

RESEARCH PROCESS: CAREER/BUSINESS OPPORTUNITIES

TOU3030-3

Student Name: _____

Teacher: _____

Module/Project: _____

Date: _____

TASK	Observations Of Student	STANDARD
Preparation and Planning	4 3 2 1 0 N/A	3
Information Gathering and Processing	4 3 2 1 0 N/A	3
Content	4 3 2 1 0 N/A	3
Collaboration and Teamwork	4 3 2 1 0 N/A	3
Information Sharing	4 3 2 1 0 N/A	3

STANDARD IS 3 IN EACH APPLICABLE TASK

Rating Scale

- 4 meets project/task objectives in a self-directed manner by selecting and implementing the most appropriate course of action. Problems were solved in effective and creative ways. Quality and productivity exceed standards.
- 3 meets project/task objectives in a self-directed manner, selects and uses resources/processes efficiently and effectively. No errors or deficiencies are noted. Quality and productivity consistently meet the standard.
- 2 meets project/task objectives with limited assistance in planning, solving problems and selecting and using resources/processes. Only minor errors/deficiencies are noted. Quality and productivity meet standards, but are occasionally inconsistent.
- 1 completes task as directed, demonstrating basic skills/completeness by following a guided course of action. Quality and productivity meet standard but are inconsistent.
- 0 has not completed task, major deficiencies and/or errors are evident.

N/A Not Applicable

CRITERIA

The student:

Preparation and Planning

- sets question
- sets clear goals and establishes steps to achieve them
- creates and adheres to detailed timelines
- uses personal initiative to formulate questions and find answers
- plans and uses time effectively, prioritizing tasks on a consistent basis

Information Gathering and Processing

- accesses a range of relevant information sources and recognizes when additional information is required
- demonstrates resourcefulness in collecting data
- interprets, organizes and combines information in creative and thoughtful ways
- records information accurately with appropriate supporting detail and using correct technical terms
- recognizes underlying bias/assumptions/values in information sources
- assesses and refines approach to the task and project status based on feedback and reflection

Content

- names and describes the role of provincial food service regulatory agencies

Content (continued)

- researches the different types of businesses in food service and discusses the advantages and disadvantages of each
- researches and analyzes marketing strategies used in food service
- researches and discusses employment and business opportunities in the food service industry.

Collaboration and Teamwork

- cooperates with group members
- shares work appropriately among group members
- negotiates solutions to problems
- displays effective communication and leadership skills

Information Sharing

- demonstrates effective use of a variety of communication media:
e.g., written, oral, audio-visual
- communicates thoughts/feelings/ideas clearly to justify or challenge a position
- maintains acceptable grammatical and technical standards
- gives evidence of adequate information gathering by citing relevant information sources
- reflects on learning and considers opportunities

COMMENTS

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

TASK	OBSERVATION/RATING	STANDARD
Preparation and Planning	4 3 2 1 0 N/A	3
Content	4 3 2 1 0 N/A	3
Presentation	4 3 2 1 0 N/A	3

STANDARD IS 3 IN EACH APPLICABLE AREA

Rating Scale (*italics* are optional)

The student:

- 4 exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence. Quality, particularly details and finishes, and productivity are consistent and exceed standards. Leads others to contribute team goals. *Analyzes and provides effective client/ customer services beyond expectations.*
- 3 meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are selected and used efficiently and effectively. Quality and productivity are consistent. Works cooperatively and contributes ideas and suggestions that enhance team effort. *Analyzes and provides effective client/customer services.*
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- 0 has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.
- N/A Not Applicable

CRITERIA

The student:

Preparation and Planning

- sets goals for presentation
- accesses a range of relevant in-school/community resources
- interprets, organizes and combines information into a logical sequence
- records information accurately with appropriate supporting detail and using correct technical terms
- plans and uses time effectively

Content

- discusses orally or in writing, current needs in the food service sector
- prepares an analysis of an issue or trend in the food service sector including the impact of technology and innovations
- researches and analyzes marketing techniques used in food service–marketing and different marketing mix strategies
- describes methods of management used to meet needs of customers
- analyzes and compares two food service operations

Content (continued)

- prepares a marketing plan for a food service business that includes:
 - a description of the real or simulated business
 - clientele
 - proposed menu
 - service strategies and standards.

Presentation

- presents material effectively through neat physical layout, organization and packaging
- demonstrates effective use of at least two communication media
- maintains acceptable grammatical and technical standards through proofreading/editing
- provides an introduction that describes the purpose and scope of the project
- communicates ideas into a logical sequence with sufficient supporting detail

COMMENTS

PRESENTATIONS/REPORTS**TOU3040-1**

Student Name: _____

Teacher: _____

Module/Project: _____

Date: _____

TASK	OBSERVATION/RATING	STANDARD
Preparation and Planning	4 3 2 1 0 N/A	3
Content	4 3 2 1 0 N/A	3
Presentation	4 3 2 1 0 N/A	3

STANDARD IS 3 IN EACH APPLICABLE TASK**Rating Scale**

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- 1 completes task as directed, demonstrating basic skills/completeness by following a guided course of action. Quality and productivity meet standard but are inconsistent.
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N/A Not Applicable

CRITERIA*The student:***Preparation and Planning**

- sets goals for presentation
- uses personal initiative to formulate questions and find answers
- accesses a range of relevant information sources and recognizes when additional information is required
- interprets, organizes and combines information in creative and thoughtful ways
- records information accurately, using appropriate technical terms and supporting detail
- plans and uses time effectively, prioritizing tasks on a consistent basis
- assesses and refines approach to task and project status based on feedback and reflection

Content

- describes the differences between various types of accommodation
- lists major departments of a large hotel and describes their function
- selects three employee positions and describes their role and work activities

Content (continued)

- identifies important factors influencing quality guest experience
- examines rating/classification systems

Presentation

- demonstrates effective use of a variety of communication media
- maintains acceptable grammatical and technical standards through proofreading and editing
- provides an introduction that describes the purpose and scope of the project
- communicates thoughts/feelings/ideas clearly to justify or challenge a position
- states a conclusion by analyzing and synthesizing the information gathered
- gives evidence of adequate research through a reference list of relevant information sources as required

