



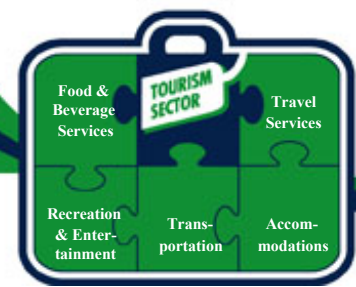
CATT Tourism Curriculum Sampler:

The 5 Industries of the Tourism Sector

Welcome to Tourism 101! This comprehensive curriculum explores various aspects of the Tourism Sector. In this learning activity set, the student is introduced to the five industries of the Tourism Sector: Accommodations, Food & Beverage Services, Recreation & Entertainment, Transportation, and Travel Services. It is available for teachers and students to download **free** right now! This learning activity set is ***just one*** of many pieces available in the ten national Learning Outcomes.

The curriculum learning activity sets are designed by teachers and provide the relevant knowledge base that is so critical in today's fast-paced, demanding learning environment. Infuse these standardized learning activity sets into your high school tourism teaching for added enrichment. Upon completion of the 10 national Learning Outcomes and other program criteria, an Academy graduate is able to cultivate a professional attitude that meets industry expectations, integrating knowledge and skills required of tourism professional.

For more information please visit our website at www.cthrc.ca/eng/catt.



Learning Outcome 1: Activity Set #3

Tourism Ambassador

The Five Industries of the Tourism Sector

Learning Outcome 1: Tourism Ambassador

An Academy graduate is able to cultivate a professional attitude that meets industry expectations, integrating knowledge and skills required of a tourism professional.

This Activity Set also supports demonstration of the following Learning Outcomes.

- Technologically Literate Worker
- Problem Solver and Decision Maker
- Information Processor, Organizer and Time Manager

Assignment

To be aware of the five industries of the tourism sector and develop an informative talk on one industry.

Preparation

Appendices

A. Description of the Tourism Sector for statistical purposes

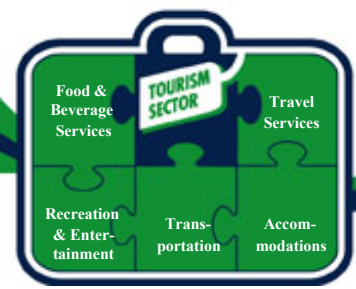
Materials / Resources

- Internet: www.discovertourism.ca
- Internet: www.cthrc.ca/careerplanning/education/education.cfm
- Internet: education institutions
- Libraries, employment centres, etc.
- Appendix A - Description of the Tourism Sector

Suggested Activities

- Activity 1
 - Develop and present a short informative speech on a topic related to one of the tourism industries.
 - After receiving feedback from your audience, write a short report outlining your plans for improving future presentations.
- Activity 2
 - Identify career paths in the five tourism industries.
 - Choosing one industry, chart a career path from entry to a senior level.
 - Provide an action plan for achieving short- and long-term goals in this career path.





Learning Outcome 1: Activity Set #3

- In this action plan, chart out the credentials needed to achieve the pathway; and name the organizations, colleges and/or universities in Canada that offer these credentials.

Suggested Teaching Strategies

Constructivist Learning	The teacher/facilitator provides a scaffolding type of assistance that is student-centred, assumes that students are constructors of their own knowledge and uses problem solving activities that can be demonstrated.
Independent Study	Develops through student initiative and teacher guidance, the autonomy needed for the acquisition and application of new learnings.
Interactive Instruction	Provides learners with opportunities to react to the ideas, experience, insights, and knowledge of both teacher and peers

Suggested Follow-up

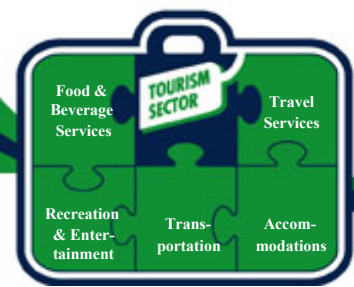
- See Learning Outcome 1, Activity Set #4 (Understanding the Accommodations Industry)
- See Learning Outcome 1, Activity Set #6 (Understanding the Food and Beverage Services Industry)
- See Learning Outcome 1, Activity Set #7 (Understanding the Recreation and Entertainment Industry)
- See Learning Outcome 1, Activity Set #8 (Understanding the Transportation Industry)
- See Learning Outcome 1, Activity Set #9 (Understanding the Travel Services Industry)

Assessment / Evaluation

Rubrics

- Oral Presentation
- Oral Presentation - Public Speaking Process
- Written Report





