

# Transportation and Tours for the Traveler

## Course Overview and Syllabus

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**Grade level:** 9–12

**Prerequisite Courses:** None

**Credits:** 0.5

### Course Description

Transportation and Tours for the Traveler is a semester-long course where students learn about today's package tour industry, travel industry professionals, and package tour customers. Students find out who tour operators must work with to create travel products and what kinds of decisions they must make in terms of meals, lodging, attractions, and, of course, transportation. Finally, students learn about how technology, world events, and increased environmental awareness are affecting the travel industry today. Students focus on the different components that go into creating a tour to get a sense of what working for a tour operator entails as well as what other careers are available in the tour industry.

### Course Objectives

Throughout the course, you will meet the following goals:

- Discover the history of tours and transportation, what a package tour is, and the profile of its customers
- Learn about travel industry professions from tour operations to travel agents
- Discuss supplier-tour operator dynamics and how tour operators work with suppliers
- Review the vital role of transportation
- Explore yield management, load factor, and break-even points
- Examine the cruise industry, from how it started to the advantages and disadvantages for tour operators and consumers
- Research and design a tour, planning itineraries and pacing
- Learn about budgets for package travel, including pricing and negotiating with suppliers
- Understand the role of research, the marketing plan, and promotional tools such as advertising, sales promotions, and public relations
- Investigate direct marketing, marketing to pre-formed groups, and the tour brochure
- Discuss how tour operators prepare customers, the role of the tour director, logistical issues, and what happens when a tour is over

## Student Expectations

This course requires the same level of commitment from you as a traditional classroom course. Throughout the course, you are expected to spend approximately 5–7 hours per week online on:

- Interactive lessons that include a mixture of videos, readings, and tasks
- Assignments in which you apply and extend learning in each lesson
- Assessments, including quizzes, tests, and cumulative exams

## Communication

Your teacher will communicate with you regularly through discussions, email, chat, and system announcements. You will also communicate with classmates, either via online tools or face to face, as you collaborate on projects, ask and answer questions in your peer group, and develop your speaking and listening skills.

## Grading Policy

You will be graded on the work you do online and the work you submit electronically to your teacher. The weighting for each category of graded activity is listed below.

Grading Category	Weight
Lesson Quizzes	20%
Unit Tests	20%
Cumulative Exams	20%
Assignments	10%
Projects	30%
Additional	0%

## Scope and Sequence

When you log into Edgenuity, you can view the entire course map—an interactive scope and sequence of all topics you will study. The units of study are summarized below:

- Unit 1:** Linking Transportation and Tours to the Travel Product
- Unit 2:** Sustainable Tour Products
- Unit 3:** Rules of the Road and Other Details
- Unit 4:** Show Me the Money
- Unit 5:** Seeing Is Believing. The End Is Near!