COMMENTS

Student Name: _____

Teacher: _____

Module/Project: _____

Date: _____

TASK	OBSERVATION/RATING	STANDARD
Identify Problem	4 3 2 1 0 N/A	3
Content Research	4 3 2 1 0 N/A	3
Consider, Select and Plan	4 3 2 1 0 N/A	3
Implement	4 3 2 1 0 N/A	3
Present	4 3 2 1 0 N/A	3
Evaluate/Reflect	4 3 2 1 0 N/A	3
Content	4 3 2 1 0 N/A	2

STANDARD IS 3 IN EACH APPLICABLE TASK

Rating Scale (*italics are optional*)

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N/A Not Applicable

TASK CHECKLIST

The student:

Identify Problem

- accurately identifies problem from project brief or scenario
- asks questions – divergent thinking

Conduct Research

- conducts research and uses information effectively
- identifies related procedures
- uses information provided or basic in-school/information sources
- distinguishes between fact and fiction/opinion/theory

Consider, Select and Plan

- considers and evaluates alternatives
- selects best alternative
- plans a procedure to resolve selected alternative
- includes specified procedures where required

Implement

- follows plan to resolve problem
- follows specified procedures as required
- manages personal learning including appropriate use of time and resources
- works safely and cooperatively

Present

- presents problem resolution to individuals and small groups as required
- identifies unresolved issues
- uses one or more communication media effectively
- communicates in a logical sequence

Evaluate/Reflect

- evaluates and reflects on success of resolving problems from a personal perspective

Content

- analyzes hotel/motel and:
 - distinguishes between room types
 - explains room rate structure
 - identifies meal plan categories
 - identifies reservation procedures
 - defines *voucher* and explains its purpose
 - identifies security procedures
 - discusses bill payment/processing
- completes various forms:
 - reservation
 - confirmation
 - registration
 - guest check-out
- completes folios
- calculates bills
- investigates a sales department of a hotel or motel:
 - identifies roles of staff members
 - identifies various tasks performed
 - prepares a sample sales package for a hotel or motel
 - presents sales package
- or
- investigates the amenities and services offered by a hotel or motel:
 - prepares a marketing plan
 - target group description
 - objectives
 - description of market activities
 - sample advertising
 - evaluation of plan
 - presents marketing plan

COMMENTS

RESEARCH PROCESS: CAREER/BUSINESS OPPORTUNITIES

TOU3040-3

Student Name: _____

Teacher: _____

Module/Project: _____

Date: _____

TASK	Observations Of Student	STANDARD
Preparation and Planning	4 3 2 1 0 N/A	3
Information Gathering and Processing	4 3 2 1 0 N/A	3
Content	4 3 2 1 0 N/A	2
Collaboration and Teamwork	4 3 2 1 0 N/A	3
Information Sharing	4 3 2 1 0 N/A	3

STANDARD IS 3 IN EACH APPLICABLE TASK

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CRITERIA

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Preparation and Planning

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Information Gathering and Processing

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- demonstrates resourcefulness in collecting data
- interprets, organizes and combines information in creative and thoughtful ways
- records information accurately with appropriate supporting detail and using correct technical terms
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- assesses and refines approach to the task and project status based on feedback and reflection

Content

- identifies similarities/differences between different types of hotels/motels

Content (continued)

- researches/analyzes marketing strategies used in accommodation sector
- researches/discusses employment opportunities
- identifies/discusses trends and issues in hotel/motel industry

Collaboration and Teamwork

- cooperates with group members
- shares work appropriately among group members
- negotiates solutions to problems
- displays effective communication and leadership skills

Information Sharing

- demonstrates effective use of a variety of communication media:
e.g., written, oral, audio-visual
- communicates thoughts/feelings/ideas clearly to justify or challenge a position
- maintains acceptable grammatical and technical standards
- gives evidence of adequate information gathering by citing relevant information sources
- reflects on learning and considers opportunities

COMMENTS

PRESENTATIONS/REPORTS**TOU3050-1**

Student Name: _____

Teacher: _____

Module/Project: _____

Date: _____

TASK	OBSERVATION/RATING						STANDARD
Preparation and Planning	4	3	2	1	0	N/A	3
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Presentation	4	3	2	1	0	N/A	3

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Content

- defines and describes the different types of alternative accommodations
- discusses the visitor appeal of different types of alternative accommodations
- researches and discusses the economic impact of the privately operated accommodations business in Alberta

Content

- discusses the advantages and disadvantages of owning and/or operating an alternative accommodation facility
- discusses some of the personal issues to be considered before starting this type of business
- researches the minimum standards for a selected alternative accommodation facility/venture
- discusses environmental standards for waste management and energy

Presentation

- demonstrates effective use of a variety of communication media
- maintains acceptable grammatical and technical standards through proofreading and editing
- provides an introduction that describes the purpose and scope of the project
- communicates thoughts/feelings/ideas clearly to justify or challenge a position
- states a conclusion by analyzing and synthesizing the information gathered
- gives evidence of adequate research through a reference list of relevant information sources as required

COMMENTS

Student Name: _____

Teacher: _____

Module/Project: _____

Date: _____

TASK	Observations Of Student						STANDARD
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Content	4	3	2	1	0	N/A	3
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CRITERIA

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- creates and adheres to detailed timelines
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Information Gathering and Processing

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- records information accurately with appropriate supporting detail and using correct technical terms
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- assesses and refines approach to the task and project status based on feedback and reflection

Content

- lists and describes the role of industry associations and support agencies for alternative accommodation business owners in the region
- researches and analyzes marketing strategies used by alternative accommodation properties
- researches and discusses employment and business opportunities in alternative accommodations

Collaboration and Teamwork

- cooperates with group members
- shares work appropriately among group members
- negotiates solutions to problems
- displays effective communication and leadership skills

Information Sharing

- demonstrates effective use of a variety of communication media
- communicates thoughts/feelings/ideas clearly to justify or challenge a position
- maintains acceptable grammatical and technical standards
- gives evidence of adequate information gathering by citing relevant information sources
- reflects on learning and considers opportunities

