



### Arkansas Tourism and Recreation I

<b>Course Number</b>	
<b>Grade Level</b>	9-12
<b>Career Cluster</b>	Hospitality and Tourism
<b>Pathway</b>	Arkansas Tourism and Recreation
<b>Course Sequence</b>	Level 2
<b>CTSO</b>	

CIP Codes	CIP Title
31.0301	Parks, Recreation, and Leisure Studies
52.0901	Hospitality/Hotel Administration/Management
52.0903	Tourism and Travel Services Management
52.0904	Hospitality Administration/Management

SOC Codes	SOC Title
11-9071	Gambling Managers
11-9081	Lodging Managers
13-1121	Meeting, Convention, and Event Planners
13-1161	Market Research Analysts and Marketing Specialists
39-1014	First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services
39-7011	Tour Guides and Escorts
39-9032	Recreation Workers



**Course Standards**

<b>Domain 1 Career Pathways &amp; Professional Foundations</b>	
<b>Standard 1.1:</b> Analyze hospitality, tourism, and recreation career pathways.	
<b>Performance Indicators</b>	
1.1.1	Analyze career opportunities within the hospitality, tourism, and recreation field.
1.1.2	Compare roles, responsibilities, advancement opportunities, and working conditions across tourism and recreation careers.
1.1.3	Evaluate education, training, certification, and credential requirements for hospitality, tourism, and recreation occupations.
1.1.4	Examine stakeholder roles in tourism operations (e.g., business owners, local government, employees).
1.1.5	Analyze how seasonality, regional characteristics, and destination type influence career pathways.
<b>Standard 1.2:</b> Analyze local and state tourism and recreation employment.	
<b>Performance Indicators</b>	
1.2.1	Analyze tourism and recreation employment opportunities within local and state communities.
1.2.2	Examine how geography, population, and visitor demand influence local hospitality, tourism, and recreation careers.
1.2.3	Analyze the relationship between tourism destinations and workforce needs in Arkansas communities.
1.2.4	Evaluate how hospitality, tourism, and recreation careers contribute to local economic sustainability.
<b>Standard 1.3:</b> Analyze and apply durable skills in tourism and recreation careers.	
<b>Performance Indicators</b>	
1.3.1	Identify durable skills essential to hospitality, tourism, and recreation careers.
1.3.2	Analyze how durable skills support effective performance across tourism operations, recreation management, and event planning roles.



1.3.3	Examine situations within hospitality, tourism, and recreation settings where durable skills are critical to visitor satisfaction and safety.
1.3.4	Apply durable skills in structured, career-related contexts within tourism and recreation environments.
<b>Domain 2 Tourism Operations &amp; Visitor Services</b>	
<b>Standard 2.1:</b> Analyze tourism operations and infrastructure.	
<b>Performance Indicators</b>	
2.1.1	Analyze components of tourism operations, including lodging, attractions, and transportation systems.
2.1.2	Examine how tourism infrastructure supports visitor experiences, destination functionality, and sustainable resource use.
2.1.3	Evaluate operational efficiency, accessibility, and service capacity within tourism organizations.
2.1.4	Analyze the interrelationship between stakeholders in tourism operations (i.e., employees, visitors, management, government).
<b>Standard 2.2:</b> Analyze visitor experience management.	
<b>Performance Indicators</b>	
2.2.1	Examine factors influencing visitor satisfaction and perception of tourism services.
2.2.2	Analyze service touchpoints across the visitor journey, including pre-visit, on-site, and post-visit experiences.
2.2.3	Evaluate strategies for optimizing visitor flow, safety, engagement, and sustainable practices.
2.2.4	Analyze how operational decisions impact visitor outcomes and organizational reputation.
<b>Domain 3 Recreation Management &amp; Programming</b>	
<b>Standard 3.1:</b> Analyze recreation environments and programs.	
<b>Performance Indicators</b>	
3.1.1	Differentiate between natural and built recreation environments and analyze how each supports visitor activities and experiences.



