

**Travel Industry Management (TBN3210)  
Curriculum Map**

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
<b>Travel Industry Management Concentration Course Standards</b>	<ul style="list-style-type: none"> <li>• BNT 1.0 (1.1, 1.2)</li> <li>• BNT 2.0 (2.1, 2.2)</li> <li>• BNT 5.0 (5.2)</li> </ul>	<ul style="list-style-type: none"> <li>• BNT 3.0 (3.1, 3.2, 3.3, 3.4)</li> <li>• BNT 5.0 (5.1, 5.2)</li> <li>• BNT 6.0 (6.1, 6.2)</li> </ul>	<ul style="list-style-type: none"> <li>• BNT 1.0 (1.2)</li> <li>• BNT 3.0 (3.1, 3.2, 3.3, 3.4)</li> <li>• BNT 4.0 (4.1, 4.2, 4.3)</li> <li>• BNT 5.0 (5.1, 5.2)</li> <li>• BNT 6.0 (6.1, 6.2)</li> </ul>	<ul style="list-style-type: none"> <li>• BNT 1.0 (1.2)</li> <li>• BNT 3.0 (3.1, 3.2, 3.3, 3.4)</li> <li>• BNT 4.0 (4.1, 4.2, 4.3)</li> <li>• BNT 5.0 (5.1, 5.2, 5.3)</li> </ul>
<b>Common Core State Standards</b>	<ul style="list-style-type: none"> <li>• CCSS ELA-Literacy.RST.11-12.1</li> <li>• CCSS ELA-Literacy.RST.11-12.2</li> <li>• CCSS ELA-Literacy.RST.11-12.7</li> <li>• CCSS ELA-Literacy.RST.11-12.9</li> <li>• CCSS ELA-Literacy.WHST.11-12.8</li> <li>• CCSS ELA-Literacy.WHST.11-12.9</li> </ul>	<ul style="list-style-type: none"> <li>• CCSS ELA-Literacy.RST.11-12.1</li> <li>• CCSS ELA-Literacy.RST.11-12.2</li> <li>• CCSS ELA-Literacy.RST.11-12.7</li> <li>• CCSS ELA-Literacy.RST.11-12.9</li> <li>• CCSS ELA-Literacy.L.11-12.1</li> <li>• CCSS ELA-Literacy.L.11-12.2</li> <li>• CCSS ELA-Literacy.WHST.11-12.8</li> <li>• CCSS ELA-Literacy.WHST.11-12.9</li> </ul>	<ul style="list-style-type: none"> <li>• CCSS ELA-Literacy.RST.11-12.1</li> <li>• CCSS ELA-Literacy.RST.11-12.2</li> <li>• CCSS ELA-Literacy.SL.11-12.4</li> <li>• CCSS ELA-Literacy.SL.11-12.5</li> <li>• CCSS ELA-Literacy.SL.11-12.6</li> <li>• CCSS ELA-Literacy.RST.11-12.7</li> <li>• CCSS ELA-Literacy.RST.11-12.9</li> <li>• CCSS ELA-Literacy.L.11-12.1</li> <li>• CCSS ELA-Literacy.L.11-12.2</li> <li>• CCSS ELA-Literacy.WHST.11-12.8</li> <li>• CCSS ELA-Literacy.WHST.11-12.9</li> </ul>	<ul style="list-style-type: none"> <li>• CCSS ELA-Literacy.RST.11-12.1</li> <li>• CCSS ELA-Literacy.RST.11-12.2</li> <li>• CCSS ELA-Literacy.RST.11-12.4</li> <li>• CCSS ELA-Literacy.SL.11-12.4</li> <li>• CCSS ELA-Literacy.SL.11-12.5</li> <li>• CCSS ELA-Literacy.SL.11-12.6</li> <li>• CCSS ELA-Literacy.L.11-12.1</li> <li>• CCSS ELA-Literacy.L.11-12.2</li> <li>• CCSS ELA-Literacy.WHST.11-12.8</li> <li>• CCSS ELA-Literacy.WHST.11-12.9</li> </ul>
<b>Essential/Compelling Questions</b>	<ol style="list-style-type: none"> <li>1. How has the travel and tourism industry evolved in Hawaii?</li> <li>2. What are the different sectors in the travel and tourism industry?</li> <li>3. What are the roles and functions of the various sectors in the travel and tourism industry?</li> <li>4. How do the different sectors work together to coordinate and integrate services?</li> <li>5. What is “Aloha Spirit”?</li> <li>6. What is “Ho’okipa”?</li> <li>7. Why is “Ho’okipa” important to Hawaii’s travel and tourism industry?</li> <li>8. How is oral communication used to facilitate interactions in the travel and tourism industry?</li> </ol>	<ol style="list-style-type: none"> <li>1. How does the global economy impact Hawaii’s travel and tourism industry?</li> <li>2. How does the global economy impact the various tourism sectors?</li> <li>3. What are the different governmental agencies and industry related organizations?</li> <li>4. How do the different governmental agencies and industry related organizations affect the overall industry?</li> <li>5. What environmental issues affect the travel and tourism industry?</li> <li>6. How is technology used to manage and distribute information to internal customers?</li> <li>7. How is technology used to manage and distribute information to external customers?</li> <li>8. How is written communication used to facilitate interactions in the travel and tourism industry?</li> <li>9. How is oral communication used to facilitate interactions in the travel and tourism industry?</li> <li>10. How does illegal and/or unethical behavior impact the reputation of Hawaii’s travel and</li> </ol>	<ol style="list-style-type: none"> <li>1. How do the different sectors work together to coordinate and integrate services?</li> <li>2. How does the global economy impact the various sectors in Hawaii’s travel and tourism industry?</li> <li>3. How do the different governmental agencies and industry related organizations impact the viability of the travel and tourism industry?