National Curriculum of Pakistan
2022-23

TECHNICAL EDUCATION

HOSPITALITY & TOURISM MANAGEMENT

Tourism Management
Grades 9-12

NATIONAL CURRICULUM COUNCIL SECRETARIAT
MINISTRY OF FEDERAL EDUCATION AND
PROFESSIONAL TRAINING, ISLAMABAD
GOVERNMENT OF PAKISTAN

بِسْمِ اللَّهِ الرَّحْمَٰنِ الرَّحِيمِ

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It is with great pride that we, at the National Curriculum Council Secretariat, present the first core curriculum in Pakistan's 75-year history. Consistent with the right to education guaranteed by Article 25-A of our Constitution, the National Curriculum of Pakistan (2022-23) aspires to equip every child with the necessary tools required to thrive in and adapt to an ever-evolving globalized world.

The National Curriculum is in line with international benchmarks, yet sensitive to the economic, religious, and social needs of young scholars across Pakistan. As such, the National Curriculum aims to shift classroom instruction from rote learning to concept-based learning.

Concept-based learning permeates all aspects of the National Curriculum, aligning textbooks, teaching, classroom practice, and assessments to ensure compliance with contemplated student learning outcomes. Drawing on a rich tapestry of critical thinking exercises, students will acquire the confidence to embark on a journey of lifelong learning. They will further be able to acknowledge their weaknesses and develop an eagerness to build upon their strengths.

The National Curriculum was developed through a nationwide consultative process involving a wide range of stakeholders, including curriculum experts from the public, private, and non-governmental sectors. Representatives from provincial education departments, textbook boards, assessment departments, teacher training departments, *deeni madaris*, public and private publishers, private schools, and private school associations all contributed their expertise to ensure that the National Curriculum could meet the needs of all Pakistani students.

The experiences and collective wisdom of these diverse stakeholders enrich the National Curriculum, fostering the core, nation-building values of inclusion, harmony, and peace, making the National Curriculum truly representative of our nation's educational aspirations and diversity.

I take this opportunity to thank all stakeholders, including students, teachers, and parents who contributed to developing the National Curriculum of Pakistan (2022-23)

Dr. Mariam Chughtai
Director
National Curriculum Council Secretariat
Ministry of Federal Education and Professional Training

Tourism Management

Grades 9-10

Progression Grid

Domain A: Fundamentals of Tourism Management

Standard: Analyze the various aspects of tourism management including transport, accommodation, and travel services.

Grade 9	Grade 10	Grade 11	Grade 12
Benchmark I: Students should be able to define and differentiate between various terms related to tourism, including travel, tourism, tourist, and hospitality.	**Benchmark I**: Examine main components of the tourism industry, such as accommodation, transportation, attractions, and travel services.	**Benchmark I**:	**Benchmark I**:
Student Learning Outcomes			
Students will be able to: [SLO: TM-09-A-01]:	[SLO: TM-10-A-06]: Distinguish terms such as "tourists," "host communities," and		

Differentiate between various terms related to tourism, including travel, tourism, tourist, and hospitality. [SLO: TM-09-A-02]: Explore the historical evolution of tourism and its role in economic, social, and cultural development. [SLO: TM-09-A-03]: Identify the different forms of tourism, such as leisure tourism, business tourism, and adventure tourism, along with the motivations that drive individuals to engage in travel. [SLO: TM-09-A-04]: Analyze the impact of tourism on local communities, economies, and environments, considering both positive and negative effects. [SLO: TM-09-A-05]: Discuss the importance of sustainability in tourism, including the principles of	"stakeholders" within the context of the tourism industry and explain the roles and interactions of these key entities in the broader tourism system. [SLO: TM-10-A-07]: Examine the key components of the tourism system, including accommodation, transportation, attractions, and travel services and evaluate the interdependencies among these components and their role in shaping the overall tourism experience.		

responsible travel and the preservation of cultural and natural resources.			

Domain B: Tourism and Travel Index

Standard: Students will acquire the ability to interpret Tourism and Travel Index and discuss its key characteristics.

Grade 9	Grade 10	Grade 11	Grade 12
Benchmark I: Interpret the Tourism and Travel Index	**Benchmark I**: Apply key attributes of the Tourism and Travel Index in the context of Pakistan.	**Benchmark I**: An intermediate-term learning goal and understanding the child must achieve for progression toward completion of high school	**Benchmark I**:
Student Learning Outcomes			
Students should be able to: [SLO: TM-09-B-01]: Define Tourism and Travel Index	[SLO: TM-10-B-02]: Identify key characteristics of an enabling environment (as a key		

[SLO: TM-09-B-02]: Identify key characteristics of an enabling environment (as a key pillar of T&T index.) [SLO: TM-09-B-03]: Discuss the key features of the travel and tourism policy and enabling conditions which is a key pillar of T&T index. [SLO: TM-09-B-04]: Recognize the significance of infrastructure as a key pillar of T&T index. [SLO: TM-09-B-05]: Enlist travel and tourism demand drivers which a key pillar of T&T index. [SLO: TM-09-B-06]: Analyze travel and tourism sustainability features, as a key pillar of T&T index.	pillar of T&T index) in the context of Pakistan, [SLO: TM-10-B-03]: Discuss the key features of the travel and tourism policy and enabling conditions in Pakistan. [SLO: TM-10-B-04]: Recognize the significance of infrastructure in the context of tourism in Pakistan. [SLO: TM-10-B-05]: Enlist travel and tourism demand drivers in Pakistan. [SLO: TM-10-B-06]: Analyze travel and tourism sustainability features in Pakistan.		

Domain C: Ethical & Sustainable Tourism

Standard: Use their ability to advocate for Social Development to contextualize legal, ethical and socially responsible decision-making.

Grade 9	Grade 10	Grade 11	Grade 12
Benchmark I: Classify relevant SDGs to the Tourism sector **Benchmark II**: Discuss key attributes of responsible tourism **Benchmark III:** Advocate for the upholding of SD values as a member of the tourist industry	**Benchmark I**: Analyze legal, ethical, cultural, and social responsibility aspects in tourism, enabling them to make informed and responsible decisions within the industry	**Benchmark I**:	**Benchmark I**:
Student Learning Outcomes			
Students should be able to: [SLO: TM-09-C-01]:	Students should be able to: [SLO: TM-10-C-01]: Students will demonstrate a foundational		

Demonstrate foundational proficiency in SDGs for responsible tourism. [SLO: TM-09-C-02]: Define the concept of Sustainable Development Goals (SDGs) and articulate the 17 specific goals outlined by the United Nations. [SLO: TM-09-C-03]: Describe the concept of responsible tourism and its key principles, including minimizing negative social, cultural, environmental impacts and maximizing positive contributions to local communities and ecosystems. [SLO: TM-09-C-04]: Predict the impact of individual traveler choices on the environment, local communities, and cultural heritage.	understanding of legal frameworks relevant to the tourism industry, identifying key regulations and compliance requirements. [SLO: TM-10-C-02]: Develop ethical decision-making skills in tourism contexts, emphasizing responsible choices in areas such as customer interactions, community engagement, and environmental impact. [SLO: TM-10-C-03]: Cultivate an appreciation for diverse cultures by understanding their significance in the tourism industry, promoting respectful and inclusive practices. [SLO: TM-10-C-04]:		

[SLO: TM-09-C-05]: Develop strategies as a traveler to actively contribute to at least one SDG through responsible and sustainable travel practices.	Comprehend the principles of social responsibility within the tourism sector, including considerations for community well-being, social equity, and the mitigation of negative impacts. [SLO: TM-10-C-05]: Reflect upon accessible tourism, recognizing the importance of providing inclusive travel experiences for individuals with diverse abilities. [SLO: TM-10-C-06]: Research responsible and sustainable tourism practices, focusing on minimizing environmental impact, conserving natural resources, and contributing positively to local communities.		

Domain D: Tourist Psychology

Standard: Use their knowledge of traveler profile to match evolving trends and shifts in traveler personality types, considering societal changes, technological advancements, and global events.

