

TOURISM STUDIES

SECTION H: LINKAGES/TRANSITIONS

This section of the GSI has been designed to provide an overview of linkages and transitions of CTS modules with a number of organizations. The charts and information presented in this section will assist CTS students and teachers in understanding the potential application of CTS modules as students move into the workplace.

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LINKAGES/TRANSITIONS

LINKAGES

With Other CTS Strands

Tourism Studies modules may be linked with modules from other CTS strands to enhance student learning and broaden awareness of specific areas. For example, modules from the Food theme of Tourism Studies may be linked with modules from the Foods strand, which includes the preparation of food products. Modules from the Travel theme may be linked with modules in Management and Marketing or Enterprise and Innovation. As well, teachers may wish to enhance the Attractions theme with modules from the Wildlife strand.

Career Transitions modules offer the possibility of internships and practicums, as well as project modules. Industry placements are an essential way for today's youth to experience the value of work, to develop pride in their work and to mature personally.

Many communities have opportunities for students to intern in the tourism industry or to work with a community organization in tourism events and activities. Internships allow students to observe and participate in daily operations, to develop direct contact with industry personnel, to ask questions about a career, and to perform certain work tasks. Possibilities are limited only by the imagination of the students, teachers and local community.

Potential linkages of Tourism Studies with other CTS strands, determined by course emphasis and area of specialization, are identified in this section (see "Connections with Other CTS Strands").

With Other Secondary Programs

Tourism Studies enhances learning from core areas including Social Studies (geography, culture), Science (environment), Physical Education and Career and Life Management. Tourism Studies also links with complementary programs such as Second Languages (e.g., French, Japanese).

Potential linkages of Tourism Studies with other core and complementary subject areas across the curriculum are identified in this section (see "Tourism Studies: Connections Across the Curriculum").

TRANSITIONS

To the Community/Workplace

Industry-recognized standards have been incorporated into the Tourism Studies curriculum (e.g., Quality Guest Service, Food Functions).

Information from the National Occupational Classification (NOC) regarding occupations in tourism-related areas that can be accessed upon completion of high school is provided in this section (see "Tourism Studies: Related Occupations").

To Related Post-secondary Programs

Tourism-related programs are offered at most post-secondary institutions in Alberta. Advanced placement for students with advanced level modules in Tourism Studies may become possible in some institutions in the future.

An outline of post-secondary institutions in Alberta currently offering programs in tourism-related areas is provided in this section (see “Tourism Studies: Summary of Related Post-secondary Programs”).

CREDENTIALLING

One module, Quality Guest Service, offers students the opportunity to be awarded industry-recognized ALBERTA BEST Student Certificates if their teachers are registered ALBERTA BEST Student Trainers (see “Credentialling Opportunities in Tourism Studies”).

LINKAGES – Tourism Studies: Connections with Other CTS Strands

Tourism Studies Modules	Other CTS Strands																				
	Agriculture	Career Transitions	Communication Technology	Community Health	Construction Technologies	Cosmetology Studies	Design Studies	Energy and Mines	Electro -Technologies	Enterprise and Innovation	Fashion Studies	Financial Management	Foods	Fabrication Studies	Forestry	Information Processing	Legal Studies	Logistics	Management and Marketing	Mechanics	Wildlife
Theme: Nature of the Industry																					
TOU1010: The Tourism Industry																					
TOU1020: People & Places																					
TOU1030: Quality Guest Service		▨	▨			▨															
TOU2010: Tourism Events			▨				▨		▨				▨							▨	
Theme: Food																					
TOU1040: The Food Sector												■								▨	
TOU2040: Food Functions												■									
TOU3030: Food Service Operations									▨			■									
Theme: Accommodation																					
TOU1050: The Accommodation Sector									▨											▨	
TOU2050: Meetings & Conferences			▨						▨				▨							▨	
TOU3040: Hotel/Motel Operations									▨											▨	
TOU3050: Alternative Accommodations	▨								▨						▨					▨	▨
Theme: Travel																					
TOU1060: The Travel Sector	▨														▨					▨	▨
TOU2060: Tourism Destinations 1																					
TOU2070: Tourism Destinations 2																					
TOU2080: Travel Planning																					
TOU3060: Travel Agency Operations									▨												
TOU3070: Reservations & Ticketing																					
TOU3080: Air Transportation																					
TOU3090: Surface Transportation																					
Theme: Attractions																					
TOU1070: The Attractions Sector																					
TOU2090: Tourism Interpretation 1			▨																		
TOU2100: Tourism Interpretation 2			▨																		
TOU3100: Attractions Operations									▨											▨	
TOU3110: Adventure & Ecotourism	▨								▨						▨					▨	▨

Provides many direct links with competencies in this strand. Students will reinforce, extend and apply a substantial number of knowledge and/or skill components in practical situations.



Provides some links with competencies developed in this strand, usually through the application of related technologies and/or processes.



