

The Effects of Travel Lesson Outline

Goal	People travel for various reasons such as business and leisure. Specifically, some travel internationally for new experiences, vacations, meetings and conferences, or just to visit relatives. The goal of this lesson is to identify the economic and non-economic effects of travel as well as understand the concept of the multiplier effect.
Objectives	<p>At the end of this lesson students will be able to:</p> <ul style="list-style-type: none"> • Explain the various reasons why people travel • Explain key concepts of “multiplier effect” • Demonstrate knowledge of the terms “leakage” and “ecotourism” • Describe the role of travel agencies • Describe the role of travel and tourism wholesalers • Discuss the roles of various international and domestic travel organizations
Length	This lesson will take approximately two hours to complete.
Content outline	<p>A. Why People Travel</p> <p>B. Economic Impact of Tourism</p> <p>C. Ecotourism</p> <p>D. Multiplier Effect</p> <p>E. Leakage</p> <p>F. The Role of Travel Agencies</p> <p>G. Travel and Tourism Wholesalers</p> <p>H. International Organizations</p> <p>I. Domestic Organizations</p>
Learning Activities	<p>Students will engage in the following activities for this lesson</p> <ul style="list-style-type: none"> • Lecture, in-class discussions • Online research of current travel statistics
Evaluation Strategy	Students’ mastery of this content may be evaluated through exams and quizzes.