

MODULE TOU3050: ALTERNATIVE ACCOMMODATIONS

Level: Advanced

Theme: Accommodation

Prerequisite: None

Module Description: Students research and discuss issues related to alternative accommodations, develop a service strategy and standards, and present a marketing or venture plan for an alternative accommodation business.

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"> identify the types of alternative accommodations available in Alberta, and describe their economic impact on the tourism industry identify development issues, and establish operating policies and service standards for a selected alternative accommodation develop a marketing or venture plan for a selected alternative accommodation business identify employment and business opportunities in alternative accommodations 	<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 alternative accommodations (e.g., bed and breakfast, guest ranch, basic cabin lodge, campground) and issues and development operations policies in this area. <p><i>Assessment Tool</i> <i>Presentations/Reports, TOU3050-1</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 3 in applicable areas of assessment</i></p> <ul style="list-style-type: none"> a portfolio consisting of: <ul style="list-style-type: none"> an analysis of three marketing strategies used to promote alternative accommodations a marketing plan for a selected alternative accommodation, including: <ul style="list-style-type: none"> products and services offered target market (clientele/guest) pricing strategy promotion plan description of real or simulated business. 	<p>20</p> <p>60</p>

MODULE TOU3050: ALTERNATIVE ACCOMMODATIONS (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> <p><i>Assessment Tool</i> <i>Portfolio Assessment, TOU3050–4</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 3 in applicable areas of assessment</i></p> <ul style="list-style-type: none"> the completion of a career/business opportunity report in which the student discusses, from a personal perspective, various employment and business opportunities in alternative accommodations. <p><i>Assessment Tool</i> <i>Research Process: Career/Business Opportunities, TOU3050–3</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 3 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 Alternative Accommodations</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> define and describe the different types of alternative accommodations available including: <ul style="list-style-type: none"> – bed and breakfast – guest ranch – country vacation – full-service lodge – basic cabin lodge – camp – campground – transitional camp 	

MODULE TOU3050: ALTERNATIVE ACCOMMODATIONS (continued)

Concept	Specific Learner Expectations	Notes
Introduction to Alternative Accommodations (continued)	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • explain the visitor appeal of different types of alternative accommodations • research and describe the economic impact of the privately operated accommodation business in Alberta. 	
Planning an Alternative Accommodation Business	<ul style="list-style-type: none"> • explain the advantages and disadvantages of owning and/or operating an alternative accommodation facility • explain the importance of providing the visitor with a quality experience as an owner and member of the Alberta tourism industry • describe some of the personal issues to be considered before starting the business development process including: <ul style="list-style-type: none"> – location – time – start-up costs – possible lack of privacy – dealing with guest expectations – liability • research the minimum standards for a selected alternative accommodation facility/venture • describe environmental standards for waste management and energy • explain the procedures for obtaining and the benefits of having approved status in the accommodations guide • name and describe the role of regulatory agencies for alternative accommodation businesses • prepare a marketing plan for a selected alternative accommodation property. 	

MODULE TOU3050: ALTERNATIVE ACCOMMODATIONS (continued)

Concept	Specific Learner Expectations	Notes
Alternative Accommodation Operations	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • describe common operating policies for alternative accommodation properties including: <ul style="list-style-type: none"> – rates – deposit/cancellation/refund policy – long distance calls – reservations – deposits/reservation confirmation – tracking reservations • identify a service strategy for a selected alternative accommodation property/venture • identify service standards for a selected alternative accommodation property/venture including: <ul style="list-style-type: none"> – welcome and check-in – food service – housekeeping – general sanitation – check-out. 	
Employment and Business Opportunities	<ul style="list-style-type: none"> • list and describe the role of industry associations and support agencies for alternative accommodation business owners in the region • research and analyze marketing strategies used by alternative accommodation properties • research and describe employment and business opportunities in alternative accommodations • identify trends and issues in alternative accommodations. 	