Grade 9	Grade 10	Grade 11	Grade 12
Benchmark I: Map travel motivations to tourist psychology towards business development. **Benchmark II:** Analyze the internal and external factors that influence travelers at each stage of the decision-making process	**Benchmark I**: Analyze evolving trends and shifts in traveler personality types, considering societal changes, technological advancements, and global events. **Benchmark II:** Discuss the impact of technology and Social Media on tourism.	**Benchmark I**:	**Benchmark I**:
Student Learning Outcomes			

Students should be able to: [SLO: TM-09-D-01]: Examine various psychological factors influencing travel motivations, including intrinsic and extrinsic motivations, and the role of personal interests, desires, and needs. [SLO: TM-09-D-02]: Categorize common travel motives such as relaxation, exploration, adventure, cultural enrichment, and social interaction. [SLO: TM-09-D-03]: Evaluate the impact of demographic variables, personality traits, and past experiences on shaping individual travel motivations within the context of tourist psychology. [SLO: TM-09-D-04]:	Students should be able to: [SLO: TM-10-D-01]: Classify various traveler personality types, including but not limited to adventure seekers, cultural enthusiasts, luxury travelers, and nature lovers. [SLO: TM-10-D-02]: Examine the key personality traits associated with different traveler types, such as openness to experience, risk-taking propensity, and preferences for specific activities or destinations. [SLO: TM-10-D-03]: Analyze demographic factors such as age, gender, and socio-economic status		

Differentiate between various stages of the travel decision-making process, including problem recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation and explore how each stage contributes to shaping the overall travel experience for individuals. [SLO: TM-09-D-05]: Analyze the internal and external factors that influence travelers at each stage of the decision-making process, such as personal preferences, social influences, marketing, and online reviews. [SLO: TM-09-D-06]: Explore how technology, including online platforms, social media, and travel apps, has transformed the decision-making process for travelers. [SLO: TM-09-D-07]:	intersect with traveler personality types. [SLO: TM-10-D-04]: Explain the concept of psychographic segmentation in the travel industry and how it is used to tailor marketing strategies to different traveler personality types. [SLO: TM-10-D-05]: Analyze evolving trends and shifts in traveler personality types, considering societal changes, technological advancements, and global events. [SLO: TM-10-D-06]: Explain the significance of technology and social media in shaping the overall tourism experience for individuals.		

Demonstrate proficiency in understanding the role of culinary and food tourism in tourist psychology and analyzing the impact of gastronomic experiences on travel motivations and behavior. [SLO: TM-09-D-08]: Identify different tourist attraction places in Pakistan, focusing on heritage properties, and demonstrate a comprehensive understanding of their cultural and historical significance within the tourism context.	[SLO: TM-10-D-07]: Examine how technology and social media platforms influence the way tourists seek information, make decisions, and plan their travel itineraries. [SLO: TM-10-D-08]: Categorize destinations to leverage social media for marketing and promotion, including the use of visual content, storytelling, and user engagement. [SLO: TM-10-D-09]: Identify challenges associated with the over-reliance on technology and social media in tourism, such as information overload, privacy concerns, and the potential for misinformation.		

	[SLO: TM-10-D-10]: Analyze tourist feedback and reviews in tourist psychology, to understand their influence on perception, decision-making, and overall tourist experiences.		
	[SLO: TM-10-D-11]: Catalog international tourist attraction places, analyzing their cultural, historical, and recreational significance in global tourism.		

Domain E: Technology & Tourism

Standard: Use their knowledge of the internet and mobile applications to develop clientele in the tourist industry.

Grade 9	Grade 10	Grade 11	Grade 12
Benchmark I: Integrate mobile technology, Social	**Benchmark I**:	**Benchmark I**:	**Benchmark I**:

Media, Digital Marketing for better marketing.			
Student Learning Outcomes			
Students will be able to: [SLO: TM-09-E-01]: Use mobile technology and apps, navigating social media and digital marketing platforms, and anticipating future trends and innovations within the evolving landscape of technology and tourism. [SLO: TM-09-E-02]: Assess how the integration of mobile technology and social media enhances destination marketing efforts. [SLO: TM-09-E-03]: Analyze how digital marketing strategies are tailored to target specific audience segments	Students will be able to: [SLO: TM-10-E-01]: Analyze how digital marketing strategies are tailored to target specific audience segments and influence traveler behavior. [SLO: TM-10-E-02]: Create a Social Media page to market a destination in Pakistan		

and influence traveler behavior.			

Domain F: Future Challenges and Opportunities

Standard:

Grade 9	Grade 10	Grade 11	Grade 12
Benchmark I: Evaluate potential opportunities for innovation and growth.	**Benchmark I**: Identify challenges facing the tourism industry.	**Benchmark I**:	**Benchmark I**:
Student Learning Outcomes			
Students should be able to: [SLO: TM-09-F-01]: Identify current trends, challenges, and disruptions in the tourism industry, considering factors such as changing consumer preferences, technological	Students should be able to: [SLO: TM-10-F-01]: Students should be able to identify and analyze challenges facing the tourism industry, showcasing a comprehensive understanding of the		

advancements, and global events. [SLO: TM-09-F-02]: Conduct comprehensive market research and analysis within the tourism sector, including studying market dynamics, consumer behavior, and competitor landscapes. [SLO: TM-09-F-03]: Explore the influence of global events, economic shifts, and geopolitical changes on the tourism industry.	complexities within the tourism sector. [SLO: TM-10-F-02]: Evaluate economic challenges affecting the tourism sector, including economic downturns, currency fluctuations, and the impact of global economic conditions on travel demand. [SLO: TM-10-F-03]: Predict environmental challenges related to tourism, such as over-tourism, ecological degradation, and the carbon footprint of travel.		

Tourism Management

11-12

Progression Grid

Domain A: Fundamentals of Tourism Management

Standard: Explain the concept of tourism and its various forms like leisure tourism, business tourism, adventure tourism, cultural tourism, and eco-tourism.

Grade 11	Grade 12
Benchmark I: Students should be able to comprehend tourism and its diverse forms. **Benchmark II**: Identify the key terms in tourism (tourists, hosts, communities, stakeholders, etc.), further examining the main components of tourism like travel services, attractions, transportation, and accommodation.	**Benchmark I**:
Student Learning Outcomes	
Students should be able to: [SLO:TM-11-A-01]:	

Explain the concept of tourism and its various forms within the hospitality and travel industry. (This involves recognizing different types such as leisure tourism, business tourism, adventure tourism, cultural tourism, and eco-tourism. Students should gain insight into the unique characteristics, motivations, and expectations associated with each form of tourism).	
[SLO:TM-11-A-02]:	
Define key terms crucial to the tourism industry, including "tourists," "host communities," and "stakeholders." (This involves grasping the roles and relationships among these entities in the context of tourism).	
[SLO:TM-11-A-03]:	
Identify and examine the main components of the tourism industry, including accommodation, transportation, attractions, and travel services which involves understanding the interconnected nature of these components and their collective contribution to the overall tourism experience.	

Domain B: Tourism and Travel Index – Enabling Environment

Standard: Students will develop an in-depth understanding and interpret the Enabling Environment dimension of Tourism and Travel Index such as its pillars, key characteristics, and application with the current scenarios/real life situations.

Grade 11	Grade 12
Benchmark I: Students should identify and assess the enabling environment aspect of T&T Index along with its 5 factors (business environment, safety and security, health and hygiene, human resources and labor market, ICT readiness) depicting its importance and relevance with the tourism industry.	**Benchmark I**:
Student Learning Outcomes	
Students should be able to: [SLO:TM-11-B-01]: Explore and understand the concept of the investment climate as a key business environment indicator. (This involves recognizing the factors that influence investment decisions, including political stability, legal frameworks, regulatory policies, infrastructure, and economic conditions. Students should gain insights into how a favorable investment climate fosters business growth and attracts investors). [SLO:TM-11-B-02]: Grasp the fundamental concepts of economic growth and development. (This involves recognizing the	[…]

distinctions between the two terms, understanding the factors that contribute to economic growth, and exploring the broader implications of sustained development for societies. Students should gain insights into the indicators, challenges, and policy considerations associated with economic growth and development).

[SLO:TM-11-B-03]:

Evaluate the efficiency of the legal framework in the context of tourism. (This involves understanding how laws and regulations impact the tourism industry, ensuring compliance, protecting the rights of stakeholders, and fostering a conducive environment for sustainable tourism development).

