"Burden Free" Additional Tax Revenue**  
Again, visitors make purchases in your community, most, if not all, are taxed. This is added tax revenue your local government can use to maintain services and expand service/facilities to improve the quality of life of your residents: build a playground, put in tennis courts, help fund additional law enforcement personnel, or open a library with the additional "burden free" tax revenue.

**More Than A Money Generator**  
There are many additional benefits to a tourism project for your rural community besides making money. We've already mentioned a few – it supports local jobs and can create new jobs. Here are a few others:

- **Community Pride**  
Tourism can serve as a unifying project to help develop community pride.
- **Preserve Community Heritage**  
Depending on the type of tourism project you undertake, museums, special events, reenactments, historic trails can help ensure the legacy of your local heritage.
- **Community Identity**  
Tourism can help create a town identity. You probably will not become "world famous," but you may become known throughout your surrounding counties, region of the state, or even statewide because of the buzz generated through your tourism project.

1 | Alabama Mountain Lakes Tourist Association | 256-350-3500 | 800-648-5381

#### PURPOSE

(Or, How do You Know You've Arrived If You Don't Know Where You're Going?)

After deciding tourism is a good economic development project for your community, setting a purpose for the project is the next most important step you will take. Stimulating overall economic growth is pretty much a given, even though a very general statement. We would suggest a statement with a bit more focus so you will know when you have fulfilled your purpose. Try to keep two things in mind.

What are we trying to do with this project?  
When done, how do we know we have accomplished what we set out to do?

Try these examples to help stimulate your thoughts.

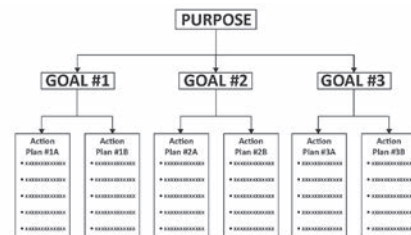
Purpose: To create a tourism project to attract visitors to our community and, thereby through visitor spending, stimulate the economic growth of our community and improve the quality of life for our residents.

Or

Purpose: To create an annual special event that will generate funds to help build a new playground at Founders Park.

Or

Purpose: To create a tourism project that will help preserve our local heritage for future generations with a particular focus on attracting school field trips to the site on a year-round basis.



1 | Alabama Mountain Lakes Tourist Association | 256-350-3500 | 800-648-5381



# TRAVEL AND TOURISM II

## CONTENT STANDARDS

### Operations Management

#### Activity 10

Each content standard  
completes the stem  
“Students will...”

Explain the importance of addressing maintenance issues for facilities, including lodgings, attractions, and venues for recreation, amusements, sports, and conventions.

<https://blog.beaconmutual.com/ten-tips-for-hospitality-safety>

#### Ten Tips for Hospitality Industry Safety



Hospitality is a vital part of the Rhode Island economy, and each type of business poses safety risks. It is important to be aware of the hazards to keep your employees safe. Every restaurant, hotel, and catering company should have a safety program to include training for employees on procedures to prevent injuries like as a result of slips and falls, exposure to harmful substances, repetitive motion, and strains and sprains from handling materials. Hospitality companies should also practice fire safety by installing the proper equipment, training employees, and implementing fire safety procedures. This article will explore ten tips for [hospitality industry](#) safety.

##### 1. Inform Supervisors of Unsafe Conditions

- If you see something that could possibly injure you or one of your co-workers, speak up. Your supervisor is responsible for taking action to reduce the risk of injury at your worksite.

##### 2. Slips and Falls

- Keep floors clean and dry. In addition to being a slip hazard, continually wet surfaces promote the growth of mold, fungi, and bacteria, which can cause infections.
- Clean up spills immediately. This includes water, grease, food, and oil.
- Provide warning signs on wet floors.
- Wear proper footwear to include slip-resistant soles.
- Use matting in wet areas to avoid slip and falls.
- Ensure drainage is sufficient and working properly in wet areas.

##### 3. Fire Safety

- Every employer should have and maintain an emergency action plan, fire prevention plan, and train employees accordingly.
- Keep flammable objects away from open flames.
- Know the location of all power sources which may need to be turned off in case of emergency.

