

MODULE TOU3100: ATTRACTIONS OPERATIONS

Level: Advanced

Theme: Attractions

Prerequisite: None

Module Description: Students analyze the economic, social, cultural and environmental impact of attractions operations. Students also present a marketing plan for an attractions development.

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: TOU1070 The Attractions Sector

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 components of an attraction provide examples of trends and issues in attractions development identify and describe trends and issues in attractions operations develop a marketing plan for an attractions operation identify employment and business opportunities in attractions operations 	<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 attractions and their operation. <p><i>Assessment Tool</i> <i>Presentations/Reports, TOU3100–1</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 portfolio consisting of: <ul style="list-style-type: none"> a review of trends and issues in attractions development and operation an analysis of the social, cultural, economic and environmental impact of attractions development and operation an analysis of a variety of marketing strategies a marketing plan for an attractions development (simulated) as indicated in the SLEs. <p><i>Assessment Tool</i> <i>Portfolio Assessment, TOU3100–4</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 3 in applicable areas of assessment</i></p>	50

MODULE TOU3100: ATTRACTIONS OPERATIONS (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 an attractions sector. <p><i>Assessment Tool</i> <i>Research Process: Career/Business Opportunities, TOU3100-3</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>30</p> <p>Integrated throughout</p>

Concept	Specific Learner Expectations	Notes
<p>Attractions Development</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> describe the development of an attraction and compare it to the theory of destination development describe factors and trends that affect the visitor demand of an attraction including: <ul style="list-style-type: none"> leisure time income education mobility individual attributes such as age quality of experience explain the difference between superstructure and infrastructure in attractions development 	

MODULE TOU3100: ATTRACTIONS OPERATIONS (continued)

Concept	Specific Learner Expectations	Notes
Attractions Development (continued)	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • define and describe site or location factors that contribute to the visitor accessibility of an attraction including: <ul style="list-style-type: none"> – distance/transportation – operating times of season – cost of visitor experience – restrictions on availability. 	
Impact of Attractions Development	<ul style="list-style-type: none"> • explain the following tourism economics terms: <ul style="list-style-type: none"> – indirect and direct spending – tourism multiplier – leakage • explain how attractions development affects employment patterns • describe positive and negative social/cultural impacts of attractions development • explain and provide an example of the demonstration effect theory • describe positive and negative environmental effects of an attraction development including: <ul style="list-style-type: none"> – air – water – landforms – soils – life. 	
Issues in Attractions Operations	<ul style="list-style-type: none"> • explain the difference between public and commercial attractions • describe the history and development of public and commercial attractions in Canada including: <ul style="list-style-type: none"> – parks – museums – interpretive sites – historic sites • explain the need to balance the enjoyment of the visitor and the impact on the attraction development 	

MODULE TOU3100: ATTRACTIONS OPERATIONS (continued)

Concept	Specific Learner Expectations	Notes
Issues in Attractions Operations (continued)	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • research and report on some of the issues in public attraction operations • research and report on some of the current trends and issues in commercial attractions operation. 	
Marketing Strategies	<ul style="list-style-type: none"> • describe the travel motivating factors • describe marketing strategies used by public attractions management to attract and develop repeat visitation • analyze marketing strategies used by attractions operations • prepare a marketing plan for an attractions development. 	
Employment and Career Opportunities	<ul style="list-style-type: none"> • research employment opportunities in attractions operations • compare job profiles in two different attractions operations locations • research and describe business opportunities in attractions operations. 	