[SLO:TM-11-B-04]:

Identify legal challenges faced by the tourism sector and propose solutions to enhance the efficiency of the legal framework. (This involves recognizing issues such as licensing, land-use regulations, environmental compliance, and safety standards, and understanding how improvements in the legal framework can positively impact the tourism business environment).

[SLO:TM-11-B-05]:

Identify and explain the significance of property rights protection in the tourism sector. (This involves recognizing the legal mechanisms and frameworks in place to safeguard the rights of property owners, fostering a secure environment for investments, and contributing to the sustainable growth of tourism-related enterprises). [SLO:TM-11-B-06]: Assess the impact of policy stability on the tourism industry. (This involves understanding how consistent and predictable policies influence business decisions, investment climate, and overall industry growth. Students should recognize the importance of a stable policy environment in attracting and retaining tourism-related businesses). [SLO:TM-11-B-07]: Gain an understanding of the regulatory burden specific to the tourism sector. This involves recognizing how regulatory complexities, excessive paperwork, and bureaucratic hurdles can impact tourism businesses. Students should explore strategies to mitigate regulatory burden, fostering an environment conducive to the sustainable growth of tourism-related enterprises. [SLO:TM-11-B-08]:	

Analyze the impact of corruption on the tourism sector. This involves understanding how corruption can affect various aspects of the industry, including investment, fair competition, and the overall business environment. Students should explore strategies to address and mitigate corruption, promoting transparency and ethical practices within the tourism industry. [SLO:TM-11-B-09]: Understand the challenges and importance of access to financing for Small and Medium Enterprises (SMEs) operating in the tourism sector. This involves exploring financial instruments, government initiatives, and private sector partnerships aimed at supporting SMEs. Students should be able to assess the impact of improved access to financing on the growth and sustainability of tourism-related small businesses. [SLO:TM-11-B-10]: Gain insights into the significance of infrastructure development for businesses within the tourism industry. (This involves recognizing the impact of well-developed infrastructure, including transportation, communication, and utilities, on the overall competitiveness and growth of tourism-related enterprises. Students should explore strategies to	

promote and contribute to effective infrastructure development within the tourism sector).

[SLO:TM-11-B-11]:

Analyze how crime rates can affect tourism in a destination. (This involves understanding the correlation between safety and tourist attraction, exploring the consequences of high crime rates on visitor perceptions, and devising strategies to address and mitigate crime, fostering a secure environment for tourists).

[SLO:TM-11-B-12]:

Identify and propose measures to enhance safety and reduce crime within the tourism industry. (This involves understanding the role of stakeholders, including government agencies, businesses, and local communities, in implementing effective strategies to create a safe and welcoming environment for tourists).

[SLO:TM-11-B-13]:

Comprehend the impact of violence incidence on the tourism industry. (This involves recognizing how incidents of violence can detrimentally affect the safety and attractiveness of a destination. Students should explore strategies to understand, prevent, and respond to violence incidents, ensuring a secure environment

for tourists and sustaining the positive image of the tourism sector).

[SLO:TM-11-B-14]:

Evaluate the reliability and effectiveness of local police forces in safeguarding tourists. (This involves understanding the role of law enforcement in the tourism sector, assessing response times, and analyzing measures taken to ensure the safety and security of visitors. Students should explore ways to enhance collaboration between tourism stakeholders and law enforcement for a more effective and reliable safety infrastructure).

[SLO:TM-11-B-15]:

Comprehend the implications of terrorism threats on the tourism industry. (This involves recognizing how security concerns impact travel decisions and the overall image of a destination. Students should explore strategies to understand, prevent, and respond to terrorism threats, collaborating with relevant authorities to ensure the safety and resilience of tourism destinations).

[SLO:TM-11-B-16]:

Develop crisis management plans specifically tailored for terrorism incidents within the tourism sector. (This

involves understanding the unique challenges posed by such threats, formulating strategies for communication, evacuation, and recovery, and fostering resilience to minimize the impact on tourism businesses and destinations).

[SLO:TM-11-B-17]:

Assess the potential risks posed by armed conflicts to the tourism industry. (This involves understanding how armed conflicts can disrupt travel, impact safety perceptions, and affect the attractiveness of destinations. Students should explore strategies to evaluate and mitigate armed conflict risks, contributing to the overall resilience of the tourism sector).

[SLO:TM-11-B-18]:

Develop the ability to implement crisis preparedness plans specifically designed for situations involving armed conflicts in the tourism industry. (This involves understanding the unique challenges posed by armed conflicts, formulating strategies for communication, evacuation, and collaboration with authorities, and fostering resilience to navigate through such crises effectively).

[SLO:TM-11-B-19]:

Analyze the economic and reputational costs associated with crime in the tourism industry. (This involves understanding how crime affects visitor perceptions, impacts tourism revenues, and influences destination competitiveness. Students should explore methodologies to assess the cost of crime, enabling informed decision-making and the implementation of preventive measures to safeguard the economic health of the tourism sector). [SLO:TM-11-B-20]: Explain the importance of healthcare infrastructure in the tourism industry. (This involves recognizing the role of accessible and high-quality healthcare services in attracting and ensuring the safety of tourists. Students should explore strategies to assess and enhance healthcare infrastructure, collaborating with health authorities and stakeholders to create a resilient and supportive environment for both visitors and the local community). [SLO:TM-11-B-21]: Evaluate the accessibility of healthcare services for tourists in a destination. (This involves understanding the distribution of healthcare facilities, assessing transportation options, and considering language and cultural factors that may impact tourists' ability to access medical care. Students should explore strategies	

to improve healthcare accessibility and communication for visitors).

[SLO:TM-11-B-22]:
Comprehend the significance of health security measures in the tourism industry, particularly in the context of public health crises. (This involves understanding the role of measures such as vaccination programs, health screenings, and hygiene protocols in ensuring the safety of tourists. Students should explore strategies to implement and adapt health security measures, collaborating with health authorities and stakeholders to safeguard the well-being of visitors and the broader community).

[SLO:TM-11-B-23]:

Explain the importance of having enough qualified healthcare professionals in tourist destinations. (This involves recognizing the impact of healthcare staffing on the quality of services, visitor safety, and the overall reputation of a destination. Students should explore strategies to assess and enhance the availability of qualified healthcare professionals, collaborating with educational institutions and health authorities to meet the healthcare needs of tourists).

[SLO:TM-11-B-24]:

Assess the availability of hospital beds in tourist destinations. (This involves understanding the capacity of healthcare facilities, considering peak tourist seasons, and evaluating the adequacy of resources to handle potential healthcare demands. Students should explore strategies to enhance hospital bed availability, collaborating with healthcare institutions, local authorities, and tourism stakeholders to ensure a resilient healthcare infrastructure for visitors).

[SLO:TM-11-B-25]:

Identify the crucial role of water and sanitation infrastructure in the tourism industry. (This involves recognizing the impact of clean water and proper sanitation on the health and satisfaction of tourists. Students should explore strategies to evaluate and improve water and sanitation infrastructure, collaborating with local authorities, environmental agencies, and tourism stakeholders to create a sustainable and hygienic environment for visitors).

[SLO:TM-11-B-26]:

Recognize the importance of educational attainment in the tourism sector. (This involves understanding how a well-educated workforce contributes to the quality of services, innovation, and the overall development of the tourism industry. Students should explore strategies to promote educational attainment, including

partnerships with educational institutions, skill development programs, and initiatives to enhance the knowledge and professionalism of individuals engaged in the tourism sector). [SLO:TM-11-B-27]: Identify the significance of aligning the education system with the economic needs of the tourism industry. (This involves recognizing the skills and knowledge required for a thriving tourism sector and ensuring that educational programs are tailored to meet these needs. Students should explore strategies to foster collaboration between educational institutions and the tourism industry, ensuring that graduates are well-equipped to contribute effectively to the sector's growth and development). [SLO:TM-11-B-28]: Recognize the pivotal role of the private sector in shaping and enhancing human resources in the tourism industry. (This involves understanding how private entities can contribute to skill development, training, and career advancement for individuals working in tourism. Students should explore strategies to promote effective collaboration between the private sector and educational institutions, ensuring that human resources development aligns with industry needs, standards, and innovations).	