##### 4. Keep Work Areas and Emergency Exits Clear

- An [emergency evacuation plan](#) should be developed and all employees trained. The “Manager on Duty” (MOD) should know who is working and have a list of employees working in the facility each day.
- Make sure to keep work areas and emergency exits clear. A cluttered work area can be dangerous.
- In the event of a fire or other emergency, a meeting place or place should be assigned away from the front of the building and away from fire equipment.
- The MOD should ensure that all employees have been accounted for and are safely outside the building. All employees should be trained for evacuation.

##### 5. Hazardous Materials

- Employers are required to have a written Hazard Communication Program (HCP) if their employees may be exposed to hazardous chemicals. Each day millions of workers are potentially exposed to any number of chemical hazards causing serious health problems or even death. All workers need to be trained to recognize potential chemical hazards and use proper protective equipment and protocols. Download [Hazardous Communications Program Safety Alert](#) from the Safety Library.
- Maintain a current list of chemicals.
- Maintain current Safety Data Sheets (SDS).
- Read and follow recommendations on SDSs.
- Store hazardous materials in appropriate containers and in appropriate areas.
- Follow recommendations for protection from hazards.
- Make sure engineering controls, such as ventilation, are clean and working properly.
- Ensure that personal protective equipment (PPE) issued to employees meets OSHA guidelines for protection. PPE users should receive training on use, maintenance, storage, end-of-life indicators, and how to obtain replacements.

# TRAVEL AND TOURISM II

## CONTENT STANDARDS

### Operations Management

#### Activity 11

Each content standard  
completes the stem  
*"Students will..."*

Summarize the elements of a risk management plan, including plans for minimizing travel risks, avoiding safety hazards, and handling emergencies.

[www.cbi.eu/market-information/tourism/how-manage-risks-tourism](http://www.cbi.eu/market-information/tourism/how-manage-risks-tourism)

#### **What is risk management?**

Risk management is a planned process through which organizations manage active crises. A crisis is defined as a time of difficulty or danger and is usually a time when difficult or challenging decisions must be made. With a plan in place that outlines the process of managing a crisis, organizations can adapt more easily to deal with a crisis.

The tourism industry operates in a dynamic environment that involves many interconnected sectors. As a result, it is constantly evolving and is particularly vulnerable to unexpected crises. Crises come in many forms, including health threats like the 2020 global coronavirus pandemic, natural disasters such as earthquakes and floods, political unrest and terrorist attacks. Such risks and crises pose significant threats to the tourism industry, destinations and tour operators working in the sector.

#### **Before a crisis: Have a Risk Management Process in place**

Preparing for an unforeseen crisis is an essential element of business planning, and you should not wait for a crisis to happen to put a plan in place, so you are prepared if a crisis does happen.

Preparing for risk or crisis situations is commonly referred to as a Risk Management Process. A Risk Management Process aims to reduce the uncertainties of actions taken during a crisis.

#### **Identify the risks**

No two crises are the same, and some destinations will be more susceptible to particular crises than others. You should carry out a risk analysis, drawing up a list of crises that might happen based on those that have occurred in your region/country in the past and may happen again. Include any events that could be a possibility, based on your own knowledge of your destination and other factors.

Examples include:

Natural disasters – these include earthquakes, volcanic eruptions, tsunamis and floods, hurricanes and other extreme weather disasters. The Boxing Day Tsunami in 2004, which devastated numerous coastal communities in Asia and killed more than 230,000 people, and Hurricane Maria, which devastated several islands in the Caribbean in 2017, are two examples of natural disasters.

Political issues – political unrest is common in developing countries, and they often have an impact on tourism. Ethiopia and Nicaragua both experienced political unrest in 2019, which caused other countries to issue travel advisories to their nationals that, in these examples, are still active.

Terrorism – some countries/regions suffer more from terrorist attacks than others. Notable examples include bombings in Sri Lanka and Thailand that deliberately targeted tourists. The 2019 Easter Day bombings in Sri Lanka killed more than 250 people. Thailand has suffered from several terrorist attacks targeted at tourists, including one at a shrine in central Bangkok, which resulted in the deaths of 20 people.

