

COURSE
WVEIS CODE

Touring West Virginia
7664

Course Description:

This course provides students with the awareness of tourism in West Virginia. Instruction provides knowledge of the tourism regions of the state, the landscape of the state as related to tourism. Students also investigate and explore the role that entrepreneurship and marketing play in building our tourism industry and the careers available in the state’s tourism industry. Students utilize problem-solving techniques and participate in hands-on activities to develop an understanding of course concepts. Teachers should provide each student with real world learning opportunities and instruction. Students are encouraged to become active members of the student organization FCCLA, DECA or Skills USA. All West Virginia teachers are responsible for classroom instruction that integrates learning skills, technology tools, and skill sets.

SKILL SETS

- Impact of Tourism in West Virginia
- Pride in the State of West Virginia
- West Virginia's Tourism Landscape
- Economic Opportunities in West Virginia's Travel Regions
- Roles in West Virginia Tourism
- Entrepreneurship in West Virginia Tourism
- Careers in West Virginia Tourism
- Ethics and Professional Behavior

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Skill Set	Impact of Tourism in West Virginia	
<i>Knowledge Objectives</i>	<i>Students will demonstrate knowledge of</i>	
7664.1	• why West Virginia is a prime tourist destination.	
	• the roles of the CVB, WVHTA, and West Virginia’s Division of Tourism.	
	• the factors that impact tourism.	
	• the importance of tourism to West Virginia’s economy.	
<i>Performance Objectives</i>	<i>Students will</i>	<i>Skill Set Met</i>
7664.2	• analyze the relationship between employee attitude, appearance, and actions and guest or customer satisfaction.	
7664.3	• complete the training for the Certificate of Recognition in West Virginia Welcome.	
Skill Set	Pride in the State of West Virginia	
<i>Knowledge Objectives</i>	<i>Students will demonstrate knowledge of</i>	
7664.4	• the differences between stereotypes and prejudice.	
	• stereotypes used to describe West Virginia.	
	• the effects of prejudice on the reputation of West Virginia.	
	• examples of positive and negative stereotyping of West Virginia.	
<i>Performance Objectives</i>	<i>Students will</i>	<i>Skill Set Met</i>
7664.5	• propose strategies to increase a positive view of West Virginia.	
Skill Set	West Virginia's Tourism Landscape	

<i>Knowledge Objectives</i>	<i>Students will demonstrate knowledge of</i>	
7664.6	• West Virginia's tourist regions from maps, pictures, charts and graphs.	
<i>Performance Objectives</i>	<i>Students will</i>	<i>Skill Set Met</i>
7664.7	• locate the nine tourist regions of West Virginia on a map.	
7664.8	• locate ten places of cultural significance in West Virginia.	
7664.9	• locate ten places of economic significance in West Virginia that are nature based related to Parks, Recreation and Tourism.	
7664.10	• locate ten places of recreational interest in West Virginia that are man-made in each of the tourism regions.	
7664.11	• categorize historical/geographic places of interest in each of the tourism regions.	
7664.12	• categorize historical places of interest by time period in each of the tourism regions.	
Skill Set	Economic Opportunities in West Virginia's Travel Regions	
<i>Knowledge Objectives</i>	<i>Students will demonstrate knowledge of</i>	
7664.13	• categories of businesses affected by tourism.	
	• the reasons businesses locate in specific areas.	
	• the role of lodging and restaurants to the promotion of tourism.	
	• historical structures that have been used for economic development in West Virginia.	
<i>Performance Objectives</i>	<i>Students will</i>	<i>Skill Set Met</i>
7664.14	• chart the strengths and weaknesses of each of the tourist regions.	
7664.15	• categorize the industries and products that are most important to West Virginia's economy.	
7664.16	• evaluate the economic impact of special events such as fairs, festivals, etc.	
7664.17	• examine how an increase or decrease in tourism affects businesses.	
7664.18	• evaluate the importance of natural and historical preservation versus economic progress.	
Skill Set	Roles in West Virginia Tourism	
<i>Knowledge Objectives</i>	<i>Students will demonstrate knowledge of</i>	
7664.19	• regulations relative to various travel and tourism industries, i.e. boating, hunting and fishing.	
	• customer service roles in the hospitality industry.	
	• recreational facilities to meet consumer needs.	
<i>Performance Objectives</i>	<i>Students will</i>	<i>Skill Set Met</i>
7664.20	• plan vacations for customers when given various scenarios.	
7664.21	• complete appropriate forms as a professional or a consumer.	
7664.22	• role play customer service scenarios.	
7664.23	• problem solve case studies of tourism situations.	
Skill Set	Entrepreneurship in West Virginia Tourism	
<i>Knowledge Objectives</i>	<i>Students will demonstrate knowledge of</i>	
	• the factors that make tourism a product or a service.	
	• the role of marketing in West Virginia tourism.	

7664.24	• how increased tourism brings added demands on public facilities/services.	
	• desirable entrepreneurial personality traits.	
	• hospitality and tourism business innovations that are related to career/technical programs of studies.	
	• entrepreneurial opportunities in venture creation.	
<i>Performance Objectives</i>	<i>Students will</i>	<i>Skill Set Met</i>
7664.25	• evaluate information from a variety of sources to assess marketing needs for the local tourism region.	
7664.26	• formulate a marketing strategy in digital and social networking for a new hospitality or tourism business in the local region.	
7664.27	• prepare a summary of a business idea in tourism.	
7664.28	• defend a need for a business idea in tourism.	
7664.29	• relate the business to the current infrastructure.	
7664.30	• create a facility design of a tourism business idea.	
7664.31	• prepare advertising element for the business idea.	
7664.32	• prepare a presentation about the business idea.	
Skill Set	Careers in West Virginia Tourism	
<i>Knowledge Objectives</i>	<i>Students will demonstrate knowledge of</i>	
7664.33	• careers in the hospitality/tourism industry.	
	• career opportunities in each of the tourism regions.	
	• the role an employee fills in promoting tourism.	
	• the benefits of a career in hospitality/tourism.	
	• opportunities for employment in the hospitality/tourism industry in West Virginia.	
<i>Performance Objectives</i>	<i>Students will</i>	<i>Skill Set Met</i>
7664.34	• organize a complete job search in a specific hospitality/tourism career field.	
7664.35	• develop a presentation about a career option in hospitality in West Virginia.	
7664.36	• develop a portfolio for use with applying for internships and work-based learning opportunities in hospitality, tourism, and recreation	
7664.37	• demonstrate job seeking and job keeping skills.	
Skill Set	Ethical and Professional Behavior	
<i>Knowledge Objectives</i>	<i>Students will demonstrate knowledge of</i>	
7664.38	• ethical behavior and positive leadership while working collaboratively in the school and/or community.	
	• critical thinking and ethical standards.	
	• how to adapt to new situations by considering multiple perspectives.	
<i>Performance Objectives</i>	<i>Students will</i>	<i>Skill Set Met</i>
7664.39	• create information for oral, written, and multimedia communications, adhering to copyright laws.	
7664.40	• demonstrate teamwork skills in school, community and workplace settings.	
7664.41	• apply communication skills in school, community and workplace	
7664.42	• demonstrate professional and ethical collaborative relationships in	

7664.43	• apply time and work management skills to facilitate service tasks.	
7664.44	• evaluate strategies in order to independently solve problems.	
7664.45	• evaluate alternative actions.	
7664.46	• apply critical thinking and ethical standards when making judgments and taking action.	