COMMENTS

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

TASK	OBSERVATION/RATING	STANDARD
Preparation and Planning	4 3 2 1 0 N/A	3
Content	4 3 2 1 0 N/A	3
Presentation	4 3 2 1 0 N/A	3

STANDARD IS 3 IN EACH APPLICABLE AREA

Rating Scale (*italics are optional*)

The student:

- 4 exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence. Quality, particularly details and finishes, and productivity are consistent and exceed standards. Leads others to contribute team goals. *Analyzes and provides effective client/ customer services beyond expectations.*
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- N/A Not Applicable

CRITERIA

The student:

Preparation and Planning

- sets goals for presentation
- accesses a range of relevant in-school/community resources
- interprets, organizes and combines information into a logical sequence
- records information accurately with appropriate supporting detail and using correct technical terms
- plans and uses time effectively

Content

- analyzes three marketing strategies
- explains importance of accommodations guide
- describes role of regulatory agencies
- describes common operating policies for alternative accommodations
- develops service strategies/standards for selected alternative accommodation
- develops a marketing plan or venture plan for a selected alternative accommodation, including:
 - description of business
 - products and services offered
 - target market
 - pricing strategy
 - promotion plan

Presentation

- presents material effectively through neat physical layout, organization and packaging
- demonstrates effective use of at least two communication media
- maintains acceptable grammatical and technical standards through proofreading/editing
- provides an introduction that describes the purpose and scope of the project
- communicates ideas into a logical sequence with sufficient supporting detail

COMMENTS

PRESENTATIONS/REPORTS**TOU3060-1**

Student Name: _____

Teacher: _____

Module/Project: _____

Date: _____

TASK	OBSERVATION/RATING	STANDARD
Preparation and Planning	4 3 2 1 0 N/A	3
Content	4 3 2 1 0 N/A	3
Presentation	4 3 2 1 0 N/A	3

STANDARD IS 3 IN EACH APPLICABLE TASK**Rating Scale**

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- 0 has not completed task, major deficiencies and/or errors are evident.

N/A Not Applicable

CRITERIA*The student:***Preparation and Planning**

- sets goals for presentation
- uses personal initiative to formulate questions and find answers
- accesses a range of relevant information sources and recognizes when additional information is required
- interprets, organizes and combines information in creative and thoughtful ways
- records information accurately, using appropriate technical terms and supporting detail
- plans and uses time effectively, prioritizing tasks on a consistent basis
- assesses and refines approach to task and project status based on feedback and reflection

Content

- identifies and describes the types of travel agencies and the services they provide
- describes the organization/operation of a travel agency
- explains the three types of distribution systems in retail travel, their advantages and disadvantages
- identifies travel trends and their influencing factors
- identifies different types of travel documentation and their use and acquisition
- lists key regulations regarding travel agencies

Presentation

- demonstrates effective use of a variety of communication media
- maintains acceptable grammatical and technical standards through proofreading and editing
- provides an introduction that describes the purpose and scope of the project
- communicates thoughts/feelings/ideas clearly to justify or challenge a position
- states a conclusion by analyzing and synthesizing the information gathered
- gives evidence of adequate research through a reference list of relevant information sources as required

COMMENTS

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

TASK	Observations Of Student						STANDARD
Preparation and Planning	4	3	2	1	0	N/A	3
Information Gathering and Processing	4	3	2	1	0	N/A	3
Content	4	3	2	1	0	N/A	3
Collaboration and Teamwork	4	3	2	1	0	N/A	3
Information Sharing	4	3	2	1	0	N/A	3

STANDARD IS 3 IN EACH APPLICABLE TASK

Rating Scale

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CRITERIA

The student:

Preparation and Planning

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- creates and adheres to detailed timelines
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Information Gathering and Processing

- accesses a range of relevant information sources and recognizes when additional information is required
- demonstrates resourcefulness in collecting data
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- records information accurately with appropriate supporting detail and using correct technical terms
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- assesses and refines approach to the task and project status based on feedback and reflection

Content

- describes roles/responsibility of travel agent
- lists products/services
- recognizes information sources used by travel agents
- develops/applies research skills
- explains why travel agencies must meet provincial registration requirements

Content (continued)

- analyzes the sources of revenue for a travel agency
- investigates and discusses current issues and trends that affect the retail travel market
- researches and describes marketing methods used by travel agencies
- researches and discusses employment and business opportunities in retail travel

Collaboration and Teamwork

- cooperates with group members
- shares work appropriately among group members
- negotiates solutions to problems
- displays effective communication and leadership skills

Information Sharing

- demonstrates effective use of a variety of communication media:
e.g., written, oral, audio-visual
- communicates thoughts/feelings/ideas clearly to justify or challenge a position
- maintains acceptable grammatical and technical standards
- gives evidence of adequate information gathering by citing relevant information sources
- reflects on learning and considers opportunities

COMMENTS

PORTFOLIO ASSESSMENT

TOU3060-4

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

TASK	OBSERVATION/RATING	STANDARD
Preparation and Planning	4 3 2 1 0 N/A	3
Content	4 3 2 1 0 N/A	3
Presentation	4 3 2 1 0 N/A	3

STANDARD IS 3 IN EACH APPLICABLE AREA

Rating Scale (*italics are optional*)

The student:

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- N/A Not Applicable

CRITERIA

The student:

Preparation and Planning

- sets goals for presentation
- accesses a range of relevant in-school/community resources
- interprets, organizes and combines information into a logical sequence
- records information accurately with appropriate supporting detail and using correct technical terms
- plans and uses time effectively

Content

- analyzes travel trends and their impact on travel agency services
- develops a marketing plan for a travel agency including:
 - description of business
 - products and services offered
 - target market
 - pricing strategy
 - promotion plan

Presentation

- presents material effectively through neat physical layout, organization and packaging
- demonstrates effective use of at least two communication media
- maintains acceptable grammatical and technical standards through proofreading/editing
- provides an introduction that describes the purpose and scope of the project
- communicates ideas into a logical sequence with sufficient supporting detail

COMMENTS

PRESENTATIONS/REPORTS**TOU3070-1**

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

TASK	OBSERVATION/RATING						STANDARD
Preparation and Planning	4	3	2	1	0	N/A	3
Content	4	3	2	1	0	N/A	3
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- records information accurately, using appropriate technical terms and supporting detail
- plans and uses time effectively, prioritizing tasks on a consistent basis
- assesses and refines approach to task and project status based on feedback and reflection

