

MODULE TOU3090: SURFACE TRANSPORTATION

Level: Advanced

Theme: Travel

Prerequisite: None

Module Description: Students research the business operations and career opportunities of the rail, motor coach, auto and cruise travel industries. Students also present a variety of marketing strategies for a transportation industry.

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 the significant historical developments of the rail, motor coach, auto and cruise travel industries explain advantages and disadvantages of each mode of surface travel identify trends and issues in the surface transportation sector develop a marketing plan aimed at meeting the needs, wants and expectations of travellers using surface transportation identify employment and business opportunities in the surface travel industries 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> written, oral and/or visual presentation(s) demonstrating knowledge of surface transportation including history and development, infrastructure, advantages and disadvantages, accommodation and services available, and reading passenger schedules for each mode of transportation. <p><i>Assessment Tool</i> <i>Presentations/Reports, TOU3090–1</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"> a research report identifying trends and issues in the surface transportation sector an analysis of the marketing strategies used for different modes of transportation the marketing plan for a specific transportation industry including: <ul style="list-style-type: none"> marketing research methods target group description sample advertising and promotion items evaluation techniques. <p><i>Assessment Tool</i> <i>Portfolio Assessment, TOU3090–4</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 3 in applicable areas of assessment</i></p>	<p>40</p> <p>40</p>

MODULE TOU3090: SURFACE TRANSPORTATION (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/business opportunity report in which the student researches and discusses, from a personal perspective, various employment and business opportunities in the surface transportation industry. <p><i>Assessment Tool</i> <i>Research Process: Career Research Project, TOU3090–3</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>Rail Travel Industry</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • describe the history and development of passenger rail travel in Canada • compare the Canadian rail industry with that of other developed countries • discuss the advantages and disadvantages of rail travel from the point of view of the traveller • describe the different types of on-board accommodation and services available to rail travellers • demonstrate skills for reading various passenger rail schedules • research the infrastructure and related industries of the rail industry. 	

MODULE TOU3090: SURFACE TRANSPORTATION (continued)

Concept	Specific Learner Expectations	Notes
Motor Coach Industry	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • describe the history and development of the motor coach industry in North America • identify the advantages and disadvantages of motor coach travel from the point of view of the traveller • describe the different types of excursions and services available to the traveller • demonstrate skills for reading various motor coach schedules • research the infrastructure and related industries for the motor coach industry. 	
Auto Travel Industry	<ul style="list-style-type: none"> • describe the history and development of auto travel in North America • identify features of auto travel, its popularity and trends • research and describe the different types of auto travel available to the traveller • describe the advantages and disadvantages of auto travel from the point of view of the traveller • explain the contractual requirements for renting/leasing a vehicle • research the infrastructure and related industries for the auto travel industry. 	
Cruise Industry	<ul style="list-style-type: none"> • describe the history and development of the cruise industry • identify the advantages and disadvantages of cruise travel from the point of view of the traveller • describe some of the popular types of cruises and destinations • name the main elements in a cruise program and describe some unique selling features of each • describe the different areas of a cruise ship and compare the different types of accommodation 	

MODULE TOU3090: SURFACE TRANSPORTATION (continued)

Concept	Specific Learner Expectations	Notes
Cruise Industry (continued)	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • explain the different factors that affect the price of a cruise • give examples of costs not usually included in the price of a cruise • research the infrastructure and related industries of the cruise industry. 	
Marketing Strategies	<ul style="list-style-type: none"> • identify trends and issues in the surface transportation sector and how they affect marketing for the sector and employment opportunities • research and describe marketing strategies used by transportation companies to increase and maintain ridership • create a marketing plan for a selected surface travel industry including: <ul style="list-style-type: none"> – market research methods – target group description – objective – description of marketing activities – sample advertising and promotional items – evaluation techniques. 	
Employment and Business Opportunities	<ul style="list-style-type: none"> • describe employment opportunities in surface transportation • compare job profiles in two different surface transportation situations • describe business opportunities in surface transportation. 	