

MODULE TOU1070: THE ATTRACTIONS SECTOR

Level: Introductory

Theme: Attractions

Prerequisite: None

Module Description: 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 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 natural, cultural and recreational attractions, and explain their role in the tourism industrydescribe the range of visitor activities and services provided at attraction facilitiesidentify regulations, procedures and strategies for maintaining the well-being of guests in attraction facilitiesidentify employment opportunities in the attractions 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 attractions sector including terms, identification of sites, historical development of parks, regulations and organization of an attractions business. <p><i>Assessment Tool</i> <i>Presentations/Reports, TOU1070-1</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 1 in applicable areas of assessment</i></p>	40

MODULE TOU1070: THE ATTRACTIONS 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 problem-solving task in which the student prepares criteria to evaluate an attraction facility, evaluates the facility for visitor activities and services, and develops strategies for managing visitor impact, accommodating individual guest requirements and maintaining the well-being of guests in an attractions facility. <p><i>Assessment Tool</i> <i>Problem Solving, TOU1070–2</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 career research project in which the student researches employment opportunity in the attractions 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, TOU1070–3</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>40</p> <p>20</p> <p>Integrated throughout</p>

MODULE TOU1070: THE ATTRACTIONS SECTOR (continued)

Concept	Specific Learner Expectations	Notes
Introduction to the Attractions Sector	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • define the term <i>leisure</i>, and explain the importance of leisure time in maintaining the well-being of individuals • define the term <i>travel generators</i>, and give local and provincial examples of each • define the term <i>attractions</i>, and describe the role of attractions in the tourism industry. 	
Natural Attractions	<ul style="list-style-type: none"> • describe the global appeal of natural attractions in Alberta and Canada • identify Alberta’s natural attractions on a map and describe them • outline the historical development of Canada’s national parks • review the role of national parks and Alberta provincial parks in preserving the environment • explain regulations and describe strategies used to manage visitor impact in parks • analyze the visitor appeal of natural attractions • describe the range of visitor activities and services provided in parks. 	
Cultural Attractions	<ul style="list-style-type: none"> • define the term <i>cultural attraction</i>, and identify major provincial and local cultural attractions including: <ul style="list-style-type: none"> – historic – ethnic – artistic • explain the role of cultural attractions in promoting and preserving culture • analyze the visitor appeal of different cultural attractions • describe the range of visitor activities and services provided by various cultural attractions • describe strategies used to preserve and promote culture through cultural attractions. 	<p>Adapt problem-solving task to local community, a specific city or a simulated community. Emphasis is on demonstrating knowledge and designing solutions.</p>

MODULE TOU1070: THE ATTRACTIONS SECTOR (continued)

Concept	Specific Learner Expectations	Notes
Recreation Attractions	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • define the term <i>recreation attraction</i>, and identify provincial and local recreation attractions • explain the role of recreation attractions in the tourism industry • analyze recreation attraction visitor trends • describe the range of visitor activities and services provided at recreation attraction facilities • explain regulations and describe strategies used to maintain the well-being of visitors at recreation attractions. 	
Providing Guest Services	<ul style="list-style-type: none"> • describe the range of guest services provided by different attraction facilities • identify departments or employees that are responsible for guest services in attractions • describe the role of employees in providing guest services • evaluate the effectiveness of an attraction in meeting the needs and expectations of visitors. 	
Employment Opportunities	<ul style="list-style-type: none"> • research a variety of occupations in the attractions sector; e.g., cultural, historical, natural, recreation, adventure and ecotourism • 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 attractions sector • relate personal interests, values, goals, aptitudes and abilities to career opportunities in the attractions sector 	

MODULE TOU1070: THE ATTRACTIONS SECTOR (continued)

Concept	Specific Learner Expectations	Notes
Employment Opportunities (continued)	<p><i>The student should:</i></p> <ul style="list-style-type: none">• explain the role of industry training and certification standards in the natural attractions sector• identify sources of further education and training for employment in the recreation attraction sector.	Adjust career research emphasis according to the number of Tourism modules student is taking.