[SLO:TM-11-B-29]:

Comprehend the concept of labor market flexibility within the tourism industry. (This involves recognizing how flexibility in employment arrangements, working hours, and contract types can impact both employers and employees. Students should explore strategies to navigate and adapt to labor market flexibility, considering the dynamic nature of tourism businesses and the diverse needs of the workforce in this sector).

[SLO:TM-11-B-30]:

Identify the importance of an efficient labor market in the context of the tourism industry. (This involves recognizing how well-functioning labor markets contribute to productivity, job satisfaction, and overall economic growth in tourism destinations. Students should explore strategies to enhance labor market efficiency, including effective job matching, skill development initiatives, and mechanisms for fair and transparent employment practices within the tourism sector).

[SLO:TM-11-B-31]:

Comprehend the concept of labor market openness in the context of the tourism sector. (This involves recognizing how an open and inclusive labor market

can attract diverse talents, foster innovation, and contribute to the overall competitiveness of tourism destinations. Students should explore strategies to promote labor market openness, including fair hiring practices, diversity and inclusion initiatives, and policies that encourage the free flow of labor within the tourism industry).

[SLO:TM-11-B-32]:

Explain the significance of labor productivity in the hospitality industry. (This involves recognizing how efficiently utilizing human resources contributes to the overall success and profitability of hospitality businesses. Students should explore strategies to enhance labor productivity, including training programs, effective task allocation, technology integration, and employee engagement initiatives tailored to the unique demands of the hospitality sector).

[SLO:TM-11-B-33]:

Identify the specific challenges and opportunities related to labor productivity in the restaurant and transport sectors. Students should explore strategies to optimize labor productivity in these sectors, considering factors like efficient workflow, staff training, technology integration, and customer service

excellence tailored to the distinct characteristics of restaurants and transportation services.

[SLO:TM-11-B-34]:

Evaluate the extent and quality of mobile network coverage in each destination. (This involves understanding the impact of robust mobile network infrastructure on communication, accessibility, and the overall travel experience for tourists).

[SLO:TM-11-B-35]:

Assess the reliability of electricity supply in tourism destinations. (This includes understanding the importance of consistent power availability for various ICT services, such as online bookings, digital platforms, and information dissemination).

[SLO:TM-11-B-36]:

Explore the availability and effectiveness of digital platforms offering tourism and travel services. (This involves understanding how these platforms contribute to customer convenience, information dissemination, and overall service efficiency).

[SLO:TM-11-B-37]:

Evaluate the prevalence and efficiency of online booking systems for travel and accommodation. (This includes understanding the impact of digital booking platforms on the accessibility and choices available to tourists).

[SLO:TM-11-B-38]:
Analyze how ICT facilitates access to new markets in the tourism industry. (This involves understanding the role of digital platforms, online marketing, and e-commerce in expanding the reach and customer base for tourism businesses).

[SLO:TM-11-B-39]:

Explore how ICT contributes to efficiency improvements in tourism operations. (This involves understanding the integration of technology in processes such as reservations, customer service, and resource management to enhance overall operational effectiveness).

[SLO:TM-11-B-40]:

Identify how ICT provides insights into consumer preferences and needs in the tourism sector. (This involves exploring the role of data analytics, customer feedback platforms, and market research conducted through digital means).

| [SLO:TM-11-B-41]: Assess the ongoing development and investment in ICT infrastructure within tourism destinations. (This involves understanding the importance of a well-established ICT infrastructure for the sustainable growth and competitiveness of the tourism sector). | |

Domain C: Tourism and Travel Index – Travel and Tourism Policy and Enabling Conditions

Standard: Students will develop an in-depth understanding and will interpret the travel and tourism policy and enabling conditions of Tourism and Travel Index including its pillars, key characteristics, and application with the current scenarios/real life situations.

Grade 11	Grade 12
Benchmark I: Students should identify and assess the travel and tourism policy and enabling conditions aspect of T&T Index along with its 3 factors (prioritization of travel and tourism, international openness, and price competitiveness) depicting its importance and relevance with the tourism industry.	**Benchmark I**:
Student Learning Outcomes	
Students should be able to: [SLO:TM-11-C-01]: Evaluate the level of government spending dedicated to the travel and tourism sector. (This involves understanding the impact of financial support on infrastructure development, marketing initiatives, and overall sector growth).	

[SLO:TM-11-C-02]:

Analyze the effectiveness of country branding efforts specifically targeted at promoting tourism. (This involves understanding how a positive and distinctive country image contributes to attracting tourists and fostering a favorable perception of the destination).

[SLO:TM-11-C-03]:

Assess the quality of data reporting in the travel and tourism sector. (This involves understanding the importance of accurate and timely data for informed decision-making, policy formulation, and strategic planning within the industry).

[SLO:TM-11-C-03]:

Examine the level of overall capital investment in the travel and tourism sector. (This involves understanding how investments in infrastructure, attractions, and amenities contribute to the development and competitiveness of a destination).

[SLO:TM-11-C-04]:

Evaluate the degree to which the government prioritizes the travel and tourism sector in its overall policy agenda. (This involves understanding the role of government commitment and support in fostering a

conducive environment for the sustainable growth of the tourism industry).

[SLO:TM-11-C-05]:

Assess the extent to which a destination has restrictive or facilitative visa policies for international travelers. (This involves understanding the impact of visa requirements on tourism accessibility and the overall attractiveness of the destination).

[SLO:TM-11-C-06]:

Analyze the presence and effectiveness of bilateral air service agreements. (This involves understanding how such agreements influence air connectivity, route availability, and the ease of travel between countries, contributing to the growth of international tourism).

[SLO:TM-11-C-07]:

Examine the existence and impact of regional trade agreements on tourism. (This involves understanding how regional cooperation and trade agreements contribute to the facilitation of cross-border travel, promoting tourism flows within specific geographic regions).

[SLO:TM-11-C-08]:

Assess the level of financial openness in a destination with regards to international tourism. (This involves understanding the ease of financial transactions, currency exchange, and the overall financial infrastructure that supports international tourist activities). [SLO:TM-11-C-09]: Analyze the impact of airfare ticket taxes and airport charges on the overall cost of travel. (This involves understanding how such fees influence the affordability of air travel for tourists). [SLO:TM-11-C-10]: Assess the relative cost of accommodation, considering both hotels and short-term rentals. (This involves understanding how accommodation prices contribute to the overall competitiveness of a destination). [SLO:TM-11-C-11]: Analyze the cost of living, considering Purchasing Power Parity (PPP), and its impact on tourism affordability. (This involves understanding how the local cost of goods and services influences the overall expenses for tourists).	

[SLO:TM-11-C-12]:	
Examine the impact of fuel prices on transportation costs within the destination. (This involves understanding how fuel costs affect transportation modes such as cars, taxis, and other forms of local travel).	
[SLO:TM-11-C-13]:	
Evaluate the destination's overall price competitiveness in the travel and tourism sector. (This involves considering a combination of factors, including airfare, accommodation, local costs, and transportation, to determine how price competitiveness influences the attractiveness of a destination).	

Domain D: Tourism and Travel Index – **Infrastructure**

Standard: Students will develop an in-depth understanding and will be able to interpret the Infrastructure dimension of Tourism and Travel Index including its pillars, key characteristics, and application with the current scenarios/real life situations.

Grade 11	Grade 12
Benchmark I: Students should identify and assess the infrastructure aspect of T&T Index along with its	**Benchmark I**:

3 factors (air transport infrastructure, ground and port infrastructure, and tourist service infrastructure) depicting its importance and relevance with the tourism industry.	

Student Learning Outcomes

Students should be able to:

[SLO:TM-11-D-01]:

Evaluate the capacity of the air transport infrastructure, measured in available seat kilometres (ASK). (This involves understanding the volume of seats available for passengers, indicating the overall capacity and accessibility of the destination).

[SLO:TM-11-D-02]:

Analyze the diversity and competitiveness of the air transport sector by assessing the number of operating airlines. (This involves understanding how a variety of airlines contributes to route options, price competition, and overall accessibility for travelers).

[SLO:TM-11-D-03]:

Assess the efficiency of air transport services within the destination. (This involves understanding factors such as on-time performance, reliability, and

customer satisfaction to gauge the effectiveness of the air transport infrastructure).