Appendix A: Description of the Tourism Sector for statistical purposes

Five Industry Groups in the Tourism Sector

In the past tourism has been described as an **industry** with **eight sectors**. As a result of work done by Statistics Canada and the Canadian Tourism Commission with the United States and Mexico to come to an agreement on a North American Industry Classification System, a new framework for tourism was developed. Tourism is now a "**Sector**" which includes five "**Industry Groups**" which are:

- Accommodations
- Food and Beverage Services
- Recreation and Entertainment
- Transportation
- Travel Services

The Canadian Tourism Human Resource Council (CTHRC) and the Canadian Academy of Travel & Tourism (CATT) are revising their learning materials to reflect this change.

Those familiar with the former "eight sectors" will see that Accommodations, Food and Beverage Services, Transportation and Travel Services continue to be distinct industry groups within the tourism sector. Recreation and Entertainment is a new industry group, and captures the former categories of Adventure Tourism and Recreation, and Attractions.

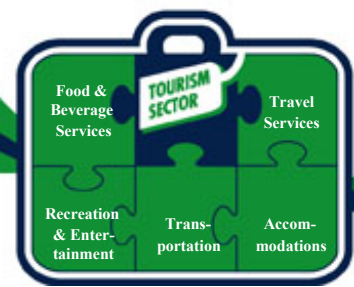
Under NAICs, Events and Conferences are a small part of a large industry group which is unrelated to tourism. An industry group only falls into the tourism sector when a significant portion of its activities relate to tourism. Similarly, businesses such as travel media, tourism consulting firms, spas and festivals also fall into large non-tourism related industry groups and are not classified under the Tourism Sector.

TIAC, the CTC and the CTHRC will continue to work with Statistics Canada to participate in future reviews and revisions of the North American Industry Classification System (NAICS) to promote increased representation of tourism-related activities in the core industrial classifications systems underlying the collection of all industrial statistics in Canada.

It should be noted that employment in an industry group continues to include all those employed in any occupational category. For example, although there is not an industry group in the tourism sector dedicated to meetings and conferences, conference planners who work for an accommodations business will be included as Accommodations industry workers.

Occupational categories are considered separately. "Food and Beverage Servers" as an occupational category, will be found in most tourism industry groups, but primarily in the Food and Beverage





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Services industry group. "Total Tourism Employment in Canada" describes the size and characteristics of the most significant tourism-specific occupations, for the workers that are found in the five industry groups only. For example, a foodservice worker in a hospital or educational institution would not be included.

Tourism Employment in Canada

In 2005, the tourism sector employed 1.65 million people, or over 10 percent of the Canadian labour force. About one third of this employment is directly attributable to tourism expenditures. By 2015, according to the *CTHRC Total Tourism Sector Employment in Canada: 2004 Update*, there will be over 2 million people working in the Canadian tourism sector.

In light of the changes to the North American Industry Classification System described above, it should be noted that some of the jobs indicated under each industry heading could be found in one or more industries, depending on the main business activity of the employer. The sampling is offered simply to give a sense of the scope of employment in each industry.

The Five Industry Groups



ACCOMMODATIONS

The Accommodations industry employed 206,000 people in 2003 in hotels and other lodging operations in Canada. Many opt for careers in this area because of the flexibility of moving to different regions and establishments. Often there is good career growth potential, especially for those with appropriate training, skills and experience. Within this industry are several categories of workers.

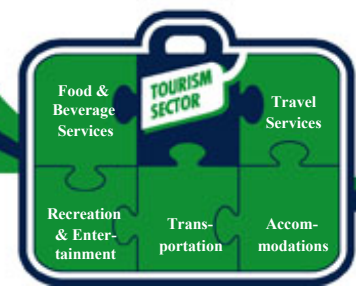
Front Desk and Guest Services

This is often the most visible department of a property, where a guest will likely have the first personal contact. Individuals may be employed in reservations, guest services or front desk reception.

Administration

Administrative staff work in all aspects of the operations, in management, human resources, finances, purchasing, sales and marketing.





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Housekeeping, Maintenance and Fitness

Housekeeping and maintenance are essential departments in any property. While those working in these departments often have little direct contact with guests, their services have a significant impact on guest satisfaction.

Fitness is a newer area of the accommodations industry, and positions are often available for those skilled in using gym equipment and in training others how to use it. If the hotel is not the direct employer of the fitness trainer, the person would be in the Recreation and Entertainment industry.

