

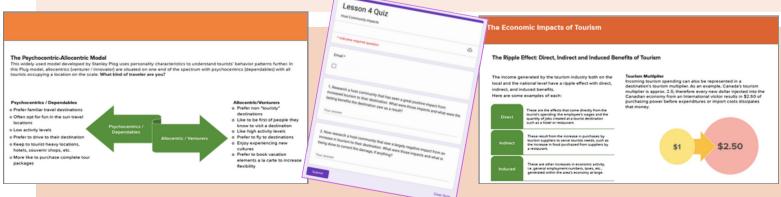
A COMPREHENSIVE EDUCATIONAL CURRICULUM PROVIDED TO UTAH HIGH SCHOOLS IN PARTNERSHIP WITH THE UTAH STATE BOARD OF EDUCATION



15 LESSONS COVERING:

Basics of the Industry and Travel **Promoters · Marketing Tourism · Impacts** of Tourism · Internet as a Travel Product Distribution Channel · Customer Service · Accommodations & Operations • Hotel Management · Destination Marketing · Transportation • Restaurants • The Story is Utah











Inspiring **Utah's next Tourism** Leaders.



RESOURCES FOR INSTRUCTORS INCLUDE:

- **Detailed lesson plan** and PowerPoint presentation for each lesson covering topic highlights
- Each lesson includes topic-specific projects, assignments, and quizzes
- **Customer Service certification** through the American Hotel and Lodging Association
- Four in-person guest speakers from different sectors of the industry
- Plus additional videos, handouts and supplementary materials
- Curriculum **program manager** to assist with any instructor questions



ssential to our Economy. Indispensable to our Communities

CONTACT US

Cicily Kind, Program Manager UTIA