Content

- discusses importance of reservations in travel
- names primary resources used by travel professionals
- defines terms associated with reservations and ticketing and uses them appropriately
- compares reservation systems and processes used in domestic and international travel

Content (continued)

- identifies issues related to transfers and linkages
- identifies/lists:
 - four classifications of official carriers
 - common types of commercial aircraft
 - types of airline tickets/conditions
 - common rules pertaining to commercial air travel
 - abbreviations, codes and reference marks used in airline reservations
- demonstrates functional use of the 24-hour clock

Presentation

- demonstrates effective use of a variety of communication media
- maintains acceptable grammatical and technical standards through proofreading and editing
- provides an introduction that describes the purpose and scope of the project
- communicates thoughts/feelings/ideas clearly to justify or challenge a position
- states a conclusion by analyzing and synthesizing the information gathered
- gives evidence of adequate research through a reference list of relevant information sources as required

COMMENTS

PROBLEM SOLVING

TOU3070-2

Student Name: _____

Teacher: _____

Module/Project: _____

Date: _____

TASK	OBSERVATION/RATING	STANDARD
Identify Problem	4 3 2 1 0 N/A	3
Content Research	4 3 2 1 0 N/A	3
Consider, Select and Plan	4 3 2 1 0 N/A	3
Implement	4 3 2 1 0 N/A	3
Present	4 3 2 1 0 N/A	3
Evaluate/Reflect	4 3 2 1 0 N/A	3
Content	4 3 2 1 0 N/A	3

STANDARD IS 3 IN EACH APPLICABLE TASK

Rating Scale (*italics are optional*)

The student:

- 4 exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence. Quality, particularly details and finishes, and productivity are consistent and exceed standards. Leads others to contribute team goals. *Analyzes and provides effective client/customer services beyond expectations.*
- 3 meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are selected and used efficiently and effectively. Quality and productivity are consistent. Works cooperatively and contributes ideas and suggestions that enhance team effort. *Analyzes and provides effective client/customer services.*
- 2 meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are selected and used appropriately. Quality and productivity are reasonably consistent. Works cooperatively to achieve team goals. *Identifies and provides customer/client services.*
- 1 meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately. Quality and productivity are reasonably consistent. Works cooperatively. *Provides a limited range of customer/client services.*
- 0 has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

N/A Not Applicable

TASK CHECKLIST

The student:

Identify Problem

- accurately identifies problem from project brief or scenario
- asks questions – divergent thinking

Conduct Research

- conducts research and uses information effectively
- identifies related procedures
- uses information provided or basic in-school/information sources
- distinguishes between fact and fiction/opinion/theory

Consider, Select and Plan

- considers and evaluates alternatives
- selects best alternative
- plans a procedure to resolve selected alternative
- includes specified procedures where required

Implement

- follows plan to resolve problem
- follows specified procedures as required
- manages personal learning including appropriate use of time and resources
- works safely and cooperatively

Present

- presents problem resolution to individuals and small groups as required
- identifies unresolved issues
- uses one or more communication media effectively
- communicates in a logical sequence

Evaluate/Reflect

- evaluates and reflects on success of resolving problems from a personal perspective

Content

- develops a plain language itinerary for a domestic destination:
 - arrival/departure times
 - carrier services
 - transfers
 - simulated airline and accommodation reservations
- develops a plain language itinerary for an international destination:
 - arrival/departure times
 - carrier services
 - transfers
 - simulated airline and accommodation reservations
 - simulated travel documents
- describes/develops PRNs
- uses appropriate codes and abbreviations in itineraries

COMMENTS

PRESENTATIONS/REPORTS**TOU3080-1**

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

TASK	OBSERVATION/RATING						STANDARD
Preparation and Planning	4	3	2	1	0	N/A	3
Content	4	3	2	1	0	N/A	3
Presentation	4	3	2	1	0	N/A	3

STANDARD IS 3 IN EACH APPLICABLE TASK**Rating Scale**

- 4 meets project/task objectives in a self-directed manner by selecting and implementing the most appropriate course of action. Problems were solved in effective and creative ways. Quality and productivity exceed standards.
- 3 meets project/task objectives in a self-directed manner, selects and uses resources/processes efficiently and effectively. No errors or deficiencies are noted. Quality and productivity consistently meet the standard.
- 2 meets project/task objectives with limited assistance in planning, solving problems and selecting and using resources/processes. Only minor errors/deficiencies are noted. Quality and productivity meet standards, but are occasionally inconsistent.
- 1 completes task as directed, demonstrating basic skills/completeness by following a guided course of action. Quality and productivity meet standard but are inconsistent.
- 0 has not completed task, major deficiencies and/or errors are evident.

N/A Not Applicable

CRITERIA*The student:***Preparation and Planning**

- sets goals for presentation
- uses personal initiative to formulate questions and find answers
- accesses a range of relevant information sources and recognizes when additional information is required
- interprets, organizes and combines information in creative and thoughtful ways
- records information accurately, using appropriate technical terms and supporting detail
- plans and uses time effectively, prioritizing tasks on a consistent basis
- assesses and refines approach to task and project status based on feedback and reflection

Content

- outlines the history and organization of the Canadian airline industry
- names regulatory agencies in Canada
- explains the effects of deregulation
- describes the types of air service available in Canada
- describes the fare structures used in Canada

Content (continued)

- illustrates the organization of a major airport including main departments and their functions
- describes safety and security issues and procedures used in the air transportation industry
- discusses trends and issues in the airline industry

Presentation

- demonstrates effective use of a variety of communication media
- maintains acceptable grammatical and technical standards through proofreading and editing
- provides an introduction that describes the purpose and scope of the project
- communicates thoughts/feelings/ideas clearly to justify or challenge a position
- states a conclusion by analyzing and synthesizing the information gathered
- gives evidence of adequate research through a reference list of relevant information sources as required