</li> <li>4. How do environmental concerns provide opportunities and challenges for the travel and tourism industry?</li> <li>5. How can technology be used to manage and distribute information/data in the various sectors of travel and tourism industry?</li> <li>6. How can a strategic plan be utilized to facilitate interaction between the different sectors in the travel and tourism industry?</li> <li>7. What strategies can be used to organize resources needed to implement the strategic plan?</li> <li>8. What methods can be used to evaluate the</li> </ol>	<ol style="list-style-type: none"> <li>1. How does the development and implementation of a strategic plan help promote Hawaii as a travel destination?</li> <li>2. What are different strategies appropriate for communicating with internal and/or external customers?</li> <li>3. What are the components of a formal presentation?</li> </ol>

**\*This curriculum map is intended to be used as a guide**

**EXAMPLE Created August 2014**

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
		tourism industry? 11. What proactive measures can be taken to insure the safety of visitors?	effectiveness of the implementation of the strategic plan? 9. How is written communication used to facilitate interactions in the travel and tourism industry? 10. How is oral communication used to facilitate interactions in the travel and tourism industry? 11. How does illegal and/or unethical behavior impact the reputation of Hawaii's travel and tourism industry? 12. What proactive measures can be taken to insure the safety of visitors?	
<b>Supporting Questions</b>	1a. What is the significance of tourism in Hawaii's history? 1b. How has the purpose of travel and tourism evolved? 1c. How has the evolution of the purpose of travel and tourism impacted Hawaii? 1d. How have Hawaii visitor demographics changed? 1e. How can demographic changes be used to identify trends and potential markets? 4a. How do changes in one travel and tourism sector affect what happens in other sectors? 4b. How does a change in visitor demographics affect the various travel and tourism sectors? 4c. When there is a change in the external environment, how do the various travel and tourism sectors coordinate their services? 5a. What is the history of the "Aloha Spirit"? 5b. What is the significance of the "Aloha Spirit" to Hawaii's history? 5c. How does the Hawaii Revised Statutes (HRS) define the "Law of Aloha"? 5d. What is the literal translation of "Aloha"? 5e. What is the cultural meaning of "Aloha"? 5f. How can the "Aloha Spirit" be integrated when promoting Hawaii? 7a. How can the concept of "Ohana" be used to promote Hawaii? 7b. How can connections be made between the Hawaiian culture and visitors' cultures?	1a. What global events might affect Hawaii's travel and tourism industry? 1b. What is the economic impact of the global events on Hawaii's travel and tourism industry? 2a. How does the global economy impact Hawaii's travel and tourism sectors? 2b. What is price elasticity? 2c. What is price sensitivity? 2d. How does price elasticity and sensitivity affect the travel and tourism industry? 2e. How does price elasticity and sensitivity affect consumer purchasing decisions? 2f. What is the multiplier effect? 2g. What is the multiplier effect of Hawaii's travel and tourism industry? 3a. Who are the travel and tourism-related governmental agencies in Hawaii? 3b. Who are the travel and industry-related organization in Hawaii? 4a. How do the different travel and tourism industry-related agencies and organizations affect the viability of the industry? 4b. What is the Transient Accommodation Tax (TAT)? 4c. How does the TAT affect the "bottom line"? 5a. How do the different travel and tourism industry-related agencies and organization collaborate to preserve Hawaii's environment and natural resources?	1a. How do Hawaii's travel and tourism industry sectors work together to create positive experiences for visitors? 2-5a. How do external variables impact the sustainability of Hawaii's travel and tourism industry? 2-5b. How can analysis of external variables be used to facilitate interaction between the various travel and tourism industry sectors in Hawaii? 6a. How can market research be used to develop a strategic plan to promote Hawaii as a destination? 6b. What information/data can a SWOT analysis of Hawaii's travel and tourism industry provide? 6c. What information/data can a situation analysis uncover about the market conditions? 6d. What are the market segments for Hawaii's travel and tourism industry? 