

MODULE TOU3060: TRAVEL AGENCY OPERATIONS

Level: Advanced

Theme: Travel

Prerequisite: None

Module Description: Students research the operation of a travel agency and the role and work activities of a travel agent. Students also present a marketing plan for a travel agency.

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.

Supporting Module: TOU2080 Travel Planning

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"> list and describe services provided to clients by different types of travel agencies describe the relationship between travel agency, client and supplier in the tourism industry develop a marketing plan for a specialty travel agency 	<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 travel agency operations including distribution systems, travel trends, types of agencies, travel documentation and regulations. <p><i>Assessment Tool</i> <i>Presentations/Reports, TOU3060–1</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 3 in applicable areas of assessment</i></p>	20
	<ul style="list-style-type: none"> a marketing plan for a specialty travel agency; 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><i>Assessment Tool</i> <i>Portfolio Assessment, TOU3060–4</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 3 in applicable areas of assessment</i></p>	60

MODULE TOU3060: TRAVEL AGENCY OPERATIONS (continued)

Concept	Specific Learner Expectations	Notes
<p>Role of Travel Agencies (continued)</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • explain factors that influence retail travel including: <ul style="list-style-type: none"> – economics – demographics – deregulation – automation – world politics – health and safety issues – natural occurrences. 	
<p>Types of Travel Agencies and Services</p>	<ul style="list-style-type: none"> • list the most common services provided by a travel agency including: <ul style="list-style-type: none"> – travel reservation and ticketing – itinerary or travel planning – sale of package tours and cruises – accommodation reservation – booking sightseeing and other activities • define and compare the following forms of business ownership in travel agencies: <ul style="list-style-type: none"> – mega-agencies – consortia – franchises – independents • research the products and services provided by specialized travel agencies: <ul style="list-style-type: none"> – corporate – adventure – cruise – ethnic – religious • describe the purpose of and procedures in acquiring travel documentation including: <ul style="list-style-type: none"> – passport – visa – proof of citizenship – tourist cards – vaccination certificates – notarized permissions in special circumstances such as for children travelling with one parent 	

MODULE TOU3060: TRAVEL AGENCY OPERATIONS (continued)

Concept	Specific Learner Expectations	Notes
Types of Travel Agencies and Services (continued)	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • explain Canadian Customs and travel regulations important to the international travellers including: <ul style="list-style-type: none"> – duty-free purchases and duty-free shops – departure tax – forbidden and restricted purchases – Goods and Services Tax (GST) • create a marketing plan for a travel agency. 	
Travel Agents	<ul style="list-style-type: none"> • describe the role and responsibilities of a travel agent in serving clients and representing suppliers • list and describe the products and services that a travel agent sells to travellers • identify information sources used by a travel agent • demonstrate research skills necessary to provide travel information important to international travellers. 	
Employment and Business Opportunities	<ul style="list-style-type: none"> • explain why travel agencies must meet provincial registration requirements • analyze the sources of revenue for a travel agency • research and describe current issues and trends that affect the retail travel market • research and describe marketing methods used by travel agencies • research and describe employment and business opportunities in retail travel. 	