A sample of job descriptions related to the Accommodations industry follows:

Front Desk Agent

Front Line

Accommodations

The Front Desk Agent makes room reservations and receives payment for services such as accommodation, room service and restaurant meals, including: registering arriving guests and assigning rooms. He/she compiles and checks daily record sheets, guest accounts, and receipts and vouchers using computerized or manual systems. The Front Desk Agent responds to guest complaints, presents statements of charges to departing guests and receives payments. He/she also answers inquiries regarding hotel services and registration of guests by letter, telephone or in person.

Housekeeping Room Attendant

Front Line

Accommodations

The Housekeeping Room Attendant stocks and sorts supplies in linen closets and on housekeeper's carts, vacuums, cleans, dusts and polishes guests' rooms, make beds, change sheets, and remove and replace used towels and toiletries. He/she also delivers and retrieves items on loan to guests, e.g., irons and ironing boards, ensures the security of guest rooms and the privacy of guests and performs rotation cleaning duties (e.g., steam clean carpets) as required.

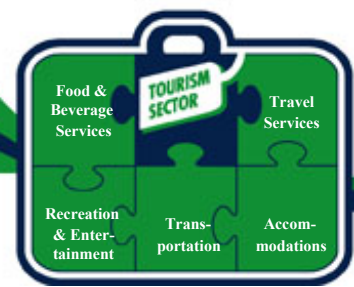
Executive Housekeeper

Supervisory/Management

Accommodations

The Executive Housekeeper establishes and/or implements operating procedures and standards, plans and co-ordinates the activities of housekeeping supervisors and their crews, and co-ordinates inspections or inspects assigned areas to ensure standards are met. He/she applies human resource management skills, such as hiring, training and evaluating performance and completes financial management tasks, such as setting and adhering to a budget and the also handle administrative tasks.





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Concierge

Front Line

Accommodations

The Concierge serves the needs of the guests including: obtaining theatre, concert and opera tickets, recommending restaurants and assisting with transportation schedules and tickets. He/she exchanges currency and provides many other services of a similar nature.

Guest Service Attendant

Front Line

Accommodations

The Guest Service Attendant provides service to guests at the main door and in the lobby, assists guest's arrivals and departures, handles and stores luggage, and provides valet parking, and assists other departments such as housekeeping, front desk, food and beverage, and security.

Director of Sales and Marketing

Supervisory/Management

Accommodations, Food & Beverage Services, Recreation & Entertainment

The Director of Sales and Marketing provides leadership to others, manages staff, and has a positive attitude. He/she practices management in operations and finance, practices personal and professional development and has marketing skills and excellent communication skills.

Sales Representative

Front Line

Accommodations, Food & Beverage Services, Recreation & Entertainment

The Sales Representative promotes products or services, and identifies and solicits new clients or target groups. He/she prepares sales reports and track activities, estimates or quotes prices, credit terms, warranties and delivery dates, prepares sales contracts, processes orders and makes delivery arrangements. He/she may also help to organize and conduct sales campaigns, set direction or guidelines, assigns or reviews the work of others, and participates in trade shows or other promotions.

Accommodations Service Manager/Front Office Manager

Supervisory/Management

Accommodations

The Accommodations Service Manager/Front Office Manager/Director of Front Operations participates in developing, implementing, and evaluating policies and procedures for the operation of the department or establishment. He/she prepares budgets and monitors revenues and expenses, participates in the development of pricing and promotional strategies, negotiates with suppliers for the provision of materials and supplies, and negotiates with clients for the use of facilities for conventions,





Learning Outcome 1: Activity Set #3

banquets, receptions and other functions. The manager also recruits and supervises staff, oversees training and sets work schedules, and resolves customer complaints.



FOOD AND BEVERAGE SERVICES

In recent years, this has been the largest tourism industry, employing 766,100 in 2003. As a major employer of the young, this industry serves as a training ground for people who are beginning their careers.

Food and beverage outlets can include restaurants from fast service to fine dining, as well as pubs, bars, nightclubs and lounges. Food and beverage chains have also found a niche in bookstores, department stores and casinos. As the sophistication of operations grows, many restaurants have diversified, coming out with their own retail product lines, while many specialty cafés now market their products to airlines and offices.

Kitchen staff, room service staff, food and beverage servers and bartenders are just some of the positions that are available in this area. (As noted above, food and beverage workers who are employed by a hotel that provides the food services directly will be included in the Accommodations industry.)