Health-related incidents – pandemics and epidemics are the most likely crises. Along with COVID-19, the Ebola epidemic between 2014 and 2016, which affected several West African countries, is a major example in this category. The Ebola epidemic impacted tourism elsewhere in Africa, in countries many thousands of miles away, owing to the misconception that 'Ebola is in Africa, so Africa has Ebola'. In 2014, the Kenya Tourism Federation reported that tourism arrivals had fallen by an estimated 15-20%, and in Tanzania, hotel bookings were reported to have dropped by up to 40%.

Economic crises – financial crises often have a significant effect on the tourism industry, such as the Global Economic Crisis in 2008/9, which led to a 4% drop in international tourist arrivals. However, by 2010, tourism had rebounded strongly. The impact of COVID-19 is likely to lead to a further global economic crisis.

# TRAVEL AND TOURISM II

## CONTENT STANDARDS

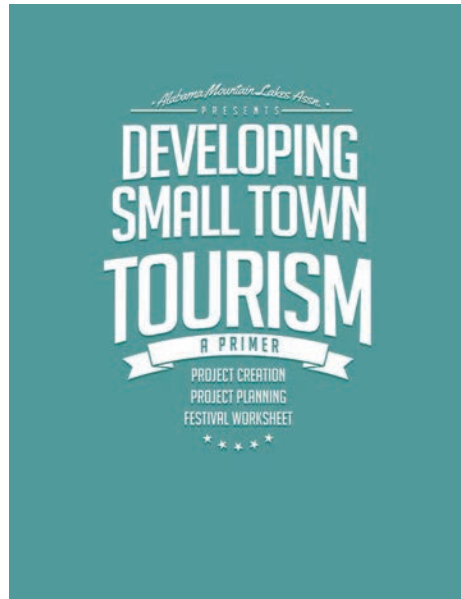
### Operations Management

#### Activity 12

Each content standard  
completes the stem  
*"Students will..."*

Establish safety and security plans for a given event, including procedures to minimize risks and health hazards and to deal with emergency situations.

*Examples: unruly crowds, terrorism, shooting incidents, inclement weather*



#### **INSURANCE**

The sponsoring organization should include the purchase of insurance to cover any unexpected incidents during the event. Most vendors and outfitters will carry their own insurance coverage but you may consider requiring participants to sign a waiver. It is important to verify existing coverage well in advance and to expand coverage for the festival if necessary.

#### **WEATHER PLANNING**

Whether you plan your festival for spring, summer, fall, or winter the inconsistency of local weather must be taken into consideration. If an alternate rain date is planned for, a contingency plan should be in place well before festival day to minimize confusion and chaos.

If your event is planned for a time when severe weather is possible, you should check with the local Emergency Management Agency (EMA) for alert procedures.

#### **SECURITY**

Off duty police officers and deputies, as well as private security firms are available to provide security for your event. Contact your local police and/or sheriff departments for help.

# TRAVEL AND TOURISM II

## CONTENT STANDARDS

### Client Management

#### Activity 13

Each content standard  
completes the stem  
*"Students will..."*

Explain steps for organizing, promoting, and conducting familiarization tours for travel business clients.

<https://commerce.idaho.gov/>

#### How to Conduct a Familiarization Tour

##### WHAT IS A FAM TOUR?

FAM stands for "familiarization" tour. It is bringing people (in this case, travel media, tour operators and Travel agents) to Idaho to experience what the state has to offer first-hand.

##### WHY DO WE DO FAM TOURS?

Because when journalists, tour operators and travel agents experience a destination first-hand, they are able to better relay information to their readers and clients. Since their jobs involve dispersing information to large numbers of people, this is a valuable tool.

Imagine if you saw a photo of the Sawtooth Mountains in a brochure. By looking at that photo or reading information about the Sawtooth Mountains online, you would probably have a good idea of what a vacation in the Sawtooth Mountains might be like. However, if you visit the Sawtooth Mountains yourself, you are able to describe to others in much greater detail what there is to see and do, in addition to how it feels to be there.