<b>3.1.2</b>	Examine types of recreation activities and program offerings across natural and built environments (i.e. hiking, climbing, fishing, kayaking, mountain biking).
<b>3.1.3</b>	Assess the effectiveness of recreation programs in addressing visitor needs, safety requirements, and accessibility standards.
<b>3.1.4</b>	Evaluate program design considerations, (i.e. resources, staffing, scheduling, environmental impact).
<b>3.1.5</b>	Analyze how recreation programming supports visitor satisfaction, engagement, and repeat visitation.
<b>3.1.6</b>	Analyze how recreational planning and operations impact environmental sustainability and community identity.
<b>Standard 3.2:</b> Analyze recreation environments and resources.	
<b>Performance Indicators</b>	
<b>3.2.1</b>	Identify key characteristics and recreational opportunities of Arkansas regions (i.e., Ozarks, River Valley, Ouachitas, Capital, Delta, Timberlands) and analyze how these define each region's tourism identity.
<b>3.2.2</b>	Analyze how regions share resources, collaborate, or complement one another to support statewide tourism and recreation opportunities.
<b>3.2.3</b>	Analyze how environmental and community factors influence recreation programming in different regions.
<b>3.2.4</b>	Analyze how recreation environments contribute to tourism outcomes and community identity.
<b>3.2.5</b>	Evaluate strategies for sustainable use of recreation environments.
<b>Standard 3.3:</b> Analyze governance and management of recreation resources.	
<b>Performance Indicators</b>	
<b>3.3.1</b>	Analyze relevant rules, regulations, and policies that apply to different recreation resources (e.g., state park rules, municipal ordinances, private facility policies, conservation regulations).
<b>3.3.2</b>	Analyze funding, programming opportunities, accessibility, resource management, and visitor experiences in types of land (e.g., public, private, municipal).
<b>3.3.3</b>	Identify and analyze the types of users and visitor groups (e.g., families, tourists, local residents, outdoor enthusiasts) and how their needs influence programming, safety, access, and resource use.
<b>3.3.4</b>	Analyze the roles of stakeholders in implementing and maintaining recreation opportunities.



3.3.5	Review policies or management strategies for their effectiveness in balancing visitor access, funding allocation, resource stewardship, and community benefits.
<b>Domain 4 Event Planning &amp; Programming</b>	
<b>Standard 4.1:</b> Analyze tourism-related events.	
<b>Performance Indicators</b>	
4.1.1	Define types of tourism-related events hosted in local regions (i.e. festivals, sporting events, conventions, and community or experiential programs).
4.1.2	Analyze event planning considerations (e.g., logistics, site selection, scheduling, staffing, safety).
4.1.3	Evaluate the alignment of event objectives with destination goals and visitor expectations.
4.1.4	Analyze the role of stakeholder collaboration for successful event execution.
<b>Standard 4.2:</b> Analyze event impact and sustainability.	
<b>Performance Indicators</b>	
4.2.1	Analyze economic, social, and environmental impacts of tourism events on local communities.
4.2.2	Evaluate strategies for balancing visitor access with resource preservation and community needs.
4.2.3	Examine measures of event success, including attendance, satisfaction, and stakeholder outcomes.
4.2.4	Analyze methods for improving future events based on operational and sustainability outcomes.
4.2.5	Analyze the effectiveness and sustainability of events using real-world or simulated case studies.
<b>Domain 5 Tourism Marketing &amp; Destination Promotion</b>	
<b>Standard 5.1:</b> Analyze tourism marketing strategies.	
<b>Performance Indicators</b>	
5.1.1	Define key marketing concepts relevant to tourism (e.g., target markets, visitor demographics, market segmentation, branding, and messaging).



5.1.2	Assess how marketing concepts influence visitor engagement and destination success.
5.1.3	Analyze the relationship between marketing strategies and visitor perception, satisfaction, and visitation patterns.
5.1.4	Evaluate marketing strategies for effectiveness, ethical considerations, and alignment with destination goals.
<b>Standard 5.2:</b> Analyze destination promotion effectiveness.	
<b>Performance Indicators</b>	
5.2.1	Assess promotional campaigns across digital, print, and social media channels using measurable indicators such as reach, engagement, and visitor response.
5.2.2	Evaluate how promotion strategies align with destination identity, sustainability, and visitor needs.
5.2.3	Critique the overall effectiveness of destination promotional strategies.
<b>Domain 6 Customer Experience &amp; Service Management</b>	
<b>Standard 6.1:</b> Analyze customer service practices in tourism and recreation.	
<b>Performance Indicators</b>	
6.1.1	Examine principles of professional service and ethical conduct in tourism settings.
6.1.2	Analyze how customer service strategies influence visitor satisfaction and organizational reputation.
6.1.3	Evaluate service delivery methods for effectiveness, consistency, and responsiveness.
6.1.4	Evaluate the impact of service recovery and problem-solving on visitor satisfaction, experience quality, and repeat visitation.
<b>Standard 6.2:</b> Apply durable skills to enhance visitor experiences.	
<b>Performance Indicators</b>	
6.2.1	Identify durable skills relevant to tourism and recreation.
6.2.2	Analyze situations where durable skills contribute to visitor satisfaction and safety.



<b>6.2.3</b>	Evaluate how the effectiveness of durable skill application influences visitor experiences, service quality, and repeat visitation.
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