A sample of job descriptions related to the Food and Beverages Services industry follows:

Food Service Counter Attendant

Front Line

Accommodations, Food & Beverage Services, Recreation & Entertainment

The Food Service Counter Attendant takes customers' orders, cleans, peels, slices and trims foodstuffs using manual and electric appliances, and prepares food such as sandwiches, hamburgers, salads, milkshakes and ice cream dishes. He/she portions and wraps food or places it directly on plates for service to patrons, and packages takeout food. The Food Service Counter Attendant serves customers at counters or buffet tables, stocks refrigerators and salad bars and keeps records of the quantities of food used. He/she may also receive payment for food items purchased.





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Cook

Front Line

Accommodations, Food & Beverage Services, Recreation & Entertainment

The Cook prepares and cooks a wide variety of foods, including: complete meals or individual dishes and foods (sauces, soups and desserts) and special meals as instructed by the chef. He/she may specialize in preparing and cooking special dishes or ethnic cuisine and short-orders. The Cook supervises the kitchen helpers and instructs the kitchen staff in preparation, handling and cooking of the food. He/she may be directed to plan menus, order supplies, record food supplies, and estimate food portions and other requirements and costs.

Sous Chef

Supervisory/Management

Accommodations, Food & Beverage Services, Recreation & Entertainment

The Sous Chef supervises activities of the specialist chefs, chefs, cooks and other kitchen workers. He/she demonstrates new cooking techniques and new equipment to cooking staff. He/she may plan menus, requisition food and kitchen supplies, and prepare and cook meals or specialty foods. The Sous Chef is often the second in command in the kitchen and assumes the role of the Executive Chef in his or her absence.

Executive Chef/Chef/Kitchen Manager

Supervisory/Management

Accommodations, Food & Beverage Services, Recreation & Entertainment

The Chef is the manager of a kitchen in a commercial food establishment. He/she is responsible for ordering, receiving and properly storing the food, inventory control, portion control and waste calculations, food safety and the overall cleanliness of the kitchen. He/she estimates food requirements and calculates food and labour costs. He/she requisitions/orders food and kitchen supplies, supervises food storage, scheduling of their staff and maintains equipment and physical plant. He/she plans menus and ensures that the food meets quality standards. The Chef recruits and hires kitchen staff, supervises their activities and instructs cooks in preparation, cooking, garnishing and presentation of food. He/she may plan and direct food preparation and cooking activities of several restaurants in an establishment, restaurant chains or other establishments with food services and may prepare and cook food on a regular basis, or for special guests or functions.

Host/Hostess

Supervisory/Management

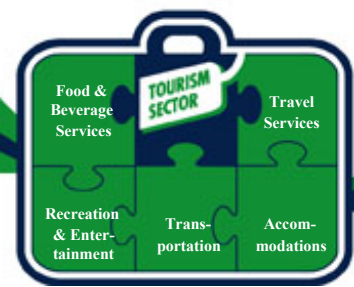
Accommodations, Food & Beverage Services, Recreation & Entertainment

The Host/Hostess greets and escorts patrons to tables or other seating areas, ensures they are comfortable, hands them menus and makes sure they are served promptly. He/she should schedule dining room reservations, arrange for parties and special dinners and inspect the dining room service





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stations for cleanliness and general appearance. The Host/Hostess also supervises and coordinates the activities of the Food & Beverage Servers and other servers. Besides handling complaints, he/she may assist with serving if dining room is busy, and may also be required to accept payment from patrons.

Bartender

Front Line

Accommodations, Food & Beverage Services, Recreation & Entertainment

The Bartender prepares beverages using proper bartending techniques, practices responsible alcohol service, cleans and maintains the bar area and washes the glassware. He/she maintains/controls the inventory of bar stock and supplies. The Bartender may or may not actually collect payments from customers, and he/she may serve the drinks she makes, or may give them to a food and beverage server, who serves them to the customers.

Food and Beverage Server

Front Line

Accommodations, Food & Beverage Services, Recreation & Entertainment

The Food & Beverage Server takes and relays food and beverage orders, serves food and beverages to guests, checks on guest satisfaction, and handles the payment and the complaints/ concerns of customers. He/she provides food and beverage product knowledge, uses proper serving techniques, and practices responsible alcohol service. He/she also cashes out and reconciles cash with total sales.

Banquet Server

Front Line

Accommodations, Food & Beverage Services, Recreation & Entertainment

The Banquet Server works banquets and functions to provide customer service, food and beverage service, table maintenance, and room setup/tear down.

Catering Manager

Accommodations, Food & Beverage Services, Recreation & Entertainment, Food & Beverage

The Catering manager plans and co-ordinates catering functions. He/she administrates, supervises and maintains quality food and beverage service, provides long and short-term operational planning, applies human resource management skills, including recruiting, hiring, training, and scheduling. He/she also develops and administrates budgets control costs and assists with sales and marketing.