##### IS A FAM TOUR RIGHT FOR YOU/YOUR COMMUNITY?

Ask yourself:

1. Do I want tourists to visit my community and are we able to accommodate the needs of individual tourists and group tours? This may seem like a silly question, but in reality, some communities are not equipped to handle tour buses and large groups of people.
2. Are the partners in your community willing to work with the local destination marketing organization and others to provide complimentary or discounted services for FAM tours? For example, a hotel might need to offer a free room or a special rate for a journalist, but if they get mentioned in the article, the advertising equivalency value of the article will far exceed the value of the complimentary room, making it a great return on investment. They also have to keep in mind that if they are not specifically mentioned in the article, providing a complimentary hotel room is still good for the community as a whole because it is bringing positive publicity to the destination.

##### TYPES OF FAM TOURS

**TRAVEL INDUSTRY MARKETING** – The purpose of hosting a travel agent or tour operator FAM tour is to either increase product knowledge or the amount of product an agent or operator is selling.

**Travel Agents** – A travel agent will most likely participate in a FAM tour to increase their product knowledge about a destination so they can better sell it to their clients. Travel agents have become extremely niche-focused, so it is important they are experts in the area in which they specialize. Travel agents also often work in tandem with tour operators in selling their tours. Tour operators will sometimes arrange FAM tours for their top-selling travel agents to make sure they are completely up-to-date on the product the tour operator is selling.

**Tour Operators** – If a tour operator features Idaho product in their brochure, they will often arrange a FAM tour to the state for their reservation agents. This gives the agents the opportunity to experience the product first-hand so they can adequately sell it to their clients. Sometimes a tour operator has little or no Idaho product in their brochure. In this instance, we would organize a FAM tour for their product manager so they could see all that Idaho has to offer, which would ideally result in increased Idaho product offerings.

# TRAVEL AND TOURISM II

## CONTENT STANDARDS

### Client Management

## Activity 14

Each content standard completes the stem *"Students will..."*

Create a travel package proposal for a business client, a group client, or an individual client, including transportation, lodging, attractions, food services, and other amenities.

**A WORLD OF ADVENTURES NEAR THE WORLD GAMES**

**NORTH ALABAMA**  
WHERE THE LAKES MEET THE MOUNTAINS

ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION

### Music that Rocked the World

**Suggested Itinerary**

Cities: Muscle Shoals, Tusculumba and Huntsville, Alabama  
 7:00 a.m. Breakfast at Marriott Shoals  
 8:00 a.m. Depart for Alabama Music Hall of Fame  
 8:30 a.m. FAME Recording Studios tour  
 10:15 a.m. Muscle Shoals Sound Studios tour (Jackson Highway Studio)  
 Cypress Room Studio tour  
 Noon Lunch at Champoy's Chicken, Muscle Shoals  
 1:30 p.m. Helen Keller Home, Gardens and Museum tour  
 3:00 p.m. Depart for Mariott, Huntsville, Alabama (1 hr, 21 mins, 69 miles/111 km)  
 5:00 p.m. Lowe Mill Arts & Entertainment Center  
 7:00 p.m. Dinner at Alex's Kitchen, Micro-Brewery Beer Tasting | Campus No. 805.

**Destinations**

**Alabama Music Hall of Fame**  
The outstanding achievements and the music of Alabamians are presented in this state museum. "Father of the Blues" W.C. Handy, "Father of Rock and Roll" Sam Phillips and Percy Forester ("When a Man Loves a Woman"), all Shoals natives, are among the prestigious inductees. Live! Hear rocking rhythms and soul touching melodies as you witness the vast memorabilia from the live and career of more than 1,000 stars, representing all eras of American music. (256) 381-4417. [www.almhof.com](http://www.almhof.com)

**FAME Recording Studios**  
FAME, established in 1959, was the first successful, professional recording studio in Alabama. Arthur Alexander's 1961 hit, "The Letter Men's Co." set here, launched the famous Muscle Shoals sound. The internationally acclaimed documentary, Muscle Shoals released in 2013, told the story of FAME and its founder, Bob Wall. (256) 381-0881. [www.fame.com](http://www.fame.com)

**Muscle Shoals Sound Studio**  
Established in 1969 by a group of former FAME session musicians, this was the location where the Rolling Stones, Cher, Bob Seger, Rod Stewart, Paul Simon, Art Garfunkel, and many others created some of the most popular hits of the 1970s. The studio was eventually rechristened as "The Swampy" by Jerry Reed in the lyrics to "Sweet Home Alabama." (256) 394-3562. [www.MSSoundFoundation.com](http://www.MSSoundFoundation.com)