[SLO:TM-11-D-04]:

Examine the level of integration of the destination into the global air transport network. (This involves understanding the extent to which the destination is connected to major international routes, hubs, and networks, influencing its accessibility and connectivity on a global scale).

[SLO:TM-11-D-05]:

Evaluate the density of road networks within the destination. (This involves understanding the extent and quality of road infrastructure, which directly impacts ground transportation and accessibility for both tourists and locals).

[SLO:TM-11-D-06]:

Assess the density and coverage of railway networks. (This involves understanding the efficiency of rail transport and its contribution to overall ground transportation options within the destination).

[SLO:TM-11-D-07]:

Examine the adherence to road infrastructure standards. (This involves understanding the quality, safety, and maintenance of roads, which are critical for the efficient movement of people and goods).

[SLO:TM-11-D-08]:

Assess the standards and quality of railway infrastructure. (This involves understanding the safety, reliability, and technological advancements within the railway network, impacting the overall efficiency of rail transport.

[SLO:TM-11-D-09]:

Analyze the standards and capacity of port infrastructure. (This involves understanding the capabilities and efficiency of seaports, which are crucial for maritime transportation and international trade.)

[SLO:TM-11-D-10]:

Evaluate the efficiency of public transport services, including buses, trams, and other modes of communal transportation. (This involves understanding how well public transport meets the needs of both residents and visitors.)

[SLO:TM-11-D-11]:

Assess the accessibility of public transport services. (This involves understanding the availability of public transport options, their geographic coverage, and ease of use, which collectively contribute to sustainable and accessible ground transportation.)

[SLO:TM-11-D-12]:

Evaluate the quantity of hotel rooms within the destination. (This involves understanding the capacity of the accommodation sector to cater to the needs of tourists, indicating the availability of lodging options.)

[SLO:TM-11-D-12]:

Assess the availability of short-term rental units, such as vacation homes or Airbnb listings. (This involves understanding the diversity of accommodation options and how short-term rentals contribute to the overall lodging infrastructure.)

[SLO:TM-11-D-13]:

Analyze the accessibility of car rental services within the destination. (This involves understanding the availability and convenience of renting vehicles, providing tourists with flexibility in transportation.)

[SLO:TM-11-D-14]:	
Assess the presence and distribution of ATMs within the destination. (This involves understanding the accessibility of financial services for tourists, facilitating convenient transactions and monetary access.)	
[SLO:TM-11-D-15]:	
Evaluate the level of competition among various tourism services. (This involves understanding how competition contributes to service quality, pricing, and overall customer satisfaction within the tourism industry.)	

Domain E: Tourism and Travel Index – Travel and Tourism Demand Drivers

Standard: Students will develop an in-depth understanding and will be able to interpret the **Travel and Tourism Demand Drivers** dimension in Tourism and Travel Index dimension including its pillars, key characteristics, and application with the current scenarios/real life situations.

Grade 11	Grade 12
Benchmark I: Students should identify and assess the travel and tourism demand drivers aspect of T&T Index along with its 3 factors (natural resources, cultural resources, and non-leisure resources)	**Benchmark I**:

depicting its importance and relevance with the tourism industry.	
Student Learning Outcomes	
Students should be able to: [SLO:TM-11-D-16]: Evaluate the number and significance of UNESCO Natural World Heritage Sites within the destination. (This involves understanding the cultural and ecological value of these sites in attracting tourists interested in unique and protected natural environments.) [SLO:TM-11-D-17]: Assess the richness of fauna and biodiversity within the destination. (This involves understanding the variety of plant and animal species, contributing to the overall appeal of the destination for nature enthusiasts.) [SLO:TM-11-D-18]: Analyze the extent and effectiveness of protected areas within the destination. (This involves understanding the commitment to conservation and	

sustainable tourism practices to preserve natural habitats and ecosystems.)

[SLO:TM-11-D-19]:
Explore the digital demand for nature-related activities. (This involves understanding the popularity of digital platforms in promoting and facilitating nature-based tourism experiences, such as hiking, wildlife viewing, and eco-tours.)

[SLO:TM-11-D-20]:

Evaluate the development of outdoor tourism activities within the destination. (This involves understanding the range and quality of outdoor experiences offered to tourists, including adventure sports, trekking, and nature-based recreational activities.)

[SLO:TM-11-D-21]:

Evaluate the number and significance of UNESCO Natural World Heritage Sites within the destination. (This involves understanding the cultural and ecological value of these sites in attracting tourists interested in unique and protected natural environments.)

[SLO:TM-11-D-22]:

Assess the presence and capacity of large stadiums within the destination. (This involves understanding the capability to host cultural and sports events, contributing to the overall cultural appeal and entertainment options for tourists.) [SLO:TM-11-D-22]: Explore the digital demand for cultural sites and entertainment. (This involves understanding the popularity of digital platforms in promoting cultural experiences, museums, historical sites, and entertainment events.) [SLO:TM-11-D-23]: Assess the number of UNESCO Creative Cities within the destination. (This involves understanding the city's commitment to fostering creativity, cultural diversity, and innovation, attracting tourists interested in vibrant cultural scenes.) [SLO:TM-11-D-24]: Evaluate the availability and significance of archaeological sites within the destination. (This involves understanding the cultural and historical richness that archaeological sites contribute to the tourism experience.)	

[SLO:TM-11-D-26]:

Analyze the number and diversity of entertainment facilities within the destination. (This involves understanding the availability of theaters, cinemas, concert halls, and other venues that contribute to the cultural and entertainment offerings for tourists.

[SLO:TM-11-D-27]:

Evaluate the presence and influence of major multinational corporations within the destination. (This involves understanding how business and corporate activities contribute to the overall appeal for business travelers and those interested in corporate environments.)

[SLO:TM-11-D-28]:

Assess the integration of cities within the destination into the global economy. (This involves understanding the economic significance and international connectivity of cities, making them attractive for business and professional activities.)

[SLO:TM-11-D-29]:

Analyze the number and quality of universities within the destination. (This involves understanding the educational infrastructure, research capabilities,

and overall academic appeal for students and academic travelers.) [SLO:TM-11-D-30]: Explore online searches related to business, academic, and medical travel. (This involves understanding the digital demand and interest in the destination for professional, educational, and medical purposes, indicating its suitability for non-leisure travel activities.)	

Domain F: Tourism and Travel Index – Travel and Tourism Sustainability

Standard: Students will develop an in-depth understanding and will be able to interpret the **Travel and Tourism Sustainability** dimension in the Tourism and Travel Index including its pillars, key characteristics, and application with the current scenarios/real life situations.

Grade 11	Grade 12
Benchmark I: Students should identify and assess the travel and tourism demand sustainability aspect of T&T Index along with its 3 factors (environmental sustainability, socioeconomic resilience and conditions, and travel and tourism demand pressure and impact) depicting its importance and relevance with the tourism industry.	**Benchmark I**:

Student Learning Outcomes	
Students should be able to: [SLO:TM-11-F-01]: Evaluate the level of water stress within the destination. (This involves understanding the availability and management of water resources, considering the impact on both local communities and the environment.) [SLO:TM-11-F-02]: Assess the extent of marine pollution in the destination. (This involves understanding efforts to mitigate pollution in oceans, seas, and coastal areas, contributing to sustainable marine ecosystems.) [SLO:TM-11-F-03]: Analyze the level of air pollution within the destination. (This involves understanding measures taken to reduce air pollutants, contributing to improved air quality and public health.) [SLO:TM-11-F-04]: Evaluate the loss of forest cover within the destination. (This involves understanding the state of forests and	

efforts for conservation, biodiversity, and sustainable forestry practices.)

[SLO:TM-11-F-05]:

Assess the extinction risk for species within the destination. (This involves understanding conservation efforts and policies to protect endangered species and biodiversity.)

[SLO:TM-11-F-06]:

Evaluate the commitment of the public sector to environmental protection. (This involves understanding government policies, regulations, and initiatives aimed at preserving the environment.)

[SLO:TM-11-F-07]:

Analyze the engagement of the private sector in environmental protection. (This involves understanding corporate initiatives, sustainability practices, and contributions to environmental conservation.)

