

MODULE DESCRIPTIONS

Module TOU1010: The Tourism Industry

Students analyze the organizational structure of the tourism industry at local and provincial levels, and investigate employment opportunities in tourism.

Module TOU1020: People & Places

Students design strategies for maintaining and enhancing the well-being of tourists, including individuals and groups, such as families. Students also design strategies for preserving the cultural and environmental heritage of a tourism area.

Module TOU1030: Quality Guest Service

Students demonstrate the knowledge, skills and attitudes of quality guest service, including hospitality, effective communication and workplace safety.

Module TOU1040: The Food Sector

Students evaluate food service establishments, explain basic food-handling principles, demonstrate satisfactory food service skills and adapt service standards to meet the needs of guests.

Module TOU1050: The Accommodation Sector

Students research accommodation options available, discuss basic principles of the accommodations industry, and develop service strategies for handling individual guest requirements.

Module TOU1060: The Travel Sector

Students research a variety of travel services, demonstrate basic travel information and promotion skills, and investigate career opportunities in providing travel information.

Module TOU1070: The Attractions Sector

Students analyze and compare the natural, cultural and recreational attractions available in Alberta, develop strategies to maintain the well-being of guests, and investigate employment opportunities in the attractions sector.

Module TOU2010: Tourism Events

Students plan, organize, facilitate and evaluate a tourism event in the school or community.

Module TOU2040: Food Functions

Students demonstrate the knowledge and skills of serving food for a food function that they have planned in order to meet the needs of a client.

Module TOU2050: Meetings & Conferences

Students develop a meeting plan, facilitate and evaluate the success of the meeting plan, and investigate career opportunities in meeting and conference planning.

Module TOU2060: Tourism Destinations 1

Students demonstrate knowledge of world tourism geography, by presenting travel information about North America and at least one other world region.

Module TOU2070: Tourism Destinations 2

Students demonstrate knowledge of world tourism geography, by presenting travel information about at least four major tourism regions of the world.

Module TOU2080: Travel Planning

Students create and evaluate an Alberta tour package and an international travel package, including itinerary, tour and attractions information, and traveller information.

Module TOU2090: Tourism Interpretation 1

Students evaluate the different types of interpretive media and demonstrate the basic skills of an information attendant, by conducting an interpretation program for a tourism activity.

Module TOU2100: Tourism Interpretation 2

Students create, implement and evaluate interpretation programs for conducted and nonconducted activities. Students also demonstrate the skills of an effective leader in a conducted activity.

Module TOU3030: Food Service Operations

Students relate trends and issues in food service to industry activity, design food service strategies, and present a marketing or venture plan for a food service business.

Module TOU3040: Hotel/Motel Operations

Students demonstrate correct check-in and check-out procedures, research the organization of a large hotel, analyze hotel marketing strategies, and present a marketing plan for a hotel department.

Module TOU3050: Alternative Accommodations

Students research and discuss issues related to alternative accommodations, develop a service strategy and standards, and present a marketing or venture plan for an alternative accommodation business.

Module TOU3060: Travel Agency Operations

Students research the operation of a travel agency and the role and work activities of a travel agent. Students also present a marketing plan for a travel agency.

Module TOU3070: Reservations & Ticketing

Students process travel reservations, using a computer reservation system, develop an itinerary, and provide the traveller with information related to the itinerary/destination.

Module TOU3080: Air Transportation

Students research and report on the organization and operation of a major airline. Students also present a marketing plan for an airline.

Module TOU3090: Surface Transportation

Students research the business operations and career opportunities of the rail, motor coach, auto and cruise travel industries. Students also present a variety of marketing strategies for a transportation industry.

Module TOU3100: Attractions Operations

Students analyze the economic, social, cultural and environmental impact of attractions operations. Students also present a marketing plan for an attractions development.

Module TOU3110: Adventure & Ecotourism

Students analyze the economic, social and environmental factors that influence the development plan for an adventure or ecotourism venture. Students also compare management issues for different types of recreation areas.

