

MODULE TOU2080: TRAVEL PLANNING

Level: Intermediate

Theme: Travel

Prerequisite: None

Module Description: Students create and evaluate an Alberta tour package and an international travel package, including itinerary, tour and attractions information, and traveller 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 |
|--|--|--------------------|
| <i>The student will:</i> <ul style="list-style-type: none">• identify the range of travel planning activities, from day trips to escorted group tours• describe how an itinerary is organized and describe what goes into one• prepare itineraries to meet the needs of various clients• identify employment opportunities in travel planning | <i>Assessment of student achievement should be based on:</i> <ul style="list-style-type: none">• a written, oral and/or visual presentation demonstrating knowledge of travel plans, travel planning factors (provincial and international) different types of travel plans and preparation of a basic itinerary. <i>Assessment Tool</i> <i>Presentations/Reports, TOU2080–1</i> <i>Standard</i> <i>Achieve a minimum performance rating of 2 in applicable areas of assessment</i> | 20 |
| | <ul style="list-style-type: none">• a problem-solving task in which the student prepares and presents one Alberta travel or tour package and one international travel package to meet the needs of a client. <i>Assessment Tool</i> <i>Problem Solving, TOU2080–2</i> <i>Standard</i> <i>Achieve a minimum performance rating of 2 in applicable areas of assessment</i> | 60 |

MODULE TOU2080: TRAVEL PLANNING (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 planning 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, TOU2080–3</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 2 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>Travel Planning</p> | <p><i>The student should:</i></p> <ul style="list-style-type: none"> • describe the advantages and disadvantages of commercial travel planning and tour packages • list various agencies that provide travel planning services in the community • describe the different types of travel plans and tours available to the traveller: <ul style="list-style-type: none"> – trip plans – day trips – site tours – foreign independent tours – inclusive tour charters – special-interest group tours. | |

MODULE TOU2080: TRAVEL PLANNING (continued)

| Concept | Specific Learner Expectations | Notes |
|--------------------------------|--|--|
| <p>Alberta Travel Planning</p> | <p><i>The student should:</i></p> <ul style="list-style-type: none"> • list the different components of a complete package tour • list the factors that a travel planner will consider when planning a tour including: <ul style="list-style-type: none"> – age, needs and desires of client – budget – season – time/distance – accommodation – attractions – geography • describe the factors that influence customer satisfaction with different travel plans and tours • describe strategies travel planners use to ensure customer satisfaction • plan a tour of the community complete with advertising brochure and commentary • create Alberta travel packages, including itineraries, to meet the needs of various clients including: <ul style="list-style-type: none"> – families – seniors – school groups – special needs – season – budget • identify criteria to evaluate travel plans and tours. | <p>Student must complete one Alberta AND one international tour package.</p> |

MODULE TOU2080: TRAVEL PLANNING (continued)

| Concept | Specific Learner Expectations | Notes |
|-------------------------------|---|--|
| International Travel Planning | <p><i>The student should:</i></p> <ul style="list-style-type: none"> • demonstrate research skills necessary for using travel information sources • explain the requirements for international travel to selected destinations • prepare an international travel package, including itineraries, to meet the needs of various clients including: <ul style="list-style-type: none"> – families – seniors – school groups – special needs – season – budget • research and provide information about tours and attractions available for travellers to specific international destinations • identify criteria to evaluate an international travel package • describe the advantages and disadvantages to the traveller of: <ul style="list-style-type: none"> – flight insurance – accident/health insurance – baggage and personal possession insurance – trip cancellation insurance. | <p>Student must complete one Alberta AND one international tour package.</p> |
| Employment Opportunities | <ul style="list-style-type: none"> • research employment opportunities in the area of travel planning at different levels • research sources of further education and training for employment in the travel planning field • identify personal characteristics and professional skills needed to be successful in a travel planning career such as a travel consultant, tour guide, visitor and information counsellor • relate personal values, goals, interest and abilities to an employment opportunity in travel planning. | |