6e. How can the market research be used to facilitate interaction and/or coordinate services among various travel and tourism industry sectors in Hawaii? 6f. Where can someone access information/data that identifies trends in the travel and tourism industry? 6g. How does multimedia affect Hawaii's travel and tourism industry? 6h. How does social networking affect	1a. How can marketing and management principles be integrated in the strategic plan to promote Hawaii as a destination? 2a. How do you select communication strategies that are appropriate to audience and context? 3a. What is the structure for a formal presentation? 3b. What are techniques that can be used to engage the audience during a presentation?

	Quarter 1	Quarter 2	Quarter 3	Quarter 4
	<p>8a. Why is it important to incorporate industry appropriate terminology when communicating with internal and external customers?</p> <p>8b. Why is it important to correctly pronounce Hawaiian words?</p> <p>8c. Why is it important to use Hawaiian words in the appropriate context?</p>	<p>5b. How do the different travel and tourism industry-related agencies and organization collaborate to maintain Hawaii’s infrastructure and facilities?</p> <p>5c. How do the different travel and tourism industry-related agencies and organization collaborate to minimize the impact of development on Hawaii’s environment?</p> <p>5d. What are some “green” initiatives in the travel and tourism industry?</p> <p>5e. What are some conservation regulations in the travel and tourism industry?</p> <p>5f. How do eco-friendly and sustainable initiatives affect visitors’ perception of a Hawaii?</p> <p>5g. What is ecotourism?</p> <p>5h. How does ecotourism contribute to the sustainability of local communities?</p> <p>6a. What are the benefits and limitation of technologies used in the travel and tourism industry?</p> <p>6b. How have technological devices and their use affected the travel and tourism industry?</p> <p>6c. How has the Internet affected the travel and tourism industry?</p> <p>7a. How effective is social media as a vehicle for promotion?</p> <p>7b. How has social media been used to promote Hawaii as a destination to identified target markets?</p> <p>8a. What are appropriate forms of written communication used to inform, persuade, or remind external customers about Hawaii?</p> <p>8b. How do you select a form of written communication that will be effective and efficient in communicating with external customers?</p> <p>9a. What are some oral communication strategies that can be used to interact with internal/external customers in a clear, logical and culturally sensitive manner?</p> <p>10a. How do illegal/unethical behaviors affect public perception of Hawaii?</p>	<p>Hawaii’s travel and tourism industry?</p> <p>7a. What resources are necessary to implement a strategic plan?</p> <p>7b. How can the problem-solving process be utilized during the development and/or implementation of the strategic plan?</p> <p>7c. What is Total Quality Management (TQM)?</p> <p>7d. How can TQM be used to improve services offered to visitors?</p> <p>8a. What criteria can be used to evaluate the implementation of a strategic plan?</p> <p>8b. What criteria can be used to determine if results occurred are due to controllable or uncontrollable factors?</p> <p>8c. How should the data from an evaluation be used?</p> <p>9a. Why is the use of proper English essential to written communication?</p> <p>9b. What mathematic skills/principles are essential for completing the strategic plan?</p> <p>9c. How do you select a form of written communication that will be effective and efficient in communicating with external customers?</p> <p>10a. What oral communication strategies can be utilized to maintain positive working relationships?</p> <p>10b. What is “Laulima”?</p> <p>10c. How can “Laulima” be used to facilitate communication among the various travel and tourism industry sectors?</p> <p>11-12a. What strategies can be used to limit liability and mitigate risk?</p> <p>11-12a. What strategies can be used to maintain a positive perception of Hawaii as a destination?</p>	

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		<p>10b. What kind of public relations strategies can be used to counteract negative perceptions of Hawaii?</p> <p>11a. What is important to maintain safety in public areas/visitor attractions?</p> <p>11b. What are strategies that can be used to evaluate the public areas/visitor attractions for safety?</p> <p>11c. How do organizations provide assistance to visitors who experience emergencies/adversity while visiting Hawaii?</p>		