COMMENTS

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

TASK	Observations Of Student						STANDARD
Preparation and Planning	4	3	2	1	0	N/A	3
Information Gathering and Processing	4	3	2	1	0	N/A	3
Content	4	3	2	1	0	N/A	3
Collaboration and Teamwork	4	3	2	1	0	N/A	3
Information Sharing	4	3	2	1	0	N/A	3

STANDARD IS 3 IN EACH APPLICABLE TASK

Rating Scale

- 4 meets project/task objectives in a self-directed manner by selecting and implementing the most appropriate course of action. Problems were solved in effective and creative ways. Quality and productivity exceed standards.
- 3 meets project/task objectives in a self-directed manner, selects and uses resources/processes efficiently and effectively. No errors or deficiencies are noted. Quality and productivity consistently meet the standard.
- 2 meets project/task objectives with limited assistance in planning, solving problems and selecting and using resources/processes. Only minor errors/deficiencies are noted. Quality and productivity meet standards, but are occasionally inconsistent.
- 1 completes task as directed, demonstrating basic skills/completeness by following a guided course of action. Quality and productivity meet standard but are inconsistent.
- 0 has not completed task, major deficiencies and/or errors are evident.

N/A Not Applicable

CRITERIA

The student:

Preparation and Planning

- sets questions
- sets clear goals and establishes steps to achieve them
- creates and adheres to detailed timelines
- uses personal initiative to formulate questions and find answers
- plans and uses time effectively, prioritizing tasks on a consistent basis

Information Gathering and Processing

- accesses a range of relevant information sources and recognizes when additional information is required
- demonstrates resourcefulness in collecting data
- interprets, organizes and combines information in creative and thoughtful ways
- records information accurately with appropriate supporting detail and using correct technical terms
- recognizes underlying bias/assumptions/values in information sources
- assesses and refines approach to the task and project status based on feedback and reflection

Content

- names and briefly describes the responsibilities of the major departments in a large airline

Content (continued)

- names and describes the work responsibilities of flight and ground crew
- researches the infrastructure and related business of the air transportation industry
- researches and discusses employment and business opportunities in the airline industry or infrastructure.

Collaboration and Teamwork

- cooperates with group members
- shares work appropriately among group members
- negotiates solutions to problems
- displays effective communication and leadership skills

Information Sharing

- demonstrates effective use of a variety of communication media
- communicates thoughts/feelings/ideas clearly to justify or challenge a position
- maintains acceptable grammatical and technical standards
- gives evidence of adequate information gathering by citing relevant information sources
- reflects on learning and considers opportunities

COMMENTS

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

TASK	OBSERVATION/RATING	STANDARD
Preparation and Planning	4 3 2 1 0 N/A	3
Content	4 3 2 1 0 N/A	3
Presentation	4 3 2 1 0 N/A	3

STANDARD IS 3 IN EACH APPLICABLE AREA

Rating Scale (*italics* are optional)

The student:

- 4 exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence. Quality, particularly details and finishes, and productivity are consistent and exceed standards. Leads others to contribute team goals. *Analyzes and provides effective client/ customer services beyond expectations.*
 - 3 meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are selected and used efficiently and effectively. Quality and productivity are consistent. Works cooperatively and contributes ideas and suggestions that enhance team effort. *Analyzes and provides effective client/customer services.*
 - 2 meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are selected and used appropriately. Quality and productivity are reasonably consistent. Works cooperatively to achieve team goals. *Identifies and provides customer/client services.*
 - 1 meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately. Quality and productivity are reasonably consistent. Works cooperatively. *Provides a limited range of customer/client services.*
 - 0 has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.
- N/A Not Applicable

CRITERIA

The student:

Preparation and Planning

- sets goals for presentation
- accesses a range of relevant in-school/community resources
- interprets, organizes and combines information into a logical sequence
- records information accurately with appropriate supporting detail and using correct technical terms
- plans and uses time effectively

Content

- analyzes marketing strategies used to promote an airline
- defines *passenger load factor* and discusses how this is used
- describes ways airlines reduce costs
- compares special services provided by airlines

Content (continued)

- develops a marketing plan for an airline, including:
 - description of company
 - target group description
 - objective
 - marketing research methods
 - planned marketing activities
 - sample advertising and promotion items
 - evaluation techniques

Presentation

- presents material is effectively through neat physical layout, organization and packaging
- demonstrates effective use of at least two communication media
- maintains acceptable grammatical and technical standards through proofreading/editing
- provides an introduction that describes the purpose and scope of the project
- communicates ideas into a logical sequence with sufficient supporting detail

COMMENTS

PRESENTATIONS/REPORTS**TOU3090-1**

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

TASK	OBSERVATION/RATING						STANDARD
Preparation and Planning	4	3	2	1	0	N/A	3
Content	4	3	2	1	0	N/A	3
Presentation	4	3	2	1	0	N/A	3

STANDARD IS 3 IN EACH APPLICABLE TASK**Rating Scale**

- 4 meets project/task objectives in a self-directed manner by selecting and implementing the most appropriate course of action. Problems were solved in effective and creative ways. Quality and productivity exceed standards.
- 3 meets project/task objectives in a self-directed manner, selects and uses resources/processes efficiently and effectively. No errors or deficiencies are noted. Quality and productivity consistently meet the standard.
- 2 meets project/task objectives with limited assistance in planning, solving problems and selecting and using resources/processes. Only minor errors/deficiencies are noted. Quality and productivity meet standards, but are occasionally inconsistent.
- 1 completes task as directed, demonstrating basic skills/completeness by following a guided course of action. Quality and productivity meet standard but are inconsistent.
- 0 has not completed task, major deficiencies and/or errors are evident.

