

MODULE TOU1020: PEOPLE & PLACES

Level: Introductory

Theme: Nature of the Industry

Prerequisite: None

Module Description: 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 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"> analyze the cultural and environmental impact of tourism on tourism destinations identify strategies for preserving the cultural and environmental heritage of Alberta describe how tourism can promote acceptance and understanding among cultures describe strategies used in the industry for maintaining and enhancing the well-being of tourists 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> a written, oral and/or visual presentation demonstrating knowledge of the tourism destinations including environmentally sensitive regions, impact of tourism, strategies for preserving environmental and cultural heritage, and strategies for maintaining and enhancing the well-being of tourists. <p><i>Assessment Tool</i> <i>Presentations/Reports, TOU1020-1</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"> a problem-solving task in which the student proposes strategies for meeting a variety of special requirements of people. <p><i>Assessment Tool</i> <i>Problem Solving, TOU1020-2</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 1 in applicable areas of assessment</i></p>	<p>40</p> <p>40</p>

MODULE TOU1020: PEOPLE & PLACES (continued)

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> demonstrate basic competencies. 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> a research project that describes a personal awareness of how tourism promotes understanding and acceptance of cultural diversity. <p><i>Assessment Tool</i> <i>Research Process: Career Research Project, TOU1020–3</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"> observations of individual effort and interpersonal interaction during the learning process. <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	<p>20</p> <p>Integrated throughout</p>

Concept	Specific Learner Expectations	Notes
<p>Tourism Affecting the Environment</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> research a variety of environmental areas in Alberta identify and compare environmentally sensitive regions in Alberta analyze the positive and negative effects of tourism on the environment name governing bodies and discuss legislation designed to conserve the environment describe specific situations in which the environment is affected by tourism describe strategies used by tourism enterprises that conserve the environment identify tourism strategies for conserving the environment. 	

MODULE TOU1020: PEOPLE & PLACES (continued)

Concept	Specific Learner Expectations	Notes
<p>Tourism Affecting Culture</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • research Alberta’s cultural heritage including: <ul style="list-style-type: none"> – historic – ethnic – artistic • analyze the positive and negative effects of tourism on culture • describe tourism activities that promote and preserve culture • list and describe tourism activities and facilities that promote greater cultural understanding and exchange • propose a tourism activity that will promote local and/or regional cultural awareness. 	
<p>Concern for the Well-being of People</p>	<ul style="list-style-type: none"> • describe the range of requirements individual tourists and groups such as families have which need to be accommodated • describe tourism services and facilities that accommodate a variety of special requirements of people • discuss legislation designed to maintain the well-being of people; e.g., smoking by-laws, noise by-laws, alcohol regulations • evaluate a tourism facility in relation to the variety of special requirements of people • propose solutions for accommodating a variety of special requirements of people: <ul style="list-style-type: none"> – physical design – procedures/services. 	<p>Task should include catering to physical needs, lifestyle needs; and may be done individually or as a group.</p>

MODULE TOU1020: PEOPLE & PLACES (continued)

Concept	Specific Learner Expectations	Notes
Promoting Acceptance and Understanding	<p><i>The student should:</i></p> <ul style="list-style-type: none">• prepare a code of ethics for the tourism industry and the tourist• describe how travel experiences provide opportunities to learn about other people/cultures• compare a variety of visitor impressions of a community/culture based on their travel experiences• describe travel experiences that promote acceptance and understanding of people/cultures.	