Food and Beverage Service Supervisor/Restaurant Supervisor/Mait ' el

Supervisory/Management

Accommodations, Food & Beverage Services, Recreation & Entertainment

The Food and Beverage Service Supervisor directs and schedules food and beverage service staff. He/she also ensures customer satisfaction, resolves complaints, conflicts & problems, orders and





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maintains inventory, and controls costs. He/she is also responsible for the cleanliness and general look of the dining room.

Food and Beverage Manager

Supervisory/Management

Accommodations, Food & Beverage Services, Recreation & Entertainment

The Food & Beverage Manager sets departmental goals and objectives, and prepares budgets and forecasts. He/she studies possible improvements in the department to increase profits and makes presentations to General Manager. The Food & Beverage Manager develops & implements policies, and sets standards regarding the type of service to be offered as well as procedures for the operation. He/she conducts a regular daily inspection of all food and beverage outlets and inspects security, verifies competition to check merchandising techniques, resolves customer complaints about food or service, collaborates with chef to design menus and work out prices, and sets and monitors staff work schedules. He/she also recruits staff and oversees their training, controls inventory, monitors revenues and modifies procedures and prices. The Food & Beverage Manager negotiates purchasing arrangements with suppliers for the provision of food and other supplies and negotiates arrangements with clients for catering or use of facilities for banquets or receptions.



RECREATION & ENTERTAINMENT

Experience the adventure of a lifetime - again and again!

Consider a career in Recreation and Entertainment. This industry, which employed 379,400 in 2003, is projected to be the fastest growing tourism industry by 2015 and offers some of the most unique work and career opportunities.

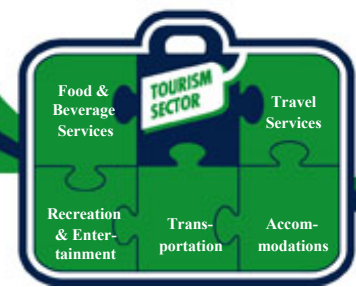
Outdoor Adventure and Ecotourism

Many travellers seek adventure, challenge and excitement in the kinds of outdoor settings with which Canada is blessed. Hiking, cycling, mountaineering, canoeing, kayaking, sailing, horseback riding, river rafting, scuba diving, sky diving, snowmobiling, and nature and wildlife viewing are just some of the activities included in this portion of the industry. The industry therefore needs staff who combine special expertise with their love and knowledge of the outdoors. As with all tourism occupations, employees must enjoy working with people and be skilled at understanding and meeting individual needs. In addition, they must respect the environment and help others to respect it as well, to ensure the ecology is respected and maintained for the future.





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Ski Resorts

Canada's 300 or so alpine ski areas attract millions of domestic and foreign tourists annually. In addition, there are hundreds of ski clubs servicing this industry, which employ people who sell clothing and ski equipment at boutiques, maintain and repair facilities and equipment, and train skiers.

Golf and Tennis Facilities

Large numbers of Canadians and many foreign visitors use Canada's many golf and tennis facilities, many of which are at resorts. As with ski resorts, this industry needs employees who sell clothing and sports equipment at boutiques, maintain and repair facilities and equipment, and train players.

Parks and Attractions

In addition to Canada's 38 national parks and 792 national historical sites, all provinces and territories have regional parks, and most urban and rural municipalities have parks and habitat protection areas. Such attractions might include historic sites, heritage homes, museums, halls of fame, art galleries, botanical gardens, aquariums, zoos, water and amusement parks, casinos and cultural attractions. Many attractions are educational in nature; others are solely for entertainment.

Employees in this industry work full- and part-time in a variety of positions in planning, marketing, selling, maintaining, promoting, patrolling, interpreting and training.

Marine Facilities

Across Canada, water and water-based activities, such as fishing, swimming, sailing, windsurfing, water-skiing, canoeing and sea-dooing, are popular with Canadians and foreign visitors alike. Related businesses include marinas, tour boat excursion or rental operators, sport-fishing lodges, and fly-in fishing camps. On both the east and west coasts, there are marine businesses offering activities such as whale-watching, kayaking and deep-sea fishing.

As with other parts of this industry, instructors are also needed to train others how to master an activity that requires certain skills.

A sample of job descriptions related to the Recreation & Entertainment industry follows:

Outdoor Adventure Guide (Hunting, Fishing, Rafting, etc.)