[SLO:TM-11-F-08]:

Assess the coverage and accessibility of national parks within the destination. (This involves understanding the commitment to preserving natural landscapes and providing opportunities for sustainable tourism.)

[SLO:TM-11-F-09]: Examine the destination's ratification of international environmental treaties. (This involves understanding the country's commitment to global efforts for environmental conservation and sustainability.) [SLO:TM-11-F-10]: Evaluate the level of greenhouse gas emissions within the destination. (This involves understanding measures taken to reduce emissions and mitigate climate change impacts.) [SLO:TM-11-F-11]: Assess the adoption and utilization of renewable energy sources within the destination. (This involves understanding the transition to sustainable energy practices for reducing dependence on non-renewable resources.) [SLO:TM-11-F-12]: Analyze investments in green infrastructure within the destination. (This involves understanding efforts to develop eco-friendly infrastructure that promotes sustainability and resilience.)	

[SLO:TM-11-F-13]:

Evaluate the vulnerability of the destination to weather-related events. (This involves understanding preparedness measures and resilience strategies to address the impact of extreme weather conditions.)

[SLO:TM-11-F-14]:

Assess the readiness of the destination to address climate change. (This involves understanding adaptation and mitigation strategies implemented to cope with the changing climate.)

[SLO:TM-11-F-15]:

Examine the willingness of the destination to address climate change. (This involves understanding the public and governmental commitment to taking proactive steps in response to climate change challenges.)

[SLO:TM-11-F-16]:

Evaluate the level of gender equality within the destination. (This involves understanding policies, practices, and societal attitudes that promote equal opportunities and treatment for all genders.

[SLO:TM-11-F-17]:

Assess the inclusion of a diverse workforce within the destination. (This involves understanding efforts to promote diversity, equity, and inclusion in the workplace.) [SLO:TM-11-F-18]: Analyze the protection of employees' rights within the destination. (This involves understanding labor laws, workplace regulations, and the overall commitment to ensuring fair and ethical treatment of workers.) [SLO:TM-11-F-19]: Evaluate efforts to reduce youth disengagement, particularly those not in education, employment, or training (NEET). (This involves understanding initiatives to engage and empower the youth population.) [SLO:TM-11-F-20]: Assess the level of investment in social protection services within the destination. (This involves understanding the provision of social safety nets, healthcare, and other services that contribute to the overall well-being of the population.) [SLO:TM-11-F-21]:	

Analyze access to basic resources, including poverty rates within the destination. (This involves understanding socioeconomic conditions, poverty alleviation programs, and efforts to improve the standard of living.) [SLO:TM-11-F-22]: Evaluate the overall social and economic stability of the destination. (This involves understanding factors such as political stability, economic resilience, and societal cohesion that contribute to a favorable environment for residents and visitors.) [SLO:TM-11-F-23]: Assess the length of visitor stays within the destination. (This involves understanding the duration of tourists' visits, which can impact the overall demand for local resources and infrastructure.) [SLO:TM-11-F-24]: Analyze the seasonality of tourism within the destination. (This involves understanding peak and off-peak periods, as well as the associated challenges and opportunities for managing fluctuations in demand.) [SLO:TM-11-F-25]: Evaluate proxies for the dispersion of tourism within the destination. (This involves understanding efforts to	

distribute tourists across different regions or attractions to prevent overconcentration in specific areas.)

[SLO:TM-11-F-26]:

Assess the distribution of economic benefits to local communities. (This involves understanding the extent to which tourism revenues contribute to the well-being of residents and support local businesses.)

[SLO:TM-11-F-27]:

Analyze the strain on destination capacity. (This involves understanding the impact of tourism on infrastructure, services, and the environment, and how well the destination can handle the influx of visitors.)

[SLO:TM-11-F-28]:

Evaluate the level of resident buy-in to tourism activities. (This involves understanding the local community's support and involvement in the tourism industry, ensuring a positive relationship between residents and visitors.)

[SLO:TM-11-F-29]:

Assess initiatives aimed at enriching travelers' experiences within the destination. (This involves understanding efforts to provide unique, authentic, and

culturally immersive experiences that contribute to visitor satisfaction.)	

Domain A: Tourism for SDGs

Standard: Understand the SDGs and how responsible tourism and the role of different government and individual bodies in promoting and implementing SDG strategies.

Grade 11	Grade 12
Benchmark I:	**Benchmark I**: Explain the SDGs and role of different bodies to promote sustainable and responsible tourism.
Student Learning Outcomes	
	Students should be able to: [SLO:TM-12-A-01]: Gain a comprehensive understanding of the Sustainable Development Goals (SDGs) and their significance in addressing global challenges. [This involves recognizing the 17 SDGs, their interconnectedness, and their role in promoting sustainable development.] [SLO:TM-12-A-02]:

	Analyze the integration of tourism in national strategies related to the SDGs. [This involves understanding how tourism can contribute to achieving specific SDGs at the national level and aligning industry practices with sustainable development objectives.] [SLO:TM-12-A-03]: Explore the distinct roles of various stakeholders in contributing to SDGs and responsible tourism. [This includes understanding the responsibilities of companies, travelers, public bodies, international organizations, donors, academia, and Civil Society Organizations (CSOs) in fostering sustainable development through tourism.] [SLO:TM-12-A-04]: Examine how tourism practices can align with SDG 2 (Zero Hunger) and SDG 3 (Good Health and Well-being). [This involves exploring initiatives and strategies within the tourism industry that contribute to eradicating hunger, promoting health, and ensuring well-being.] [SLO:TM-12-A-05]:

	Assess the impact of tourism on SDG 5 (Gender Equality) and SDG 8 (Decent Work and Economic Growth). [This involves understanding how tourism can empower women, create equal opportunities, and contribute to the creation of decent jobs and economic growth.]
	[SLO:TM-12-A-06]: Analyze the role of tourism in addressing SDG 13 (Climate Action) and SDG 11 (Sustainable Cities and Communities). [This involves exploring sustainable tourism practices that mitigate climate impact and contribute to the development of eco-friendly cities and communities.]

Domain B: Legal, Ethics, Culture, and Social Responsibility

Standard: Students should gain knowledge regarding the ethics of tourism along with the legalities involved in it, further analyzing the gender roles in the tourism industry.

Grade 11	Grade 12
Benchmark I:	**Benchmark I**: Analyze ethics for tourism, accessible tourism, responsible / sustainable tourism, and cultural tourism.

	Benchmark II: Assess the role of women empowerment in tourism.
	Benchmark III: Explain the importance and use of tourism laws.
Student Learning Outcomes	
[SLO 1…]	Students should be able to:
	[SLO:TM-12-B-01]:
	Identify the ethical considerations within the tourism industry. [This involves understanding and applying ethical principles in decision-making, customer interactions, and overall business practices in the context of tourism.]
	[SLO:TM-12-A-02]:
	Explore the concept of accessible tourism, emphasizing the importance of providing inclusive and accessible travel experiences for individuals with disabilities. [This involves understanding the challenges and best practices in making tourism accessible to all.]
	[SLO:TM-12-A-03]:
	Grasp the principles and practices of responsible and sustainable tourism. [This includes

	understanding how tourism activities can minimize negative environmental and socio-cultural impacts while maximizing positive contributions to local communities and ecosystems.]
	[SLO:TM-12-A-03]:
	Delve into the nuances of cultural tourism, emphasizing the appreciation and preservation of diverse cultures. [This involves understanding the positive impact of tourism on cultural exchange, heritage conservation, and the promotion of authentic cultural experiences.]
	[SLO:TM-12-A-04]:
	Analyze the role of tourism in women's empowerment. [This involves understanding initiatives that promote gender equality within the tourism sector, ensuring equal opportunities, and empowering women economically and socially.]
	[SLO:TM-12-A-05]:
	Gain a comprehensive understanding of tourism laws, including national and international regulations governing the industry. [This involves exploring legal frameworks, compliance

	requirements, and the implications of laws on various aspects of tourism operations.]

Domain C:Tourist Psychology

Standard: Use their knowledge of traveler profile to match evolving trends and shifts in traveler personality types, considering societal changes, technological advancements, and global events.

