

MODULE TOU2010: TOURISM EVENTS

Level: Intermediate

Theme: Nature of the Industry

Prerequisite: None

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

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 different types of tourism events, and discuss the purposes of such events develop a project plan for a tourism event in the school or community, and facilitate that event develop interpersonal skills of teamwork and leadership, by working with others to facilitate an event evaluate the success of the project plan and tourism event 	<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 different types of tourism events and their purposes. <p><i>Assessment Tool</i> <i>Presentations/Reports, TOU2010–1</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 2 in applicable areas of assessment</i></p>	10
	<ul style="list-style-type: none"> a portfolio consisting of: <ul style="list-style-type: none"> a project plan for a tourism event (see Specific Learner Expectations [SLEs]) facilitation of a tourism event a report (e.g., written, minimum 300 words/oral, 5–10 minutes in length) evaluating the event and making recommendations for future events. <p><i>Assessment Tool</i> <i>Portfolio Assessment, TOU2010–4</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 2 in applicable areas of assessment</i></p>	80

MODULE TOU2010: TOURISM EVENTS (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"> observation of quality guest service, teamwork and leadership skills throughout the project process. <p><i>Assessment Tool</i> <i>Tourism Studies Quality Guest Service Observation Checklist, TOUQGS</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</i></p>	<p>10</p> <p>Integrated throughout</p>

Concept	Specific Learner Expectations	Notes
<p>Tourism Events</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> identify and describe different types of tourism events across sectors of the industry: <ul style="list-style-type: none"> foods travel accommodation attractions describe the purposes of different tourism events from the perspective of participants and organizers describe a variety of tourism events in the community, including school, and discuss the purposes of these events analyze school or community needs that could be met with a tourism event and briefly describe a number of different events to meet the need. 	<p>A tourism event is interpreted broadly and includes school and community events.</p>

MODULE TOU2010: TOURISM EVENTS (continued)

Concept	Specific Learner Expectations	Notes
Event Planning	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • explain the importance of careful planning to the success of an event • describe the importance of teamwork in planning and delivering an event • select a school or community tourism event to fulfill a need and develop a project plan for the event including: <ul style="list-style-type: none"> – goals – specific objectives – theme – needs and wants of target audience – evaluation plan and criteria • prepare an organizational structure to facilitate the development and staging of an event: <ul style="list-style-type: none"> – organizing group structure – responsibilities of each member • evaluate and select available resources that support the plan and the event: <ul style="list-style-type: none"> – facility – expertise of individuals – funding alternatives – community support • prepare an action plan for staging the event: <ul style="list-style-type: none"> – activities and target dates – budget – program – booking facilities – advertising/invitations – marketing plan – public relations strategies – registration/admission – decorations – contingency plan – individual needs of participants – safety and security. 	<p>The student should be able to work with other students, teachers, industry members and the public to achieve the goals of the event.</p>

MODULE TOU2010: TOURISM EVENTS (continued)

Concept	Specific Learner Expectations	Notes
Staging Events	<p><i>The student should:</i></p> <ul style="list-style-type: none">• organize and deliver the tourism event in the school or community using the project plan• demonstrate responsibility, problem-solving and decision-making skills in planning and delivering an event• evaluate the success of the tourism event from the perspective of participants and organizers• prepare a summary report of the event including evaluation and recommendations for future events.	