

MODULE TOU1060: THE TRAVEL SECTOR

Level: Introductory

Theme: Travel

Prerequisite: None

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

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"> describe travel services available to the traveller in Alberta develop strategies for addressing visitor inquiries provide basic travel and transportation information to the traveller in Alberta identify employment opportunities in the travel sector 	<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 travel sector including Alberta tourism destination regions, regulations, travel symbols and conversions. <p><i>Assessment Tool</i> <i>Presentations/Reports, TOU1060–1</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 1 in applicable areas of assessment</i></p>	50
	<ul style="list-style-type: none"> a problem-solving task in which the student prepares a travel information package for an Alberta tourism area including map, tourism facilities, visitor services, two travel routes and important regulations. Present the package demonstrating satisfactory travel information skills including greeting the visitor, identifying visitor needs, using a map, answering questions, quality guest service and hospitality. <p><i>Assessment Tool</i> <i>Problem Solving, TOU1060–2</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 1 in applicable areas of assessment</i></p>	30

MODULE TOU1060: THE TRAVEL SECTOR (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 career research project in which the student researches employment opportunity in the travel sector including a job profile, wages, education and training, opportunity for advancement, personal relevance and other topics as identified by the teacher. <p><i>Assessment Tool</i> <i>Research Process: Career Research Project, TOU1060–3</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>Introduction to the Travel Sector</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> identify the range of agencies and businesses that provide travel services in Alberta describe the travel services provided by travel agencies, tour operations, transportation companies, travel information centres, and local tourism and convention bureaus describe travel sector trends analyze the impact of technology on the travel sector. 	

MODULE TOU1060: THE TRAVEL SECTOR (continued)

Concept	Specific Learner Expectations	Notes
Providing Transportation Information	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • identify the different modes of transportation and major suppliers of travel in Alberta • interpret different transportation schedules and provide the traveller with accurate information • describe various travel services provided by transportation suppliers • identify local sources of transportation and travel services. 	
Tourism Regulations	<ul style="list-style-type: none"> • identify tourism regulatory agencies and explain their role in the industry • provide basic information about Alberta regulations important to visitors: <ul style="list-style-type: none"> – fishing regulations – hunting regulations – camping regulations – provincial and national parks regulations – liquor regulations. 	
Providing Travel Information	<ul style="list-style-type: none"> • describe the role of a travel information counsellor in promoting tourism • identify sources of travel information • identify strategies for addressing visitor inquiries • provide visitors with clear, accurate information • provide accurate travel information using a map: <ul style="list-style-type: none"> – locate and interpret all map symbols and components – calculate distances using a map – plan a travel route using a map • convert distances, speed, temperature and time as requested by the visitor • explain the meaning of common travel symbols. 	

MODULE TOU1060: THE TRAVEL SECTOR (continued)

Concept	Specific Learner Expectations	Notes
Promoting Travel within Alberta	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • identify the six tourism destination regions in Alberta • identify the major tourism attractions within each tourism destination region • locate the tourism destination regions on a map and describe the major attractions in each • describe local and regional attractions to a range of visitors • plan appropriate travel itineraries that will accommodate a range of visitor requirements including: <ul style="list-style-type: none"> – families – seniors – school groups – special needs – season – budget. 	
Employment Opportunities	<ul style="list-style-type: none"> • research a variety of occupations in the travel sector • prepare a job profile for three occupations in this sector and include: <ul style="list-style-type: none"> – wages/benefits – duties and tasks of employee – education and training requirements for job entry – opportunity for advancement/entrepreneurship • describe personal characteristics and skills needed to be successful in the travel sector • relate personal interests, values, goals, aptitudes and abilities to career opportunities in the travel sector • explain the role of industry training and certification standards in the travel sector • identify sources of further education and training for employment in the travel sector. 	