Grade 11	Grade 12
Benchmark I:	**Benchmark I**: Identify, list, understand, and assess the factors that contribute to the psychology of a tourist while making decisions for travel destinations.
Student Learning Outcomes	
	Students should be able to: [SLO:TM-12-A-01]: Identify the diverse motivations that drive individuals to travel. [This involves exploring factors such as leisure, adventure, cultural exploration, relaxation, and personal development that influence people's decision to embark on journeys.] [SLO:TM-12-A-02]:

	Analyze the decision-making process of tourists. [This includes understanding the various stages from trip planning and destination selection to the final decision, considering factors like budget, preferences, and information sources.] [SLO:TM-12-A-03]: Explore how tourists perceive and manage risks associated with travel. [This involves understanding the psychological aspects of risk perception, assessing safety concerns, and the impact of perceived risks on travel behavior.] [SLO:TM-12-A-04]: Develop cultural sensitivity and awareness in the context of tourism. [This involves understanding and respecting diverse cultures, customs, and traditions to enhance the quality of interactions between tourists and host communities.] [SLO:TM-12-A-05]: Grasp the concepts of destination image and branding. [This involves understanding how destinations are perceived by potential tourists, the role of marketing in shaping these

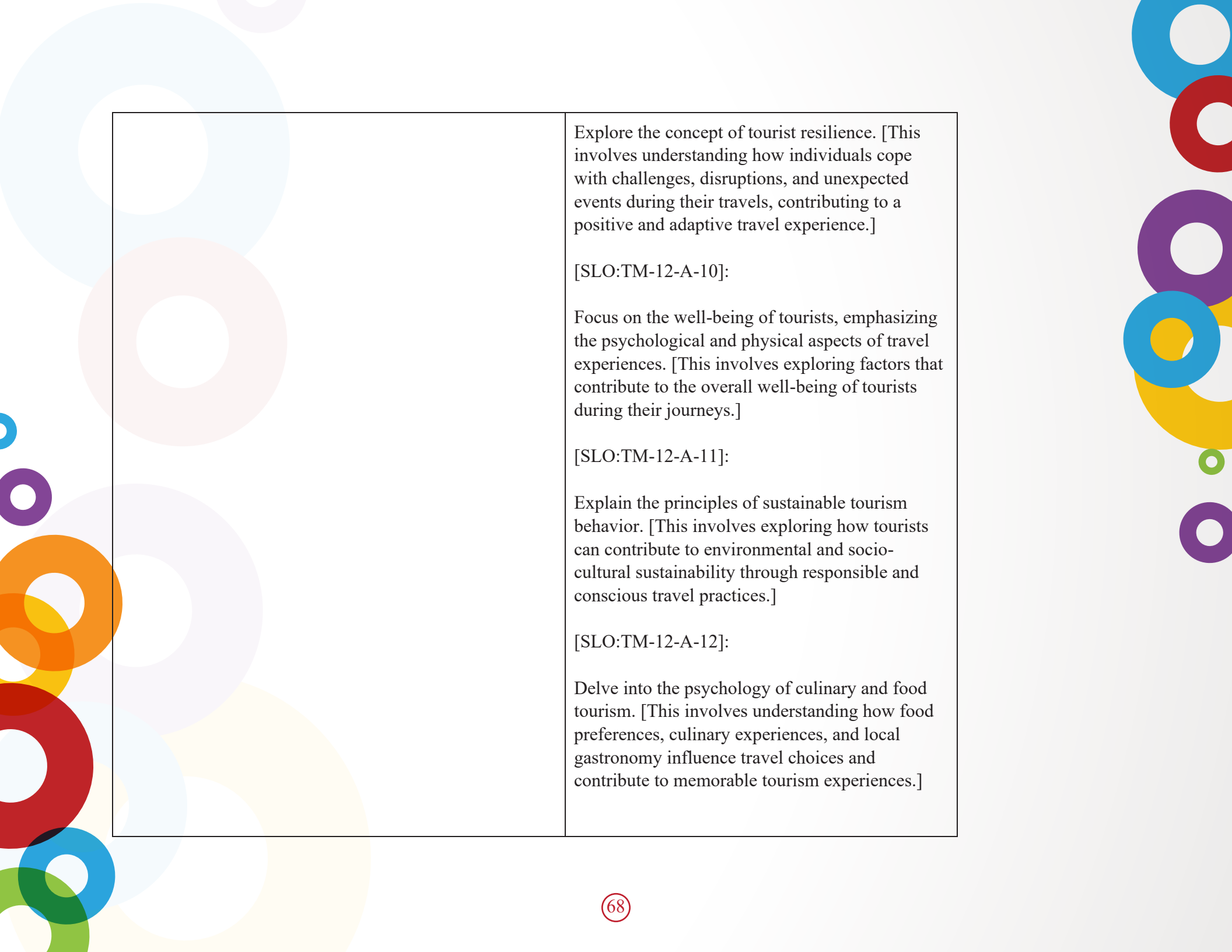|	perceptions, and the impact on tourist decision-making.]
	[SLO:TM-12-A-06]:
	Explore different traveler personality types. [This involves understanding how individual personalities influence travel preferences, behaviors, and the types of experiences sought during trips.]
	[SLO:TM-12-A-07]:
	Analyze the role of social influence on tourist behavior. [This includes understanding how social networks, recommendations, and peer influence impact travel decisions and experiences.]
	[SLO:TM-12-A-08]:
	Examine the influence of technology and social media on tourism. [This involves understanding the role of online platforms, reviews, and social networks in shaping travel choices, sharing experiences, and influencing the overall tourism landscape.]
	[SLO:TM-12-A-09]:

	Explore the concept of tourist resilience. [This involves understanding how individuals cope with challenges, disruptions, and unexpected events during their travels, contributing to a positive and adaptive travel experience.]
	[SLO:TM-12-A-10]:
	Focus on the well-being of tourists, emphasizing the psychological and physical aspects of travel experiences. [This involves exploring factors that contribute to the overall well-being of tourists during their journeys.]
	[SLO:TM-12-A-11]:
	Explain the principles of sustainable tourism behavior. [This involves exploring how tourists can contribute to environmental and socio-cultural sustainability through responsible and conscious travel practices.]
	[SLO:TM-12-A-12]:
	Delve into the psychology of culinary and food tourism. [This involves understanding how food preferences, culinary experiences, and local gastronomy influence travel choices and contribute to memorable tourism experiences.]

	[SLO:TM-12-A-13]:
	Explain the significance of tourist feedback and reviews. [This involves exploring the impact of customer reviews on destination reputation, business performance, and the overall tourism industry.]

Domain E: Tourism Destinations

Standard: Students will be able to understand and assess the characteristics, features, dynamics and importance of different types of destinations locally and globally

Grade 11	Grade 12
Benchmark I:	**Benchmark I**: Assess different types of tourism destinations locally and globally
Student Learning Outcomes	
	Students should be able to:
	[SLO:TM-12-E-01]:
	Identify the characteristics of urban destinations. [This involves understanding the attractions,

infrastructure, cultural offerings, and challenges associated with tourism in cities. Students should analyze the unique experiences urban destinations offer to tourists.]

[SLO:TM-12-E-02]:

Explore the features of rural and nature-based destinations. [This includes understanding the appeal of natural landscapes, wildlife, and rural settings for tourists. Students should examine the sustainable practices associated with tourism in these areas.]

[SLO:TM-12-E-03]:

Explain the dynamics of coastal and beach destinations. [This involves exploring the factors that make these destinations popular, such as sun and sea activities, marine attractions, and beach tourism infrastructure. Students should also analyze the environmental considerations in coastal tourism.]

[SLO:TM-12-E-04]:

Grasp the significance of cultural and historical destinations. [This involves understanding the heritage, monuments, museums, and cultural events that attract tourists. Students should

explore the impact of tourism on the preservation and promotion of cultural and historical sites.]

[SLO:TM-12-E-05]:

Analyze the characteristics of adventure and eco-tourism destinations. [This includes understanding the activities, landscapes, and conservation efforts associated with adventure and eco-tourism. Students should explore the ethical considerations in promoting sustainable adventures.]

[SLO:TM-12-E-06]:

Demonstrate the ability to identify and describe at least five iconic landmarks from different continents, outlining their historical, cultural, or architectural significance in the context of global tourism.