<b>Content</b>	<ul style="list-style-type: none"> <li>• Evolution of the Travel and Tourism Industry</li> <li>• Travel and Tourism Industry</li> <li>• Culture <ul style="list-style-type: none"> <li>– Aloha Spirit</li> <li>– Ho`okipa (Hosting)</li> </ul> </li> <li>• Communication <ul style="list-style-type: none"> <li>– Oral</li> <li>– Nonverbal</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Industry Sustainability <ul style="list-style-type: none"> <li>– Economic</li> <li>– Political</li> <li>– Environmental</li> <li>– Technology</li> </ul> </li> <li>• Communication <ul style="list-style-type: none"> <li>– Written</li> <li>– Oral</li> <li>– Nonverbal</li> </ul> </li> <li>• Legal and Ethical</li> <li>• Safety and Liability</li> </ul>	<ul style="list-style-type: none"> <li>• Travel and Tourism Industry</li> <li>• Industry Sustainability <ul style="list-style-type: none"> <li>– Economic</li> <li>– Political</li> <li>– Environmental</li> <li>– Technology</li> </ul> </li> <li>• Strategic Planning</li> <li>• Communication <ul style="list-style-type: none"> <li>– Written</li> <li>– Oral</li> <li>– Nonverbal</li> </ul> </li> <li>• Legal and Ethical</li> <li>• Safety and Liability</li> </ul>	<ul style="list-style-type: none"> <li>• Travel and Tourism Industry</li> <li>• Industry Sustainability <ul style="list-style-type: none"> <li>– Economic</li> <li>– Political</li> <li>– Environmental</li> <li>– Technology</li> </ul> </li> <li>• Strategic Planning</li> <li>• Communication <ul style="list-style-type: none"> <li>– Written</li> <li>– Oral</li> <li>– Nonverbal</li> <li>– Presentation</li> </ul> </li> </ul>
<b>Skills and Topics</b>	<p><b><i>Evolution of the Travel and Tourism Industry</i></b></p> <ul style="list-style-type: none"> <li>• Define tourism</li> <li>• Delineate the history of tourism in Hawaii</li> <li>• Examine how the purpose of the travel and tourism industry evolved</li> <li>• Examine how the evolution of tourism affected development in Hawaii</li> <li>• Analyze Hawaii visitor demographics</li> <li>• Identify trends in the visitor demographics</li> <li>• Identify potential markets to promote Hawaii as a destination</li> </ul> <p><b><i>Travel and Tourism Industry</i></b></p> <ul style="list-style-type: none"> <li>• Identify the different travel and tourism sectors</li> <li>• Identify the roles and functions of the different travel and tourism sectors</li> <li>• Analyze how change in one sector affects</li> </ul>	<p><b><i>Industry Sustainability</i></b></p> <p><b><i>Economic</i></b></p> <ul style="list-style-type: none"> <li>• Evaluate the economic impact that global events have on Hawaii’s travel and tourism industry</li> <li>• Examine how the travel and tourism industry contribute to the global economy</li> <li>• Explain the effect of price elasticity and sensitivity on the travel and tourism industry</li> <li>• Explain the effect of price elasticity and sensitivity on customer buying decisions</li> <li>• Describe the multiplier effect of Hawaii’s travel and tourism industry on the local economy</li> </ul> <p><b><i>Political</i></b></p> <ul style="list-style-type: none"> <li>• Identify Hawaii governmental agencies that work to sustain the travel and tourism industry</li> </ul>	<p><b><i>Travel and Tourism Industry</i></b></p> <ul style="list-style-type: none"> <li>• Explain how the travel and tourism industry sectors in Hawaii interact/collaborate to provide services for visitors</li> </ul> <p><b><i>Industry Sustainability</i></b></p> <ul style="list-style-type: none"> <li>• Analyze the impact of external variables on the sustainability of Hawaii’s travel and tourism industry</li> <li>• Explain how the various sectors use the change in external variables to do strategic planning</li> </ul> <p><b><i>Strategic Planning</i></b></p> <ul style="list-style-type: none"> <li>• Examine the use of market research to promote Hawaii as a choice destination <ul style="list-style-type: none"> <li>– SWOT analysis</li> <li>– Situation analysis</li> </ul> </li> </ul>	<p><b><i>Travel and Tourism Industry</i></b></p> <ul style="list-style-type: none"> <li>• Integrate marketing and management principles to develop a strategic plan that promotes Hawaii as a destination</li> </ul> <p><b><i>Strategic Planning</i></b></p> <ul style="list-style-type: none"> <li>• Conduct market research to promote Hawaii as a choice destination <ul style="list-style-type: none"> <li>– Complete a SWOT analysis of Hawaii’s travel and tourism industry</li> <li>– Complete a situation analysis that examines current market conditions in which Hawaii competes as a travel destination</li> <li>– Analyze various market segments for their needs and potential revenue</li> <li>– Conduct a consumer market analysis to evaluate the factors that influence travel</li> </ul> </li> </ul>