**Cypress Room Studios**  
Founded in 1978, this was the second location of the legendary Muscle Shoals Sound Studios for over 23 years, where the "Swampy" continued to record live after moving from their Jackson Highway location. Recording artists including Bob Seger, Bob Dylan, Lynyrd Skynyrd, Dr. Hook, The Judds, Clarence Carter, Helen Lemon, Gladys Knight and the Pips, and many others. (256) 794-1434 or (256) 335-0960. [www.CypressRoomStudios.com](http://www.CypressRoomStudios.com)

**Helen Keller Home, Gardens and Museum**  
The dramatic life and times of Helen Keller are preserved at her birthplace and childhood home, in Gwynn. The plantation home and birthplace cottage, dating back to the 1820s, are listed on the National Historic Register of Historic Places. Original furnishings of the Keller family decorate the home and museum, highlighted by hundreds of Helen Keller's personal mementos, books, and gifts from her lifetime of travel and lectures for the betterment of the world's blind and deaf blind. (256) 385-4500.

**EarlyWorks, Huntsville**  
Your incredible adventure awaits at the South's largest hands-on history museum complex! The EarlyWorks Family of Museums include the Alabama Constitution Village, the Huntsville Depot and Museum, and EarlyWorks Children's History Museum. These three museums in the heart of historic downtown Huntsville will take you on a journey back in time. Experience history as it comes to life in unique settings such as a 46-foot hot air balloon in the cabinet shop where balloons were to discuss and draft the constitution for each state in 1789. (256) 844-8388. [www.earlyworks.com](http://www.earlyworks.com)

**Lowe Mill Arts & Entertainment**  
Lowe Mill Arts & Entertainment is America's largest independent center for the arts. With over 120 working artists, small business, restaurants, and live performance venues, this hip historic venue will be a new home for music, art, and culture. Visitors are encouraged to enter our studios and speak with artists to learn about their creative processes, inspiration, and to purchase work.

**Campus No. 805**  
The South's premier craft brewery and entertainment venue.

**World Games Itineraries to Alabama's Majestic Appalachian Mountains**

### About North Alabama

**Appalachia's Southern Foothills**  
North Alabama marks the southern foothills of the Appalachian Mountain Range, with rocky peaks boldly cut by the rushing waters of the Tennessee River. It is a region of unsurpassed beauty and is renowned for its wooded bluffs and serene nature areas.  
North Alabama boasts of many assets of interest to the traveler – beautiful landscapes, sparkling lakes, abundant flora and fauna, internationally acclaimed music, and food, a rich and compelling history, and a vibrant array of unexpected destinations.  
North Alabama offers five of the most visited attractions in the State of Alabama – the U.S. Space & Rocket Center, Huntsville Botanical Garden and EarlyWorks Museum Complex, all in Huntsville; Point Mallard Park (Home of America's First Wave Pool) in Decatur; and the Robert Trent Jones Golf Trail with courses in Muscle Shoals, Huntsville and Glenocoe.  
Here you will also discover America's southernmost snow skiing slopes at Cloudmont Golf & Ski Resort and the deepest gorge east of the Mississippi River at Little River Canyon in

Dr. Payne  
Plan a visit to North Alabama today and discover a dash of the unexpected! We look forward to providing you with an exciting adventure.

**Media Assistance**  
Your tour host will be Tami Reist, President & CEO of the Alabama Mountain Lakes Tourist Association.

To book this tour, contact:  
Tami Reist  
President/CEO  
Alabama Mountain Lakes Tourist Association  
Telephone: 800-648-5381 or 256-350-3500  
E-mail: [Tami@northalabama.org](mailto:Tami@northalabama.org)

