

## MODULE TOU1010: THE TOURISM INDUSTRY

**Level:** Introductory

**Theme:** Nature of the Industry

**Prerequisite:** None

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

**Module Parameters:** No specialized equipment or facilities.

**Note:** It is recommended that the student have access to instruction from an individual with formal, specialized training and/or experience in one or more tourism sectors.

### Curriculum and Assessment Standards

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> <li>describe the role of business, organizations, labour and government agencies in the tourism industry</li> <li>assess the effect different travel motivators have on industry activity</li> <li>evaluate local tourism ventures and promotion strategies used to attract visitors</li> <li>identify employment opportunities in the tourism industry</li> </ul>	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> <li>a written, oral and/or visual <b>presentation</b> demonstrating knowledge of the tourism industry (including terms), its organizational structure, tourism destination regions, travel motivators, travel trends and history of the industry.</li> </ul> <p><i>Assessment Tool</i> <i>Presentations/Reports, TOU1010-1</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 1 in applicable areas of assessment</i></p>	40
	<ul style="list-style-type: none"> <li>a <b>problem-solving task</b> in which the student evaluates a local tourism venture and the promotion strategies used to attract visitors.</li> </ul> <p><i>Assessment Tool</i> <i>Problem Solving, TOU1010-2</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 1 in applicable areas of assessment</i></p>	30

**MODULE TOU1010: THE TOURISM INDUSTRY** (continued)

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> <li>demonstrate basic competencies.</li> </ul>	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> <li>a career research <b>project</b> in which the student explores at least two occupations in the tourism industry and investigates job profile, wages, education and training, potential for employment and his or her personal reaction to the occupation.</li> </ul> <p><i>Assessment Tool</i>  <i>Research Process: Career Research Project TOU1010-3</i></p> <p><i>Standard</i>  <i>Achieve a minimum performance rating of 1 in applicable areas of assessment</i></p> <ul style="list-style-type: none"> <li><b>observations</b> of individual effort and interpersonal interaction during the learning process.</li> </ul> <p><i>Assessment Tool</i>  <i>Basic Competencies Reference Guide and any assessment tools noted</i></p>	<p>30</p> <p>Integrated throughout</p>

Concept	Specific Learner Expectations	Notes
<p>Structure of the Industry</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>define the terms <i>tourism</i> and <i>tourist</i></li> <li>describe the different sectors of the industry and the infrastructure that connects them</li> <li>describe the organizational structure of the tourism industry and explain the role of: <ul style="list-style-type: none"> <li>government</li> <li>tourism destination regions</li> <li>industry associations</li> <li>local associations</li> <li>private-sector operations.</li> </ul> </li> </ul>	<p>Problem-solving task may be broken into smaller assignments; final report should include tourism destination region, description of the venture, physical condition of the site, advantages and disadvantages, visitor appeal, evaluation and promotional strategies.</p>

**MODULE TOU1010: THE TOURISM INDUSTRY** (continued)

Concept	Specific Learner Expectations	Notes
Travel Motivators	<p><i>The student should:</i></p> <ul style="list-style-type: none"> <li>• compare the history and development of tourism in Canada with that of other countries</li> <li>• describe and discuss the various visitor characteristics including:               <ul style="list-style-type: none"> <li>– geographic</li> <li>– demographic</li> <li>– psychographic</li> <li>– socioeconomic</li> </ul> </li> <li>• describe various motivating factors for travel</li> <li>• describe tourism statistics and describe travel trends</li> <li>• list and explain various societal and/or political factors that influence industry activity including:               <ul style="list-style-type: none"> <li>– family structures</li> <li>– lifestyle</li> <li>– attitudes and values.</li> </ul> </li> </ul>	
Local Tourism	<ul style="list-style-type: none"> <li>• name various local or regional tourism destinations and facilities</li> <li>• report on local tourism facilities and services in different sectors of the industry</li> <li>• describe the social and economic impacts of tourism</li> <li>• describe the positive and negative benefits of a prosperous tourism industry</li> <li>• describe a variety of strategies used to promote local tourism</li> <li>• identify additional strategies to promote local tourism.</li> </ul>	

**MODULE TOU1010: THE TOURISM INDUSTRY** (continued)

Concept	Specific Learner Expectations	Notes
Employment Opportunities	<p><i>The student should:</i></p> <ul style="list-style-type: none"><li>• research a variety of occupations in different sectors of the tourism industry</li><li>• describe the role that training and further education play in employment prospects and advancement</li><li>• describe personal characteristics and skills needed to be successful in selected tourism careers</li><li>• relate personal interests, values, goals, aptitudes and abilities to tourism career opportunities.</li></ul>	Emphasis on career investigation will be higher in a 3-credit course. In 4- or 5-credit courses students will have other opportunities to investigate careers.