Front Line

Recreation & Entertainment

The Outdoor Adventure Guide assembles the necessary equipment and supplies, leads or escorts individuals or groups and advises on use of equipment, techniques, safety and emergency measures. He/she advises on specific regulations (i.e. hunting and fishing laws and boating regulations), and gives first aid in emergency situations. His/her job may include duties and activities specifically relating to





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mountain, whitewater rafting or hunting and fishing guide. He/she may organize trips or expeditions for sports enthusiasts, adventurers, tourists or resort guests, plan itineraries for the trips or expeditions and arrange for transportation or transport individuals or groups to site.

Heritage Interpreter

Front Line

Recreation & Entertainment

The Heritage Interpreter develops and delivers educational or cultural programs, adapts to different learning styles and participant needs, operates presentation equipment (e.g., audiovisual, overheads, slide shows). He/she also makes sure to protect resources and respects the environment.

Retail Sales Clerk

Front Line

Recreation & Entertainment, Accommodations

The Retail Sales Clerk greets customers and offers assistance. He/she follows established cash-handling procedures, provides information on products and services, maintains records, handles customer comments, complaints and requests, and prepares merchandise for display.

Head of Visitor Services

Supervisory/Management

Recreation & Entertainment

The Head of Visitor Services presents information to visitors to the attraction and ensures they feel welcome, safe and comfortable. He/she trains, organizes, schedules and supervises interpreters. He/she organizes displays and exhibits that facilitate interpretation of the attraction, and maintains audio-visual materials, and ensures all visitor areas are clean and have adequate directional signage. He/she also prepares and implements budgets and may initiate advertising programs on the facilities.

Tour Guide

Front Line

Recreation & Entertainment

The Tour Guide leads participants (individuals or groups) on tours, ensures itineraries are met, provides commentary in an informative and entertaining manner, and creates positive experiences for participants within the time frame of a day. He/she is also responsible for keeping the group together and for the safety of the group

General Manager

Executive

Accommodations, Food & Beverage Services, Recreation & Entertainment

The General Manager is the most senior executive at a location (hotel, attraction or other facility),





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although he/she might report to the owner/operator or a senior executive in a headquarters location. He/she is responsible for setting long and short term operational, marketing, financial, human resources and other business plans, goals and objectives and monitoring results against plan. The General Manager is responsible for preparing and monitoring budgets, and scheduling and supervising staff (either directly or through subordinate managers). He/she is also responsible for the overall level of service within the establishment and for ensuring that customer expectations are met and/or exceeded. The General Manager is often responsible for conducting department head meetings, maintenance of the establishment, promotion, upgrading/renovations and supplier relations. They may be responsible for insurance requirements, labour laws, liquor licenses, workers compensation, other licensing and registrations.

Small Business Owner/Operator

Executive

Accommodations, Food & Beverage Services, Recreation & Entertainment

The Small Business Owner/Operator completes financial management tasks, responds to inquiries and solves problems, maintains facility, equipment and supplies. As owner/operator, he/she must continuously review and update business plans, check budget figures, monitor accounting cash control procedures and ensure the overall operation of the establishment is in line with expectations. He/she has to meet and exceed customers' expectations, offer tourism information and promote local area and tourism. He/she uses business management, marketing, sales, human resources and administrative skills. The duties listed under small business operator are interchangeable between the General Manager and the Small Business Owner/Operator.



TRANSPORTATION

Transportation is an essential part of the tourism industry and the sector is a significant employer. Over a quarter of a million Canadians work in the four modes of the transportation sector: road, air, rail and marine.

Road

Since the majority of Canadian and foreign tourists travel by road, there is considerable employment opportunity in the support industry for tourists and their cars. In addition, there are other ground-transportation businesses, including motor coach travel, shuttle buses to and from airports and event sites, taxicab operations, and vehicle rental companies. Even air travellers may opt to rent a personal vehicle for onward travel past a gateway.





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Air

After road, air is the primary mode of domestic and foreign travel. Air travel has been a growth area in Canada, particularly since the 1995 "Open Skies Agreement" with the United States. Despite recent turmoil in individual companies, the prospects are increasingly positive for the future. Air transportation is also particularly attractive for those who like employment that offers travel benefits.

Rail

Rail travel, which is a relaxed, scenic way to travel, is becoming increasingly popular as part of the vacation experience itself, rather than as merely the transport mode to get to a vacation spot. Via Rail, Canada's only national passenger rail service, carries approximately 3.8 million passengers annually and employs staff in a wide range of occupations. There are also smaller regional railways, which need employees to sell tickets, operate the trains, etc.