Tami Reist  
President & CEO  
Alabama Mountain Lakes Tourist Association

**World Games Itineraries to Alabama's Majestic Appalachian Mountains**

### Earth's Largest Space Museum

**Suggested Itinerary**

Cities: Huntsville, Alabama  
 7:00 a.m. Breakfast at Marriott  
 8:30 a.m. Space Camp at U.S. Space & Rocket Center  
 o 8:30am Welcome and Flight suit fitting  
 o 9am Tour of facilities  
 o 10am Aerospace Training Simulators  
 o 10:30am Training for Space mission and Mission  
 11:30 a.m. Lunch at U.S. Space & Rocket Center  
 1:30 p.m. U.S. Space & Rocket Center tour  
 o Meet of Saturn V hall  
 o Tour of main museum floor, Mars, Mars Global, and depot outside main entrance near BlockBard  
 3:30 p.m. Huntsville Botanical Gardens  
 5:00 p.m. Depart for DeSoto State Park, Fort Payne, Alabama (1 hr, 16 mins, 69 miles/110 km)  
 7:00 p.m. Dinner at DeSoto State Park.

**Destinations**

**Space Camp**  
Experience the authenticity of simulated space missions! Space Camp® launched in 1962 to inspire and motivate young people from around the country to join the ranks of space pioneers who persevere to push the boundaries of human exploration. Today, with attendees from all 50 states, territories and more than 60 foreign countries, the immersive program continues to challenge young people to dream of a future in space. (256) 827-3400. [www.spacecamp.com](http://www.spacecamp.com)

**U.S. Space & Rocket Center**  
The U.S. Space & Rocket Center in Huntsville, Alabama is a museum operated by the government of Alabama, showcasing rockets, achievements, and artifacts of the U.S. space program. Astronaut Owen Garret described the place as, "a great way to learn about space in a town that has embraced the space program from the very beginning." Opened in 1970, just after the second manned mission to the lunar surface, the center not only showcases Apollo Program hardware but also houses interactive science exhibits, Space Shuttle and Army rocketry and aircraft. With more than 1,500 permanent rocketry and space exploration artifacts, as well as many rotating rocketry and space-related exhibits, the center occupies land carved out of Redstone Arsenal adjacent to Huntsville Botanical Gardens. (256) 837-3400. [www.usrocketcenter.com](http://www.usrocketcenter.com)

**Huntsville Botanical Gardens**  
The Huntsville Botanical Garden is a 112-acre (453,000 m) botanical garden. The garden is fifth on the list of Alabama's top paid tourist attractions, receiving more than 300,000 visitors annually. The gardens include a seasonal butterfly house, and aquatic, annual, display, fern, herb, perennial, rose, and wildflower gardens, as well as a nature path and collection of flowering Dogwood trees. Specific sections of the garden are as follows: Nature center, Biblical Garden, Central Corridor, Daylily Garden, Dogwood Trail, Fern Glade, Herb Garden Nature Trail, and Vegetable Garden. (256) 830-4447. [www.hvbhg.org](http://www.hvbhg.org)

**World Games Itineraries to Alabama's Majestic Appalachian Mountains**

# TRAVEL AND TOURISM II

## CONTENT STANDARDS

### Legal Issues

#### Activity 15

Each content standard completes the stem "Students will..."

Describe legal requirements and regulations that affect the travel and tourism industry.

*Example: using photography and content without prior authorization from their owners, regulating masks on public transportation during a pandemic, prohibiting weapons on flights*

## THE NEW NORMAL PROTOCOL

- COVER YOUR COUGH & SNEEZE**
- DO NOT TOUCH EACH OTHER**
- WEAR A MASK**
- BODY TEMPERATURE CHECK IS REQUIRED**
- KEEP WASHING YOUR HANDS**
- KEEP SOCIAL DISTANCING**

FOR MORE INFORMATION  
(999) 123 45 789

[www.example.com](http://www.example.com)  
[info@example.com](mailto:info@example.com)

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# TOURISM ROCKS BIG BUSINESS BIG JOB CHOICES

## MAKE YOUR PASSION A PROFESSION IN THE TOURISM INDUSTRY!

### WHAT'S YOUR PASSION?

#### WRITING

##### TOURISM CAREER OPTIONS

- Public Relations
- News Releases
- Web Site Content
- Blogger
- Social Media Manager
- Brochure Content

#### DIGITAL

##### TOURISM CAREER OPTIONS

- Web Master
- Travel Apps
- Social Media
- E-blast
- Smart Phone Apps
- Computer Networks

#### CREATIVE

##### TOURISM CAREER OPTIONS

- Graphic Design
- Photography
- Marketing Campaigns
- Logo Development
- Web Site Design
- Themed Posters

