



Introduction to Arkansas Tourism and Recreation

Course Number	
Grade Level	8-12
Career Cluster	Hospitality and Tourism
Pathway	Arkansas Tourism and Recreation
Course Sequence	Level 1
CTSO	

CIP Codes	CIP Title
31.0301	Parks, Recreation, and Leisure Studies
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
39-1014	First-Line Supervisors of Entertainment and Recreation Workers, Except Gambling Services
39-7011	Tour Guides and Escorts
39-9032	Recreation Workers



Domain 1 CTSO Leadership & Career Awareness	
Standard 1.1: Investigate Career and Technical Student Organization (CTSO) opportunities, history, and relation to hospitality, tourism, and recreation.	
Performance Indicators	
1.1.1	Investigate the role of CTSOs in supporting leadership, career exploration, and skill development.
1.1.2	Identify major historic events and milestones in CTSO development.
1.1.3	Investigate CTSO-related competitive events that develop skills relevant to hospitality, tourism, and recreation.
1.1.4	Reflect on CTSO experiences and identify how they connect to potential career pathways in hospitality, tourism, and recreation.
Standard 1.2: Explore careers in Arkansas hospitality, tourism, and recreation.	
Performance Indicators	
1.2.1	Investigate the variety of hospitality, tourism, and recreation careers available in Arkansas (e.g., park rangers, tour guides, event coordinators, hotel management).
1.2.2	Identify the education, training, and skills required for hospitality, tourism, and recreation careers.
1.2.3	Explore local tourism businesses, organizations, and attractions to understand career opportunities (e.g., state parks, museums, hotels).
1.2.4	Reflect on personal interests and how they align with potential careers in Arkansas hospitality, tourism, and recreation.
1.2.5	Investigate professional organizations related to hospitality, tourism, and recreation.
Domain 2 Foundations of Tourism & Hospitality	
Standard 2.1: Describe the structure and purpose of the tourism and hospitality industry.	
Performance Indicators	
2.1.1	Define tourism, hospitality, and recreation and explain how they are interconnected.



2.1.2	Identify major sectors within the tourism and hospitality industry (e.g., lodging, food service, transportation, events).
2.1.3	Describe the roles of key stakeholders in tourism systems (i.e., visitors, employees, local communities, government agencies).
2.1.4	Explain why tourism exists and how it serves visitors and communities.
Standard 2.2: Investigate the historical development of hospitality and tourism.	
Performance Indicators	
2.2.1	Investigate the development of tourism globally and in the United States (e.g., early leisure travel, regional tourism, recreation trends).
2.2.2	Investigate the history of Arkansas tourism.
2.2.3	Identify major events or movements that shaped tourism practices.
2.2.4	Explain how historical context influences current tourism trends and visitor expectations.
Standard 2.3: Describe visitor motivations and travel patterns.	
Performance Indicators	
2.3.1	Describe common reasons people travel and participate in recreation.
2.3.2	Distinguish among different types of tourism experiences (e.g., heritage, eco-tourism, recreational, festival-based).
2.3.3	Explain how visitor needs and expectations influence tourism offerings.
Domain 3 Arkansas Tourism Systems & Destinations	
Standard 3.1: Identify and describe Arkansas tourism destinations.	
Performance Indicators	
3.1.1	Identify major tourist attractions in Arkansas.
3.1.2	Investigate the characteristics of different regions in Arkansas and how they support tourism (i.e., Ozarks, River Valley, Ouachitas, Capital, Delta, Timberlands).



3.1.3	Analyze how tourism businesses, organizations, or local groups have met destination needs in different regions (e.g., lodging availability, recreation programs, cultural events, accessibility features).
3.1.4	Identify areas where visitor needs may not yet be fully met and propose potential improvements or opportunities.
3.1.5	Describe how Arkansas tourism reflects state identity, culture, and geography.
3.1.6	Investigate how cultural and historical storytelling enhances tourism experiences.
Standard 3.2: Investigate how Arkansas maintains its natural and cultural resources to support tourism.	
Performance Indicators	
3.2.1	Identify practices that protect Arkansas’s natural resources while supporting tourism (e.g., state parks conservation, trail maintenance, river stewardship, wildlife preservation).
3.2.2	Investigate efforts to preserve historic and cultural sites for visitors.
3.2.3	Explain the importance of sustainability and responsible tourism in maintaining Arkansas’s reputation as “The Natural State”.
3.2.4	Describe how tourism stakeholders collaborate to balance visitor access with resource preservation (e.g., government agencies, local communities, businesses, nonprofit organizations).
Domain 4 Tourism Economics & Community Impact	
Standard 4.1: Investigate the importance of tourism in the Arkansas economy.	
Performance Indicators	
4.1.1	Investigate how tourism contributes to Arkansas’s economy (e.g., job creation, local business support, tax revenue).
4.1.2	Analyze visitor spending patterns and how they support local and state economies.
4.1.3	Describe the interconnections between tourism and other industries in Arkansas (e.g., transportation, retail, hospitality services).
Standard 4.2: Investigate how tourism impacts communities and how cities develop as destinations.	
Performance Indicators	
4.2.1	Analyze communities in Arkansas that are heavily influenced by tourism.



4.2.2	Identify strategies that cities or regions have used to attract visitors and develop as tourist destinations.
4.2.3	Examine positive and negative impacts of tourism on these communities.
4.2.4	Evaluate how local stakeholders balance tourism growth with community needs.
4.2.5	Investigate how special or temporary events impact tourism and local communities.
Domain 5 Recreation & Outdoor Tourism Foundations	
Standard 5.1: Investigate recreation and outdoor tourism activities and opportunities.	
Performance Indicators	
5.1.1	Investigate types of recreation and outdoor tourism activities.
5.1.2	Investigate common outdoor recreation opportunities and settings in Arkansas (e.g., rivers, lakes, trails, parks).
5.1.3	Explain the role of recreation in tourism experiences.
5.1.4	Investigate regional Arkansas-specific recreational opportunities and how they attract visitors.
Standard 5.2: Investigate safety and environmental responsibility in recreation and tourism.	
Performance Indicators	
5.2.1	Identify common safety considerations in tourism and recreation environments.
5.2.2	Investigate the importance of environmental stewardship.
5.2.3	Investigate how tourism developers and operators use responsible practices to protect natural resources (e.g., trail construction, habitat restoration, sustainable recreation planning).
Domain 6 Customer Service Foundations	
Standard 6.1: Investigate the role of customer service in tourism and recreation.	
Performance Indicators	



6.1.1	Investigate how customer service affects visitor satisfaction and destination reputation.
6.1.2	Identify characteristics of professional and ethical service in tourism and recreation settings.
6.1.3	Investigate examples of customer service strategies used by Arkansas tourism destinations.
Standard 6.2: Investigate how durable skills support visitor experiences.	
Performance Indicators	
6.2.1	Investigate effective communication practices in tourism and recreation.
6.2.2	Identify professional behaviors and etiquette expected in tourism-related careers.
6.2.3	Examine strategies for addressing guest concerns or complaints to support positive experiences.
6.2.4	Investigate how durable skills contribute to overall visitor satisfaction and encourage repeat visitation.

Contributors

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