Marine

Many travellers opt for cruises for their vacation or use marine transportation to reach a vacation destination. Employees are therefore needed in marine-based transportation businesses such as cruise lines, ferry companies, marinas and water taxis. Like air transportation, the marine transportation industry appeals to employees who welcome travel in their work.

A sample of a job description related to the Transportation industry follows:

Taxicab Driver

Front line, Transportation

A vehicle and driver for hire; drives passengers and/or goods to destination. Taxicab drivers provide many important services to individuals and the community, from reporting fires, s and crime, to assisting individuals in need. They are goodwill ambassadors and often the first contact for visitors to the area. Taxicab drivers may also be known as livery drivers, executive drivers and limousine drivers.



TRAVEL SERVICES

In 2003, 41,200 Canadians were employed in the Travel Services industry.

Travel Services employees make individual or group reservations for accommodations, tours, transportation, food and beverage, and/or for attractions if they are employed by an organization that is established to provide such services. Other employees in this industry work for organizations that plan





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special events such as conferences, major meetings, trade shows and conventions.

Travel Trade

There are two subcategories in the travel trade subindustry. The first is the retail arm, comprising travel agencies. The second includes wholesale tour operators, who sell to travel agencies.

Retail Travel Agencies

Travel agencies employ travel agents who sell packages to individuals, groups or businesses; these packages may include airline tickets, car rentals, hotel reservations, meals, and entries to sites and attractions. In recent years, however, with the advent of electronic purchasing and the threat to small independent travel agencies, there are increasing numbers of larger consortiums and the like offering employment to travel agents.

Wholesale Tour Operators

Tour operators and wholesalers develop and package tours to sell to retail travel agencies for inbound travel to Canada or for outbound travel to other destinations. Often these are all-inclusive tours that include travel, accommodations, meals and entertainment, and focus on a niche like employee incentive travel, or convention-related or special-interest travel, such as theatre, sports or bird-watching tours. Wholesale tour operators may work independently or may be affiliated with an air or motorcoach line or other travel-related business.

A sample of job descriptions related to the Travel Services industry follows:

Event Manager

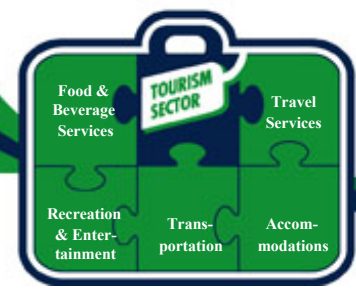
Manager, Travel Services

An Event Manager is responsible for:

- Determining the parameters, policies, and procedures of an event
- Planning, designing and producing an event
- Overseeing the co-ordination of an event
- Developing and implementing the marketing plan for an event
- Preparing financial, business, and evaluative reports related to an event
- Developing a risk management plan for an event
- Overseeing the financial management of an event

Event Co-ordinator





Learning Outcome 1: Activity Set #3

Front line, Travel Services

An Event Co-ordinator assists an Event Manager by:

- Co-ordinating and executing a detailed plan from established objectives and strategies
- Implementing policies and procedures
- Training, motivating, and leading staff and volunteers
- Monitoring and evaluating the event and making the necessary recommendations

Reservation Sales Agent

Front line, Travel Services

A professional Reservations Sales Agent is a frontline professional who:

- facilitates the promotion, sales and bookings of a company's products and services
- communicates and works effectively with clients and other staff
- handles office equipment and administrative duties effectively
- maintains professionalism of self and organization

Tourism Visitor Information Counsellor

Front line, Travel Services

Tourism Visitor Information Counsellors provide travel information to visitors and those considering visiting the area. They provide information on travel, accommodation and hospitality options. They promote special events and other attractions that may be of interest to the traveller. Most of all, they talk to people.

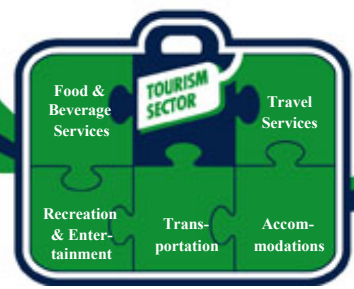
Travel Counsellor

Front line, Travel Services

A professional Travel Counsellor advises clients on travel options and tour packages, makes booking and reservations, prepares tickets and receives payments. A Travel Counsellor also uses skills of numeracy, oral communication, finding information, and computers to service their clients.