N/A Not Applicable

CRITERIA*The student:***Preparation and Planning**

- sets goals for presentation
- uses personal initiative to formulate questions and find answers
- accesses a range of relevant information sources and recognizes when additional information is required
- interprets, organizes and combines information in creative and thoughtful ways
- records information accurately, using appropriate technical terms and supporting detail
- plans and uses time effectively, prioritizing tasks on a consistent basis
- assesses and refines approach to task and projects status based on feedback and reflection

Content

- identifies significant developments in the history of surface transportation and their impact on the industry
- identifies the advantages/disadvantages of each form of surface transportation:
 - rail
 - motor coach
 - auto
 - cruise

Content (continued)

- describes the accommodation and services available to travellers using surface transportation
- reads passenger schedules effectively for each form of surface transportation
- compares advantages/disadvantages of each type of surface transportation

Presentation

- demonstrates effective use of a variety of communication media
- maintains acceptable grammatical and technical standards through proofreading and editing
- provides an introduction that describes the purpose and scope of the project
- communicates thoughts/feelings/ideas clearly to justify or challenge a position
- states a conclusion by analyzing and synthesizing the information gathered
- gives evidence of adequate research through a reference list of relevant information sources as required

COMMENTS

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

TASK	Observations Of Student						STANDARD
Preparation and Planning	4	3	2	1	0	N/A	3
Information Gathering and Processing	4	3	2	1	0	N/A	3
Content	4	3	2	1	0	N/A	3
Collaboration and Teamwork	4	3	2	1	0	N/A	3
Information Sharing	4	3	2	1	0	N/A	3

STANDARD IS 3 IN EACH APPLICABLE TASK

Rating Scale

- 4 meets project/task objectives in a self-directed manner by selecting and implementing the most appropriate course of action. Problems were solved in effective and creative ways. Quality and productivity exceed standards.
- 3 meets project/task objectives in a self-directed manner, selects and uses resources/processes efficiently and effectively. No errors or deficiencies are noted. Quality and productivity consistently meet the standard.
- 2 meets project/task objectives with limited assistance in planning, solving problems and selecting and using resources/processes. Only minor errors/deficiencies are noted. Quality and productivity meet standards, but are occasionally inconsistent.
- 1 completes task as directed, demonstrating basic skills/completeness by following a guided course of action. Quality and productivity meet standard but are inconsistent.
- 0 has not completed task, major deficiencies and/or errors are evident.

N/A Not Applicable

CRITERIA

The student:

Preparation and Planning

- sets questions
- sets clear goals and establishes steps to achieve them
- creates and adheres to detailed timelines
- uses personal initiative to formulate questions and find answers
- plans and uses time effectively, prioritizing tasks on a consistent basis

Information Gathering and Processing

- accesses a range of relevant information sources and recognizes when additional information is required
- demonstrates resourcefulness in collecting data
- interprets, organizes and combines information in creative and thoughtful ways
- records information accurately with appropriate supporting detail and using correct technical terms
- recognizes underlying bias/assumptions/values in information sources
- assesses and refines approach to the task and project status based on feedback and reflection

Content

- examines employment opportunities in surface transportation
- compares job profiles in two different surface transportation situations
- researches and discusses business opportunities in surface transportation.

Collaboration and Teamwork

- cooperates with group members
- shares work appropriately among group members
- negotiates solutions to problems
- displays effective communication and leadership skills

Information Sharing

- demonstrates effective use of a variety of communication media
- communicates thoughts/feelings/ideas clearly to justify or challenge a position
- maintains acceptable grammatical and technical standards
- gives evidence of adequate information gathering by citing relevant information sources
- reflects on learning and considers opportunities

COMMENTS

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

TASK	OBSERVATION/RATING	STANDARD
Preparation and Planning	4 3 2 1 0 N/A	3
Content	4 3 2 1 0 N/A	3
Presentation	4 3 2 1 0 N/A	3

STANDARD IS 3 IN EACH APPLICABLE AREA

Rating Scale (*italics* are optional)

The student:

- 4 exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence. Quality, particularly details and finishes, and productivity are consistent and exceed standards. Leads others to contribute team goals. *Analyzes and provides effective client/customer services beyond expectations.*
- 3 meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are selected and used efficiently and effectively. Quality and productivity are consistent. Works cooperatively and contributes ideas and suggestions that enhance team effort. *Analyzes and provides effective client/customer services.*
- 2 meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are selected and used appropriately. Quality and productivity are reasonably consistent. Works cooperatively to achieve team goals. *Identifies and provides customer/client services.*
- 1 meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately. Quality and productivity are reasonably consistent. Works cooperatively. *Provides a limited range of customer/client services.*
- 0 has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

N/A Not Applicable

CRITERIA

The student:

Preparation and Planning

- sets goals for presentation
- accesses a range of relevant in-school/community resources
- interprets, organizes and combines information into a logical sequence
- records information accurately with appropriate supporting detail and using correct technical terms
- plans and uses time effectively

Content

- identifies trends and issues in surface transportation
- analyzes marketing strategies used for different modes of surface transportation
- develops a marketing plan for a specific surface transportation industry including:
 - description of company
 - target group description
 - marketing research methods
 - objective
 - planned marketing activities
 - sample advertising and promotion items
 - evaluation techniques

Presentation

- presents material is effectively through neat physical layout, organization and packaging
- demonstrates effective use of at least two communication media
- maintains acceptable grammatical and technical standards through proofreading/editing
- provides an introduction that describes the purpose and scope of the project
- communicates ideas into a logical sequence with sufficient supporting detail

COMMENTS

PRESENTATIONS/REPORTS**TOU3100-1**

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

TASK	OBSERVATION/RATING						STANDARD
Preparation and Planning	4	3	2	1	0	N/A	3
Content	4	3	2	1	0	N/A	3
Presentation	4	3	2	1	0	N/A	3

STANDARD IS 3 IN EACH APPLICABLE TASK**Rating Scale**

- 4 meets project/task objectives in a self-directed manner by selecting and implementing the most appropriate course of action. Problems were solved in effective and creative ways. Quality and productivity exceed standards.
- 3 meets project/task objectives in a self-directed manner, selects and uses resources/processes efficiently and effectively. No errors or deficiencies are noted. Quality and productivity consistently meet the standard.
- 2 meets project/task objectives with limited assistance in planning, solving problems and selecting and using resources/processes. Only minor errors/deficiencies are noted. Quality and productivity meet standards, but are occasionally inconsistent.
- 1 completes task as directed, demonstrating basic skills/completeness by following a guided course of action. Quality and productivity meet standard but are inconsistent.
- 0 has not completed task, major deficiencies and/or errors are evident.

