

Tourism 11

General Curriculum Outcomes

Students will be expected to

- A. demonstrate an understanding of the history and development of the tourism industry
- B. demonstrate a knowledge of the essential skills and knowledge needed to embark on a tourism career path
- C. explore occupations and issues relating to transportation, hospitality, and attractions
- D. explore occupations and issues relating to tourism activities, travel trade, and tourism services
- E. explore current trends in and potential growth avenues of the tourism industry including principles of tourism planning and development

Specific Curriculum Outcomes

Students will be expected to

Module 1: Introduction to Tourism

- A1 demonstrate an understanding and appreciation of ideas and beliefs about the tourism industry
- A2 demonstrate a knowledge of the growth and development of tourism in global, national, and provincial contexts
- A3 describe the cultural, social, economic, and political forces underlying the growth and development of various periods in the history of travel and tourism
- A4 identify the impact of some trends upon the tourism industry
- A5 analyze and reflect critically on images and beliefs of tourists
- A6 identify how economic and non-economic factors have influenced leisure and business travel over time
- A7 analyze the Nova Scotia tourism industry to identify major tourist markets
- A8 analyze and assess factors that have an impact (both positive and negative) on the tourism industry

Module 2: Career Explorations

- B1 identify and describe the eight sectors of tourism
- B2 demonstrate an understanding of the businesses and services that are associated with each sector
- B3 demonstrate an awareness of career opportunities in each sector
- B4 identify and describe the range of occupations in each sector of the tourism industry to gain an understanding of tourism career paths
- B5 demonstrate an understanding of the occupational standards expected of tourism professionals
- B6 identify education and training required for specific careers in the tourism industry
- B7 demonstrate the requisite skills to apply and interview for a job
- B8 describe and demonstrate techniques of effective workplace communication
- B9 demonstrate an understanding of the importance of cross-cultural communication in the workplace
- B10 demonstrate a knowledge of workplace health and safety regulations and precautions

- B11 identify equity and diversity issues in the workplace
- B12 demonstrate problem-solving strategies to resolve conflicts between workplace personnel and with customers

Module 3: Transportation, Hospitality, and Adventure Tourism/Recreation

- C1 demonstrate an understanding of accommodation businesses and services and related occupations and career paths
- C2 identify and critically analyze recent innovations and/or topical issues related to the sector
- C3 demonstrate an understanding of various types of food and beverage operations, businesses, and services and related occupations and career paths
- C4 investigate recent innovations, changes, and/or topical issues pertaining to the sector
- C5 demonstrate an understanding of transportation operations, businesses, and services and related occupations and career paths
- C6 identify, critically analyze, and report on recent innovations, changes, and/or topical issues related to one of the transportation operations
- C7 identify the scope of the adventure/recreation and eco-tourism sector and the businesses and services associated with the sector
- C8 determine how adventure/recreation and eco-tourism have an impact on tourism markets in developing countries and in Nova Scotia

Module 4: Travel Trade, Events and Conferences, and Attractions

- D1 demonstrate an understanding of the businesses and operations associated with the travel trade and of related occupations and career paths
- D2 research and critically analyze changes and innovations in the sector
- D3 demonstrate an understanding of the events and conferences sector and related occupations, including potential career paths
- D4 describe the scope of the attractions sector and related occupations, including potential career paths
- D5 describe the scope of the tourism services sector and related occupations, including potential career paths

Module 5: The Future of Tourism and Tourism Planning

- E1 demonstrate an understanding of tourism growth factors
- E2 investigate world problems that could potentially have an impact on the tourism industry
- E3 identify the basic elements of tourism planning
- E4 demonstrate an understanding of the importance of tourism planning
- E5 research and critically analyze the impact of tourism development
- E6 demonstrate an understanding of career opportunities associated with the planning and development of tourism projects
- E7 research trends, issues, and innovations in tourism planning and development