Tourism Industry Groups	# of people employed in 2005	% of people employed in 2005
Tourism	1,651,200	
Accommodations	202,700	12.3%
Food and Beverage Services	753,300	45.6%
Recreation and Entertainment	383,600	23.2%





Learning Outcome 1: Activity Set #3

Transportation	259,800	15.7%
Travel Services	51,800	3.1%

Source: Customized data, LFS 2005





Student Name: _____

Peer: _____

Teacher / Facilitator: _____

Description of Criteria and Indicators	Rating Scale	Student		Peer		Teacher / Facilitator	
	4 .. 3 .. 2 .. 1 High Low	Quality	Not Yet	Quality	Not Yet	Quality	Not Yet
Body Language							
• Shows confidence	4 3 2 1						
• Establishes eye contact with audience	4 3 2 1						
Voice and Projection							
• Speaks with a clear, pleasant voice	4 3 2 1						
Introduction							
• Captures the audience's interest	4 3 2 1						
Ending							
• Presents a strong and memorable ending	4 3 2 1						
• Sums up the presentation	4 3 2 1						
Organization							
• Uses interesting visuals	4 3 2 1						
• Involves the audience	4 3 2 1						
• Uses notes or cue cards	4 3 2 1						
• Invites and answers questions from the audience	4 3 2 1						
• Stays within time frame	4 3 2 1						
Sources							
• Cites information accurately	4 3 2 1						
• Explains why sources were appropriate	4 3 2 1						



Canadian Academy of
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Académie canadienne
du voyage et du tourisme

Rubric

Oral Presentation

Student Name: _____

Peer: _____

Teacher / Facilitator: _____

Comments

What did I learn?
How did I learn?
How will I improve?



Oral Presentation - Public Speaking Process

Student Name: _____

Peer: _____

Teacher / Facilitator: _____

Description of Criteria and Indicators	Rating Scale	Student		Peer		Teacher / Facilitator	
	4 .. 3 .. 2 .. 1 High Low	Quality	Not Yet	Quality	Not Yet	Quality	Not Yet
Logos							
• Thoroughly researches topic	4 3 2 1						
• Uses an extensive vocabulary	4 3 2 1						
• Develops a composition of thoughts and ideas that flow	4 3 2 1						
• Demonstrates creativity and imagination	4 3 2 1						
Ethos							
• Develops a credible story	4 3 2 1						
• Provides the audience with appropriate information	4 3 2 1						
• Maintains audience interest	4 3 2 1						
Pathos							
• Moves the audiences feelings	4 3 2 1						
• Establishes sincerity in the speech	4 3 2 1						
• Speaks with conviction	4 3 2 1						
• Speaks with confidence	4 3 2 1						
Technique							
• Speaks loudly	4 3 2 1						
• Speaks with enthusiasm	4 3 2 1						
• Uses a clear voice	4 3 2 1						
• Articulates and enunciates well	4 3 2 1						
• Pronounces words clearly	4 3 2 1						
• Maintains eye contact with the audience	4 3 2 1						
• Uses gestures appropriately	4 3 2 1						
• Memorizes speech	4 3 2 1						



Oral Presentation - Public Speaking Process

Student Name: _____

Peer: _____

Teacher / Facilitator: _____

Description of Criteria and Indicators	Rating Scale	Student		Peer		Teacher / Facilitator	
	4 .. 3 .. 2 .. 1 High Low	Quality	Not Yet	Quality	Not Yet	Quality	Not Yet
• Uses complete sentences when answering questions	4 3 2 1						
• Uses appropriate visual or other aids, including body language	4 3 2 1						
• Uses effective introduction and conclusion	4 3 2 1						
• Chooses a good topic	4 3 2 1						
• Uses proper cadence in delivery	4 3 2 1						
• Answers questions spontaneously	4 3 2 1						
Comments							
What did I learn? How did I learn? How will I improve?							



Student Name: _____

Peer: _____

Teacher / Facilitator: _____

Description of Criteria and Indicators	Rating Scale	Student		Peer		Teacher / Facilitator	
	4 .. 3 .. 2 .. 1 High Low	Quality	Not Yet	Quality	Not Yet	Quality	Not Yet
Title							
• Capitalizes and spells correctly	4 3 2 1						
Report (Body)							
• Introduction grabs the readers attention	4 3 2 1						
• Sticks to the main topic or theme	4 3 2 1						
• Includes own ideas and words balances factual information and human perspectives	4 3 2 1						
Report (Mechanics)							
• One page (minimum) typed in paragraph style and sequential order	4 3 2 1						
• Correct spelling, grammar and punctuation	4 3 2 1						
• Includes author's name and date on report	4 3 2 1						
Comments							
What did I learn? How did I learn? How will I improve?							