



THE TOURISM SECTOR

TOU1010

1 Credit Course

<b>Course Overview</b>	Students examine aspects of the tourism industry: terms, eight sectors, careers, government organizations, tourism issues, demographics, and tourism in Alberta, marketing, tourism and the environment.										
<b>Prerequisite</b>	<i>Please refer to Alberta Education’s Provincially Authorized Senior High School Courses and Course Codes Document</i>										
<b>Required Materials &amp; Resources</b>	<ul style="list-style-type: none"> <li>One Module and One Assignment Book</li> </ul>										
<b>Learning Outcomes</b>	<p><b>The student will:</b></p> <ul style="list-style-type: none"> <li>A. Describe the role of business, organizations, labor and government agencies in the tourism industry</li> <li>B. Assess the effect different travel motivators have on industry activity</li> <li>C. Evaluate local tourism ventures and promotion strategies used to attract visitors</li> <li>D. Identify employment opportunities in the tourism industry</li> <li>E. Demonstrate basic competencies</li> </ul>										
<b>Note</b>	<b><i>Within Alternative Education all teachers are required to follow a common course outline and gradebook set up.</i></b>										
<b>Assessment</b>	<p>The student’s grade is determined by the knowledge the student has acquired based on the program of studies and the skills the student is able to show in articulating his or her knowledge.</p> <p>The student’s grade will be calculated based on the following:</p> <p><b>Coursework – 100%</b></p> <p><i>*There is no final exam for this course</i></p>										
<b>Topics of Study</b>	<table border="1"> <thead> <tr> <th>UNIT</th> <th>TITLE</th> </tr> </thead> <tbody> <tr> <td>1</td> <td><i>The Structure of the Industry</i></td> </tr> <tr> <td>2</td> <td><i>Why People Travel</i></td> </tr> <tr> <td>3</td> <td><i>Local and Regional Tourism</i></td> </tr> <tr> <td>4</td> <td><i>A Tourism Career</i></td> </tr> </tbody> </table>	UNIT	TITLE	1	<i>The Structure of the Industry</i>	2	<i>Why People Travel</i>	3	<i>Local and Regional Tourism</i>	4	<i>A Tourism Career</i>
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<b>An Important Note About Assessment</b>	A wide range of assessment information is used in the development of a student’s final grade. Within Alternative Education, individualized assessments provide specific information regarding student progress and overall performance in the course. Student assessments may vary from student to student to adapt to differences in student needs, learning styles, preferences and paces. The teacher will apply best teaching practices to determine appropriate assessment.										

**TEACHER’S CONTACT INFORMATION:**

<b>Teacher’s Name:</b>	
<b>Teacher’s Phone Number:</b>	
<b>Teacher’s Email Address:</b>	