LINKAGES – Tourism Studies: Connections Across the Curriculum

Tourism Studies Modules	Across the Curriculum																		
	Junior High						Senior High												
	Language Arts	Social Studies	Mathematics	Science	Health & PLS	Physical Education	Fine Arts	English	Social Studies	Mathematics	Science (General)	Biology	Chemistry	Physics	CALM	Physical Education	Fine Arts	Social Sciences	Second Language
Theme: Nature of the Industry																			
TOU1010: The Tourism Industry																			
TOU102: People & Places		■							▨										▨
TOU103: Quality Guest Service					▨										▨				
TOU201: Tourism Events																			
Theme: Food																			
TOU1040: The Food Sector				▨		▨	▨				▨	▨	▨						
TOU2040: Food Functions				▨		▨	▨				▨	▨	▨						
TOU3030: Food Service Operations				▨		▨	▨				▨	▨	▨						
Theme: Accommodation																			
TOU1050: The Accommodation Sector																			
TOU2050: Meetings & Conferences																			
TOU3040: Hotel/Motel Operations																			
TOU3050: Alternative Accommodations																			
Theme: Travel																			
TOU1060: The Travel Sector																			▨
TOU2060: Tourism Destinations 1		▨							▨										▨
TOU2070: Tourism Destinations 2		▨							▨										▨
TOU2080: Travel Planning		▨							▨										▨
TOU3060: Travel Agency Operations																			
TOU3070: Reservations & Ticketing																			
TOU3080: Air Transportation																			
TOU3090: Surface Transportation																			
Theme: Attractions																			
TOU1070: The Attractions Sector																			
TOU2090: Tourism Interpretation 1																			
TOU2100: Tourism Interpretation 2																			
TOU3100: Attractions Operations																			
TOU3110: Adventure & Ecotourism																			

Provides many direct links with course content. Students will reinforce, extend and apply a substantial number of knowledge and/or skill components in practical contexts.



Provides some links with course content, usually through the application of related technologies and/or processes.



TRANSITIONS – *Tourism Studies: Related Occupations*

Information for this chart was obtained from the National Occupational Classification (NOC) descriptions.

Educational Requirements:

D: High School Education

B: College or Vocational Education

C: Apprenticeship

A: University

Occupation Profile	NOC#	D	C	B	A
Accommodation Service Manager	0632				✓
Amusement Attraction Operators and Other Amusement Occupations	6443	✓			
Banquet Catering Supervisor	0631			✓	
Cashier	6611	✓			
Cleaning Supervisor	6215	✓			
Conference and Event Planners	1226			✓	
Customer Service, Information and Related Clerks	1453			✓	
Executive Housekeeper	6213			✓	✓
Guest Services Attendant	6661	✓			
Hotel Front Desk Clerk	6435			✓	
Interpretative Naturalist	2121				✓
Other Attendants in Accommodation and Travel	6672	✓			
Other Service Supervisors	6216	✓		✓	
Outdoor Sport and Recreation Guides	6442	✓			
Pursers and Flight Attendants	6432	✓			
Recreation and Sports Administrator/Director	0513				✓
Recreation Coordinator/Supervisor	4167			✓	
Recreation Facility Operator	6671	✓			
Sales Representatives, Wholesale Trade (non-Technical)	6421			✓	
Social Planner	4164				✓
Ticket Agent	6433/6434	✓			
Tour and Travel Guides	6441	✓			
Travel Counsellors/Consultants	6431			✓	

TRANSITIONS – Tourism Studies: Summary of Related Post-secondary Programs

	PUBLIC COLLEGES										APPRENTICESHIP TRADE	PRIVATE COLLEGES					TECH. INST.		Banff Centre	UNIVERSITIES				VOCATIONAL COLLEGES					
	Alberta College of Art & Design	Fairview College	Grande Prairie Regional College	Grant MacEwan Community College	Keyano College	Lakeland College	Lethbridge Community College	Medicine Hat College	Mount Royal College	Olds College		Red Deer College	Alberta College	Augustana University College	Canadian Union College	Concordia College	King's University College, The	North American Baptist College		Northern Alberta Institute of Technology	Southern Alberta Institute of Technology	Athabasca University	University of Alberta	University of Calgary	University of Lethbridge	AVC - Calgary	AVC - Edmonton	AVC - Lac La Biche	AVC - Lesser Slave Lake
Management (may include Tourism & Hospitality)		D	D	CD		D	CD	D2t	D2t	CD	C2t							VC	D	CD	V	B	C	C	CD	V			C
Administration (may include Hotel/Restaurant)			CD	CD		CD		CD										VC	CD	V	CB (3y) B (4y)	VCD M	C	CB M					
Leisure, Tourism & Society/Recreation Administration / Leisure (degree programs with various specializations)					C		1t				2t		1t	1t								BM	B	BM					
Recreation, Leadership & Management / Leisure Services						CD	D	D											D								C	C	
Building Services & Ground Maintenance (including Caretaking, Recreation/Leisure Facilities Operations & Maintenance, and Resident Management)		16w				CD		D										C	CD						VC	VC			
Restaurant Service (including Professional Food & Beverage Service)						V				CD									C(8w)										
Tourism/Travel (including Corporate Travel, Tourism & Hospitality Management and Travel Consultant/Consulting)				D		VC	CD			CD									CD	2t			CB						
Volunteer Management				C		V																							

CODES: B Bachelor's Degree D Diploma (2 years) w weeks
M Master's Degree V Varies m months
Ph.D. Doctoral Degree 1t One-year transfer y years
C Certificate (1 year or less) 2t Two-year transfer

*Information adapted from "It's About Time: To Start Thinking About Your Future," Advanced Education and Career Development, 1995.

CREDENTIALLING - *Credentialling Opportunities in Tourism Studies*

Certificate	Agency	Other Strands	Modules	Instructor Qualifications	Comments
Tourism: ALBERTA BEST	Alberta Tourism Education Council		Quality Guest Service (TOU1030)	ALBERTA BEST Trainers	Knowledge, skills and attitudes of quality guest service. No renewal time frame Key contact for more information: Alberta Tourism Education Council, 1-800-265-1283