#### PLANNING

##### TOURISM CAREER OPTIONS

- Event Organizer
- Conference Organizer
- Marketing Campaign
- Leisure Activity  
Coordinator
- Travel Show Planning

#### PEOPLE

##### TOURISM CAREER OPTIONS

- Concierge Information  
Services
- Step-On Guide
- Customer Service
- Group Tour Operator
- Destination Tour Guide

#### BUSINESS

##### TOURISM CAREER OPTIONS

- Convention & Visitors  
Bureau Director
- Hotel General Manager
- Restaurant Owner
- Spa Manager
- Gift Shop/Retail Store

#### DIVERSE SEGMENTS

**Careers in Lodging** (includes chalets, chain motels, luxury hotels and quaint bed-and-breakfasts)

Front desk services | Hotel Manager | Housekeeping | Shuttle drivers | Property maintenance

**Careers in Food and Beverage Industry** (includes sit down dining restaurants to fast-food franchises)

Waiter/Waitress | table bus persons | Hosts/Greeter | Cashier | Chefs | Cooks | Kitchen assistants

**Diverse Segments** State Park Ranger | Nature park worker | Golf course pro or grounds keeper | Sales (memberships, conference bookings, etc.)





**¡El turismo es grandioso!**  
**Grandes negocios.**  
**Grandes opciones de empleo**

**HAZ QUE TU PASIÓN SEA  
UNA PROFESIÓN  
EN LA INDUSTRIA DEL TURISMO.**

## ¿CUÁL ES TU PASIÓN?

### REDACCIÓN:

OPCIONES DE CARRERAS EN TURISMO

- Relaciones públicas
- Comunicados de prensa
- Contenido en sitios web
- Bloguero
- Administrador de medios de comunicación
- contenidos de folletos

### DIGITAL:

OPCIONES DE CARRERAS EN TURISMO

- Administrador de sitios web
- Aplicaciones de viajes
- Redes sociales
- Correos masivos
- Aplicaciones para teléfonos inteligentes
- Redes de equipo de computo

### CREATIVOS:

OPCIONES DE CARRERAS EN TURISMO

- Diseño gráfico
- Fotografía
- Campañas de mercadeo
- Desarrollo de logos
- Diseño de sitios web
- Carteles temáticos

### ORGANIZACIÓN:

OPCIONES DE CARRERAS EN TURISMO

- Organizador/a de eventos
- Organizador de conferencias
- Campañas de mercadeo
- Coordinador de actividades recreativas
- Organización de exhibición de viajes

### GENTE:

OPCIONES DE CARRERAS EN TURISMO

- Información de servicios de consejería
- Guía paso a paso
- Servicio al cliente
- Operador de grupos de turismo
- Guía turística de destino

### NEGOCIOS:

OPCIONES DE CARRERAS EN TURISMO

- Director de la oficina de convenciones y visitantes
- Gerente general de hoteles
- Titular de restaurante
- Gerente de spa
- Tienda de regalos / tienda de venta al por menor

### DIVERSOS SEGMENTOS

**Carreras en alojamiento** (Incluye chalets, cadenas de moteles, hoteles lujosos e interesantes casas de huéspedes) Servicios de recepción - Gerente de hotel, ama de llaves, conductor de servicio de transporte, mantenimientos de la propiedad.

**Carreras en la industria de alimentos y bebidas.** (Incluye Restaurantes, comedores hasta franquicias de comida rápida) mesero - mesera - auxiliar de mesa - anfitrión / recepcionista - cajero - cocineros - chef - ayudante de cocina.

**Diversos segmentos** Guardabosques - empleado de parques naturales - Cuidador de suelos de golf - ventas. (membresías, reservación de conferencias, etc.)



# TRAVEL & TOURISM

A COURSE OF STUDY FROM THE ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION



“Alone we can do so little, together we can do so much.” -- Helen Keller

Alabama Mountain Lakes Tourist Association  
402 Sherman Street, SE / P.O. Box 2537 / Decatur, AL 35602  
256-350-3500/ 800-648-5381 / Fax: 256-350-3519  
[www.NorthAlabama.org](http://www.NorthAlabama.org)

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