Domain F: **Tourism and Technology**

Standard: Students will be able to understand and explain the role played by different technologies in the tourism industry. They will also examine future trends and innovations in technology that are likely to shape the tourism industry.

Grade 11	Grade 12
Benchmark I:	**Benchmark I**: Identify various factors that contribute to technology and tourism and how they both can create synergy towards a progressive tourism industry.
Student Learning Outcomes	
[SLO 1…]	Students should be able to: [SLO:TM-12-F-01]: Identify the significant role played by digital marketplaces and Online Travel Agencies (OTAs) in the tourism industry. [This involves exploring how platforms like Expedia, Booking.com, and Airbnb operate, their impact on traditional travel agencies, and the benefits and challenges associated with these digital intermediaries.] [SLO:TM-12-F-02]:

	Grasp the influence of mobile technology on tourism. [This includes understanding the functionalities of travel-related mobile apps, their role in enhancing the traveler's experience, and the utilization of mobile devices for booking, navigation, and accessing travel information on-the-go.]
	[SLO:TM-12-F-03]:
	Learn about the importance of effective website design and development in the tourism sector. [This involves understanding the key elements of a tourism website, the user experience (UX) considerations, and the role of aesthetics, functionality, and responsiveness in attracting and retaining online visitors.]
	[SLO:TM-12-F-04]:
	Explore the impact of social media and digital marketing on tourism promotion. [This includes understanding how platforms like Facebook, Instagram, and Twitter are used for destination marketing, user-generated content, and influencer collaborations. Students should also learn about digital marketing strategies tailored for the tourism industry.]

	[SLO:TM-12-F-05]:
	Examine future trends and innovations in technology that are likely to shape the tourism industry. [This involves exploring emerging technologies such as virtual reality (VR), artificial intelligence (AI), and blockchain, and understanding how these innovations may impact various aspects of travel, from booking to the in-destination experience.]

Domain G: Future Challenges and Opportunities

Standard: Students will be able to understand potential opportunities for innovation and sustainable growth in the tourism industry by developing a comprehensive understanding of challenges facing the tourism industry and the strategies to overcome these challenges. They will analyze the positive and negative impact of tourism on the economic, social, cultural and environment of the host country.

Grade 11	Grade 12

Benchmark I:	Benchmark I: Analyzing potential opportunities for innovation and sustainable growth.
	Benchmark II: Identifying challenges facing the tourism industry, including over tourism, climate change, natural disasters, pandemics, geopolitical tensions and events
	Benchmark III: Analyzing the strategies for crisis recovery and resilience.
	Benchmark IV: Analyzing the economic, social, cultural, and environmental impacts of tourism to evaluate both positive and negative consequences on host communities.
Student Learning Outcomes	
[SLO 1…]	Students should be able to:
	[SLO:TM-12-G-01]:
	Identify and analyze potential opportunities for innovation within the tourism industry. [This involves recognizing emerging trends, technological advancements, and changing consumer preferences that present avenues for growth and differentiation.]
	[SLO:TM-12-G-02]:

Gain an understanding of the concept of sustainable growth within the context of tourism. [This includes exploring environmentally and socially responsible practices, recognizing the importance of community engagement, and evaluating how sustainable initiatives contribute to long-term industry growth.]

[SLO:TM-12-G-03]:

Analyze current and future market trends that could impact the tourism sector. [This involves studying factors such as evolving traveler preferences, global economic shifts, and geopolitical changes to anticipate opportunities for growth and adaptation.]

[SLO:TM-12-G-04]:

Explore niche markets within the tourism industry. [This includes identifying specialized segments such as eco-tourism, wellness tourism, cultural tourism, and adventure tourism. Understanding the unique demands of these markets will allow students to recognize growth potential in specific segments.]

[SLO:TM-12-G-05]:

	Recognize opportunities for innovation in technology and services that can enhance the overall travel experience. [This involves exploring advancements in areas such as artificial intelligence, augmented reality, and personalized services to anticipate and capitalize on industry shifts.]
	[SLO:TM-12-G-06]:
	Identify and understand the concept of over tourism. [This involves recognizing the negative impacts of excessive tourist visitation on destinations, such as environmental degradation, strain on infrastructure, and disruptions to local communities.]
	[SLO:TM-12-G-07]:
	Explore the challenges posed by climate change to the tourism industry. [This includes understanding how factors like rising temperatures, extreme weather events, and sea-level rise can affect destinations, impact natural attractions, and influence travel patterns.]
	[SLO:TM-12-G-08]:
	Grasp the impact of geopolitical tensions on the tourism sector. [This involves analyzing how

	political conflicts, security concerns, and diplomatic issues can disrupt travel, influence destination choices, and create uncertainties for both travelers and industry stakeholders.]

[SLO:TM-12-G-09]:

Examine challenges arising from technological disruptions in the tourism industry. [This includes understanding the potential threats posed by online security issues, data breaches, and the rapid evolution of technology that may require constant adaptation by industry players.]

[SLO:TM-12-G-10]:

Recognize the challenges associated with global health crises, as exemplified by events such as pandemics. [This involves understanding the impact of health-related issues on travel behavior, destination management, and the overall resilience of the tourism industry.]

[SLO:TM-12-G-11]:

Analyze the challenges posed by economic downturns and recessions to the tourism sector. [This includes understanding how fluctuations in the global economy can affect travel demand, |

	consumer spending, and the financial stability of tourism-related businesses.]
	[SLO:TM-12-G-12]:
	Analyze the multifaceted impacts of natural disasters, pandemics, and geopolitical events on the tourism industry, identifying and assessing the immediate and long-term consequences for destinations, businesses, and stakeholders.
	[SLO:TM-12-G-13]:
	Formulate comprehensive crisis response plans tailored to the tourism sector, encompassing risk assessment, communication strategies, resource allocation, and collaboration with relevant entities to ensure effective and timely mitigation.
	[SLO:TM-12-G-14]:
	Apply adaptive strategies to manage and navigate crises in the tourism industry, including the implementation of flexible business models, the incorporation of technology for remote operations, and the development of contingency plans to sustain operations during adverse conditions.
	[SLO:TM-12-G-15]:

| | Critically evaluate existing crisis recovery plans within the tourism sector, examining the effectiveness of strategies employed by businesses and destinations to recover from natural disasters, pandemics, and geopolitical events.

[SLO:TM-12-G-16]:

Formulate resilience strategies for tourism entities, encompassing financial, operational, and community-focused approaches to ensure sustained viability and adaptability in the face of unforeseen crises.

[SLO:TM-12-G-17]:

Analyze and draw insights from case studies of successful crisis recovery and resilience within the tourism industry, identifying common factors, innovative approaches, and lessons learned that contribute to long-term sustainability.

[SLO:TM-12-G-18]:

Evaluate the economic impact of tourism on destinations, considering factors such as job creation, revenue generation, and the development of supporting industries. [They will |
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	analyze the balance between positive economic contributions and potential negative effects, such as inflation or dependency.]
	[SLO:TM-12-G-19]:
	Assess the social and cultural impacts of tourism on local communities, including changes in lifestyle, values, and cultural preservation. [They will analyze the dynamics of cultural exchange, potential conflicts, and the role of tourism in fostering cultural understanding and appreciation.]
	[SLO:TM-12-G-20]:
	Analyze the environmental impacts of tourism, including effects on ecosystems, wildlife, and natural resources. [They will explore sustainable practices and mitigation strategies to minimize negative environmental consequences while promoting responsible tourism.]
	[SLO:TM-12-G-21]:
	Identify and analyze the positive socio-economic impacts of tourism on host communities, including the creation of employment opportunities, income generation, and infrastructure development. [They will evaluate

| | how tourism can contribute to the improvement of the quality of life for local residents.]

[SLO:TM-12-G-22]:

Assess and critically analyze the negative socio-cultural impacts of tourism on host communities, such as changes in cultural practices, erosion of traditional values, and potential social conflicts. [They will explore strategies to mitigate these negative effects and promote cultural preservation.]

[SLO:TM-12-G-23]:

Evaluate the environmental consequences of tourism on host communities, considering factors such as habitat disruption, pollution, and natural resource depletion. [They will examine sustainable practices and policies to minimize negative environmental impacts and foster environmental stewardship.] |
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