

# INTRODUCTION TO PASSPORT

## Travel & Tourism

is the world's fastest growing industry and offers a variety of interesting career opportunities for young people. In addition, Travel & Tourism can be an engine for local and national economic growth.



Provided by the SeaWiFS Project, NASA/Goddard Space Flight Center, and ORBIMAGE

In many countries, Travel & Tourism studies are either part of the academic curriculum, or a recognized supplemental program. The Global Travel & Tourism Partnership (GTTP) has developed this introductory curriculum, *Passport to The World: An Introduction to Travel & Tourism*, to introduce students and teachers to this field of study and to provide a basic understanding of this global industry. **The Resources Guide** includes information you will find useful in learning about this exciting industry.



The GTTP is supported by global companies and organizations: **Amadeus, American Express, Carlson Wagonlit Travel, Enterprise Holdings, Hertz, HRG, Institute of Travel and Tourism, KDS, Lufthansa, Starwood Hotels and Resorts, and Travelport.**

To learn more about our Global Partners, go to [www.gttp.org](http://www.gttp.org) and click on the logos of the Global Partners. This will take you to every Partner's website.

Each is a leader in its sector of the Travel & Tourism industry and reflects the broad variety of skills needed by the industry.

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The GTTP members include Brazil, Canada, China, Hong Kong, Hungary, Ireland, Jamaica, Kenya, Russia, South Africa, and the United Kingdom. Affiliated members include the USA. Students in the GTTP programs range in

age from 14 to 19 depending on the country. More than 500,000 students a year participate in the GTTP, and the number of students is growing every year. Information on the GTTP can be viewed at [www.gttp.org](http://www.gttp.org).



## What Do You Need to Know?

There are five areas you need to understand if you are going to understand this industry:

- ❖ **The Industry Sectors**
- ❖ **Customers**
- ❖ **Destinations**
- ❖ **Culture and Cultural Diversity**
- ❖ **Careers**

Each of these topics requires in-depth study by anyone who wants to become a professional in this field. *Passport to The World: An Introduction to Travel & Tourism* is an introduction to these topics, a first step in understanding this industry and its career opportunities.

This curriculum involves going out into your



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Moscow. Image courtesy Ron Beck, USGS EROS Data Center  
Satellite Systems Branch



community and talking to people – advertising agency staff, business travelers, tourists, hotel owners, restaurant workers, travel writers, computer experts – all the different kinds of people who work in this industry or who buy its products and services. You will also need to do some research in libraries and on the Internet.

The activities included in this curriculum are ones that GTTP students have found interesting and helpful. For example, there is an activity that requires you to visit and evaluate a local hotel or hotels according to categories recognized in the industry. Another is designing a questionnaire so you can interview tourists to your area and find out their likes and dislikes.

This **Resources Guide** has explanations of terms (for example, the meaning of hotel ratings), tells you

how and where to find information, and includes other interesting background material that will help you complete the activities and conduct your own research.



In the **Resources Guide** you will find background information on each of these topics and it contains “how to” information (such as how to conduct an interview and sample questionnaires). There is also a “Glossary of Terms” which explains some of the more commonly used terms in Travel & Tourism.

To learn more, you can also visit the GTTP web site <http://www.gttp.org>. Here you will find information on companies, trends in the industry, and information on competitions and activities open to GTTP students.

The best way to learn about the Travel & Tourism industry is to learn some basic facts and then explore your own city and country – and to meet people who actually work in the industry as well as travelers to your area. This curriculum has activities that will help your explorations.



The basic syllabus has five units. Supplemental materials for these units are developed on an on-going basis as are updates as required.

**Unit 1: Travel & Tourism Industry Structure** focuses on the structure of the Travel & Tourism industry and the kinds of companies in the industry. This unit provides a framework for learning about the industry structure in the broadest sense.

**Unit 2: Travel & Tourism Customers** gives students an opportunity to consider the different kinds of services that business travelers buy compared to tourists (leisure travelers) and the kinds of companies that cater to each. They will also examine the concept of customer service and learn what constitutes excellent, effective customer service.

**Unit 3: Destinations** addresses the question of what makes an attractive and sustainable destination, and how aspects like water quality or climate affect a destination. This unit also has activities which help students understand how destinations market themselves to prospective visitors.

**Unit 4: Culture and Cultural Diversity** is focused on the elements that comprise a culture – attitudes, values, traditions and intellectual and artistic achievements. Students learn how these can be understood and appreciated by visitors and residents.

**Unit 5: Careers** covers the two basic career paths:

“Front line” jobs which involve dealing directly with outside customers, and  
 “Operations” or “back room” jobs which involve managing the technical aspects and operations of the business, dealing mainly with “internal” customers (the other company employees who need those technical and other services).