N/A Not Applicable

CRITERIA*The student:***Preparation and Planning**

- sets goals for presentation
- uses personal initiative to formulate questions and find answers
- accesses a range of relevant information sources and recognizes when additional information is required
- interprets, organizes and combines information in creative and thoughtful ways
- records information accurately, using appropriate technical terms and supporting detail
- plans and uses time effectively, prioritizing tasks on a consistent basis
- assesses and refines approach to task and project status based on feedback and reflection

Content

- discusses factors and trends that affect the visitor demand of an attraction
- explains how attractions development affects employment patterns
- discusses positive and negative social/cultural impacts of attractions development
- lists and describes the components of an attractions development plan

Content (continued)

- describes the development of an attraction and compares it to the theory of destination development
- defines and describes site or location factors that contribute to the visitor accessibility of an attraction

Presentation

- demonstrates effective use of a variety of communication media
- maintains acceptable grammatical and technical standards through proofreading and editing
- provides an introduction that describes the purpose and scope of the project
- communicates thoughts/feelings/ideas clearly to justify or challenge a position
- states a conclusion by analyzing and synthesizing the information gathered
- gives evidence of adequate research through a reference list of relevant information sources as required

COMMENTS

TASK	Observations Of Student	STANDARD
Preparation and Planning	4 3 2 1 0 N/A	3
Information Gathering and Processing	4 3 2 1 0 N/A	3
Content	4 3 2 1 0 N/A	3
Collaboration and Teamwork	4 3 2 1 0 N/A	3
Information Sharing	4 3 2 1 0 N/A	3

STANDARD IS 3 IN EACH APPLICABLE TASK

Rating Scale

- 4 meets project/task objectives in a self-directed manner by selecting and implementing the most appropriate course of action. Problems were solved in effective and creative ways. Quality and productivity exceed standards.
- 3 meets project/task objectives in a self-directed manner, selects and uses resources/processes efficiently and effectively. No errors or deficiencies are noted. Quality and productivity consistently meet the standard.
- 2 meets project/task objectives with limited assistance in planning, solving problems and selecting and using resources/processes. Only minor errors/deficiencies are noted. Quality and productivity meet standards, but are occasionally inconsistent.
- 1 completes task as directed, demonstrating basic skills/completeness by following a guided course of action. Quality and productivity meet standard but are inconsistent.
- 0 has not completed task, major deficiencies and/or errors are evident.

N/A Not Applicable

CRITERIA

The student:

Preparation and Planning

- sets questions
- sets clear goals and establishes steps to achieve them
- creates and adheres to detailed timelines
- uses personal initiative to formulate questions and find answers
- plans and uses time effectively, prioritizing tasks on a consistent basis

Information Gathering and Processing

- accesses a range of relevant information sources and recognizes when additional information is required
- demonstrates resourcefulness in collecting data
- interprets, organizes and combines information in creative and thoughtful ways
- records information accurately with appropriate supporting detail and using correct technical terms
- recognizes underlying bias/assumptions/values in information sources
- assesses and refines approach to the task and project status based on feedback and reflection

Content

- examines employment opportunities in attractions operations
- compares job profiles in two different attractions operations locations
- researches and discusses business opportunities in attractions operations.

Collaboration and Teamwork

- cooperates with group members
- shares work appropriately among group members
- negotiates solutions to problems
- displays effective communication and leadership skills

Information Sharing

- demonstrates effective use of a variety of communication media:
e.g., written, oral, audio-visual
- communicates thoughts/feelings/ideas clearly to justify or challenge a position
- maintains acceptable grammatical and technical standards
- gives evidence of adequate information gathering by citing relevant information sources
- reflects on learning and considers opportunities

COMMENTS

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

TASK	OBSERVATION/RATING	STANDARD
Preparation and Planning	4 3 2 1 0 N/A	3
Content	4 3 2 1 0 N/A	3
Presentation	4 3 2 1 0 N/A	3

STANDARD IS 3 IN EACH APPLICABLE AREA

Rating Scale (*italics are optional*)

The student:

- 4 exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence. Quality, particularly details and finishes, and productivity are consistent and exceed standards. Leads others to contribute team goals. *Analyzes and provides effective client/customer services beyond expectations.*
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- 2 meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are selected and used appropriately. Quality and productivity are reasonably consistent. Works cooperatively to achieve team goals. *Identifies and provides customer/client services.*
- 1 meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately. Quality and productivity are reasonably consistent. Works cooperatively. *Provides a limited range of customer/client services.*
- 0 has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

N/A Not Applicable

CRITERIA

The student:

Preparation and Planning

- sets goals for presentation
- accesses a range of relevant in-school/community resources
- interprets, organizes and combines information into a logical sequence
- records information accurately with appropriate supporting detail and using correct technical terms
- plans and uses time effectively

Content

- trends and issues in attractions development
- analyzes impact of attractions development:
 - social impact
 - cultural impact
 - economic impact
 - environmental impact
- analyzes marketing strategies used in attractions:
 - travel motivators
 - sample strategies used

Content (continued)

- develops a marketing plan for simulated attractions development:
 - description of business
 - products and services offered
 - target market
 - pricing strategy
 - promotion plan

Presentation

- presents material effectively through neat physical layout, organization and packaging
- demonstrates effective use of at least two communication media
- maintains acceptable grammatical and technical standards through proofreading/editing
- provides an introduction that describes the purpose and scope of the project
- communicates ideas into a logical sequence with sufficient supporting detail

COMMENTS

TASK	OBSERVATION/RATING						STANDARD
Preparation and Planning	4	3	2	1	0	N/A	3
Content	4	3	2	1	0	N/A	3
Presentation	4	3	2	1	0	N/A	3

STANDARD IS 3 IN EACH APPLICABLE TASK

Rating Scale

- 4 meets project/task objectives in a self-directed manner by selecting and implementing the most appropriate course of action. Problems were solved in effective and creative ways. Quality and productivity exceed standards.
- 3 meets project/task objectives in a self-directed manner, selects and uses resources/processes efficiently and effectively. No errors or deficiencies are noted. Quality and productivity consistently meet the standard.
- 2 meets project/task objectives with limited assistance in planning, solving problems and selecting and using resources/processes. Only minor errors/deficiencies are noted. Quality and productivity meet standards, but are occasionally inconsistent.
- 1 completes task as directed, demonstrating basic skills/completeness by following a guided course of action. Quality and productivity meet standard but are inconsistent.
- 0 has not completed task, major deficiencies and/or errors are evident.