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	<p>other sectors</p> <ul style="list-style-type: none"> <li>Analyze how visitor demographics affect the various travel and tourism sectors</li> </ul> <p><b>Culture</b></p> <ul style="list-style-type: none"> <li>Trace the historical roots of the “Aloha Spirit”</li> <li>Describe the significance of the “Aloha Spirit” to Hawaii’s history</li> <li>Summarize the “Law of Aloha” according to the Hawaii Revised Statutes (HRS)</li> <li>Define “Aloha” in the following contexts: <ul style="list-style-type: none"> <li>Literal translation</li> <li>Cultural meaning</li> <li>The “spirit” of “Aloha”</li> </ul> </li> <li>Create a personal definition of the “Aloha Spirit”</li> <li>Use the created personal definition when promotion Hawaii as a destination</li> <li>Define “Ohana”</li> <li>Utilize the concept of “Ohana” in the promotion of Hawaii as a destination</li> <li>Compare and contrast the Hawaiian culture with the culture of visitors to Hawaii</li> </ul> <p><b>Communication</b></p> <ul style="list-style-type: none"> <li>Communicate in a clear, logical and culturally sensitive manner</li> <li>Use appropriate tone or intonation to convey a message</li> <li>Utilize non-verbal communication techniques in communication with internal and external customers</li> </ul>	<ul style="list-style-type: none"> <li>Describe the role and function of Hawaii governmental agencies in sustaining the travel and tourism industry</li> <li>Identify Hawaii organizations that work to sustain the travel and tourism industry</li> <li>Describe the role and function of Hawaii organizations in sustaining the travel and tourism industry</li> <li>Define the Transient Accommodation Tax (TAT)</li> <li>Explain the purpose of the TAT</li> </ul> <p><b>Environmental</b></p> <ul style="list-style-type: none"> <li>Describe how the travel and tourism industry, government agencies and industry-related organizations collaborate to minimize the impact of tourism on Hawaii’s environment</li> <li>Explain the relationship between: <ul style="list-style-type: none"> <li>infrastructure maintenance and the travel and tourism industry</li> <li>maintenance of accommodation facilities and the travel and tourism industry</li> <li>overdevelopment and local communities</li> </ul> </li> <li>Identify “green” initiatives in the travel and tourism industry</li> <li>Identify conservation regulations related to the travel and tourism industry</li> <li>Explain how “green” initiatives and regulations help to minimize the industry’s impact on the environment</li> <li>Analyze the effect that eco-friendly and sustainable efforts have on visitors’ perception of Hawaii.</li> <li>Define ecotourism</li> <li>Explain how ecotourism supports and sustains the environment and/or local communities</li> </ul> <p><b>Technology</b></p> <ul style="list-style-type: none"> <li>Compare and contrast the benefits and limitations of technologies used in the travel and tourism industry</li> <li>Explain how technology can be used to</li> </ul>	<ul style="list-style-type: none"> <li>Market segmentation</li> <li>Consumer market analysis</li> </ul> <ul style="list-style-type: none"> <li>Analyze market research to coordinate and integrate services for visitors between the various sectors in the travel and tourism industry</li> <li>Examine data and information to monitor and forecast possible trends in the travel and tourism industry</li> <li>Evaluate the influence of multimedia and social networking on Hawaii’s travel and tourism industry</li> <li>Examine strategies used to organize resources necessary to implement a strategic plan <ul style="list-style-type: none"> <li>Budget</li> <li>Inventory control methods</li> <li>Human resources</li> <li>Training</li> <li>Public infrastructure (law enforcement, military, etc.)