N/A Not Applicable

CRITERIA

The student:

Preparation and Planning

- sets goals for presentation
- uses personal initiative to formulate questions and find answers
- accesses a range of relevant information sources and recognizes when additional information is required
- interprets, organizes and combines information in creative and thoughtful ways
- records information accurately, using appropriate technical terms and supporting detail
- plans and uses time effectively, prioritizing tasks on a consistent basis
- assesses and refines approach to task and project status based on feedback and reflection

Content

- defines *recreational resource* and provides examples
- describes the variety of recreation/adventure experiences available
- describes and discusses recreation/adventure motivating factors

Content (continued)

- defines and describes factors that contribute to the carrying capacity of an area and to visitor accessibility
- discusses factors and trends that affect the visitor demand for adventure/ecotourism
- discusses positive and negative social, cultural and environmental impacts of adventure/ecotourism activity

Presentation

- demonstrates effective use of a variety of communication media
- maintains acceptable grammatical and technical standards through proofreading and editing
- provides an introduction that describes the purpose and scope of the project
- communicates thoughts/feelings/ideas clearly to justify or challenge a position
- states a conclusion by analyzing and synthesizing the information gathered
- gives evidence of adequate research through a reference list of relevant information sources as required

COMMENTS

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

TASK	Observations Of Student						STANDARD
Preparation and Planning	4	3	2	1	0	N/A	3
Information Gathering and Processing	4	3	2	1	0	N/A	3
Content	4	3	2	1	0	N/A	3
Collaboration and Teamwork	4	3	2	1	0	N/A	3
Information Sharing	4	3	2	1	0	N/A	3

STANDARD IS 3 IN EACH APPLICABLE TASK

Rating Scale

- 4 meets project/task objectives in a self-directed manner by selecting and implementing the most appropriate course of action. Problems were solved in effective and creative ways. Quality and productivity exceed standards.
- 3 meets project/task objectives in a self-directed manner, selects and uses resources/processes efficiently and effectively. No errors or deficiencies are noted. Quality and productivity consistently meet the standard.
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- 1 completes task as directed, demonstrating basic skills/completeness by following a guided course of action. Quality and productivity meet standard but are inconsistent.
- 0 has not completed task, major deficiencies and/or errors are evident.

N/A Not Applicable

CRITERIA

The student:

Preparation and Planning

- sets questions
- sets clear goals and establishes steps to achieve them
- creates and adheres to detailed timelines
- uses personal initiative to formulate questions and find answers
- plans and uses time effectively, prioritizing tasks on a consistent basis

Information Gathering and Processing

- accesses a range of relevant information sources and recognizes when additional information is required
- demonstrates resourcefulness in collecting data
- interprets, organizes and combines information in creative and thoughtful ways
- records information accurately with appropriate supporting detail and using correct technical terms
- recognizes underlying bias/assumptions/values in information sources
- assess and refine approach to the task and project status based on feedback and reflection

Content

- researches the infrastructure and related industries for adventure/ecotourism

Content (continued)

- investigates the regulations that affect adventure/ecotourism operations including:
 - certification
 - liability
- discusses current issues and trends that affect employment in the adventure/ecotourism industry
- researches and discusses employment and business opportunities in adventure/ecotourism

Collaboration and Teamwork

- cooperates with group members
- shares work appropriately among group members
- negotiates solutions to problems
- displays effective communication and leadership skills

Information Sharing

- demonstrates effective use of a variety of communication media:
 - e.g., written, oral, audio-visual*
- communicates thoughts/feelings/ideas clearly to justify or challenge a position
- maintains acceptable grammatical and technical standards
- gives evidence of adequate information gathering by citing relevant information sources
- reflects on learning and considers opportunities

COMMENTS

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

TASK	OBSERVATION/RATING	STANDARD
Preparation and Planning	4 3 2 1 0 N/A	3
Content	4 3 2 1 0 N/A	3
Presentation	4 3 2 1 0 N/A	3

STANDARD IS 3 IN EACH APPLICABLE AREA

Rating Scale (*italics are optional*)

The student:

- 4 exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence. Quality, particularly details and finishes, and productivity are consistent and exceed standards. Leads others to contribute team goals. *Analyzes and provides effective client/customer services beyond expectations.*
 - 3 meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are selected and used efficiently and effectively. Quality and productivity are consistent. Works cooperatively and contributes ideas and suggestions that enhance team effort. *Analyzes and provides effective client/customer services.*
 - 2 meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are selected and used appropriately. Quality and productivity are reasonably consistent. Works cooperatively to achieve team goals. *Identifies and provides customer/client services.*
 - 1 meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately. Quality and productivity are reasonably consistent. Works cooperatively. *Provides a limited range of customer/client services.*
 - 0 has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.
- N/A Not Applicable

CRITERIA

The student:

Preparation and Planning

- sets goals for presentation
- accesses a range of relevant in-school/community resources
- interprets, organizes and combines information into a logical sequence
- records information accurately with appropriate supporting detail and using correct technical terms
- plans and uses time effectively

Content

- describes/discusses the factors influencing recreation/adventure development decisions:
 - motivating factors
 - marketing
 - impact studies
 - carrying capacities
 - visitor accessibility
 - trends affecting visitor demand

Content (continued)

- identifies issues in adventure and ecotourism:
 - defines *recreational resource*
 - lists different types of recreational resources
 - compares user expectations
 - discusses management of environmental factors
 - evaluates the affect of climate and weather
 - discusses the impact of technology
 - discusses the impact of family life cycle and family situations
- develops a marketing plan for adventure/ecotourism site:
 - description of business
 - products and services offered
 - target market
 - pricing strategy
 - promotion plan

Presentation

- presents material effectively through neat physical layout, organization and packaging
- demonstrates effective use of at least two communication media
- maintains acceptable grammatical and technical standards through proofreading/editing
- provides an introduction that describes the purpose and scope of the project
- communicates ideas into a logical sequence with sufficient supporting detail

COMMENTS