</li> <li>Time management strategies</li> </ul> </li> <li>Examine the use of problem-solving process to resolve an issue or problem in the development and implementation of the plan</li> <li>Analyze how Total Quality Management (TQM) techniques</li> <li>Examine the application of TQM techniques</li> <li>Identify criteria used to evaluate the implementation of the plan</li> <li>Examine how the evaluation is used to make modifications and/or determine next steps</li> </ul> <p><b>Communication</b></p> <ul style="list-style-type: none"> <li>Identify effective communication strategies that facilitate positive working relationships</li> <li>Identify effective strategies that facilitate communication among the different sectors</li> </ul> <p><b>Legal and Ethical and Safety and Liability</b></p> <ul style="list-style-type: none"> <li>Identify strategies that mitigate risk and limit liability</li> </ul>	<p>destination choices</p> <ul style="list-style-type: none"> <li>Use the market research analysis to coordinate and integrate services for visitors between the various sectors in the travel and tourism industry</li> <li>Synthesize data and information to monitor and forecast possible trends in the travel and tourism industry</li> <li>Use multimedia and social networking on Hawaii’s travel and tourism industry</li> <li>Use strategies used to organize resources necessary to implement a strategic plan <ul style="list-style-type: none"> <li>Calculate a budget</li> <li>Evaluate inventory control methods used in the travel and tourism industry</li> <li>Identify human resources needed to implement the strategic plan</li> <li>Examine training opportunities necessary to implementation of the plan</li> <li>Identify public infrastructure (law enforcement, military, etc.) necessary to implement the strategic plan</li> <li>Evaluate the use time management to maintain productivity and ensure quality</li> </ul> </li> <li>Use of problem-solving process to resolve an issue or problem in the development and implementation of the plan</li> <li>Use Total Quality Management (TQM) techniques</li> <li>Use consistent and reliable measures to evaluate the implementation of the plan</li> <li>Make modifications to the plan and/or determine next steps</li> </ul> <p><b>Communication</b></p> <ul style="list-style-type: none"> <li>Use effective communication strategies that are appropriate to the audience and context</li> </ul>

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		<p>manage the different sectors in the industry</p> <ul style="list-style-type: none"> <li>• Evaluate how new/emerging technologies impact the travel and tourism industry</li> <li>• Explain how online applications (e.g. Travelocity, Trip Advisor, Kayak, etc.) impact the travel and tourism industry</li> <li>• Evaluate the effectiveness of social media as a tool to promote Hawaii as a destination</li> </ul> <p><b>Communication</b></p> <ul style="list-style-type: none"> <li>• Use appropriate convention, spelling, grammar, and format to ensure information is conveyed clearly and accurately</li> <li>• Evaluate appropriate forms of communication (including internet/web-based options) that inform, persuade or remind visitors about Hawaii</li> <li>• Use appropriate strategies to communicate effectively</li> <li>• Use technical terminology in the appropriate context</li> <li>• Use correct terminology and pronunciation of Hawaiian words in the appropriate context</li> </ul> <p><b>Legal and Ethical</b></p> <ul style="list-style-type: none"> <li>• Examine the relationship between illegal/unethical behaviors and Hawaii's reputation as a travel destination</li> <li>• Explain the effect of illegal/unethical behaviors on the travel and tourism industry</li> <li>• Analyze the relationship between crime rates and public perception</li> <li>• Identify appropriate strategies to promote Hawaii as a travel destination to visitors who may have negative perception of Hawaii</li> </ul> <p><b>Safety and Liability</b></p> <ul style="list-style-type: none"> <li>• Analyze the importance of maintaining safety in public places (i.e. beaches, parks, hiking trails, etc.)</li> <li>• Evaluate various visitor attractions for safety hazards and risk factors (i.e. falls, injury,</li> </ul>	<ul style="list-style-type: none"> <li>• Identify strategies that can be used to maintain a positive perception of Hawaii as a travel destination</li> </ul>	

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		etc.) <ul style="list-style-type: none"> <li>Examine how organizations provide assistance to visitors who experience emergencies or adversity during their visit</li> </ul>		
<b>Integration of Technology</b>				
<b>Formative Assessments</b>				
<b>Summative Assessments</b>				<ul style="list-style-type: none"> <li>HOST 100 DCAPS Performance Task *Pending Approval</li> </ul>
<b>Performance Assessments</b>				<ul style="list-style-type: none"> <li>Hotel Operations Performance-Based Assessment</li> </ul>