

Teachers' Tool Kit High School



Purpose: This activity plan was developed by Tourism Saskatchewan. The Tool Kit provides teachers with the resources required to inform students about the tourism industry in Saskatchewan. The activity plans are designed to be incorporated into school curricula.

Activity 1: Tourism Careers

Description

Each student is asked to select an occupation in the tourism industry. Examples include: cook, tour operator, hotel front desk manager, Food and beverage server, etc. The students are asked to deliver a PowerPoint presentation on the career that they have picked to present to the class.

To deliver a comprehensive tourism career profile, the students must include information on the following:

- Job title
- Job description
- Potential salary
- Education or training required to execute the duties required of the job, according to the job description
- Time required to get training or get required education
- Cost of training or required education
- Map of career path (including future opportunities after reaching the goal)

Max Length: 15 slides + 5 min presentation + 1 page summary handout to every student

Suggested Modification:

- The teacher can assign each student a job title instead of allowing the students to pick to avoid duplication.
- Grade student on the project

Sample Careers - Tourism Industry

Food and Beverage Services	Accommodation	Recreation and Entertainment
<ul style="list-style-type: none"> • Cooks, Line Cooks, Kitchen Helpers • Executive Chef • Food and Beverage Managers • Bartenders • Banquet Manager • Sommelier 	<ul style="list-style-type: none"> • Front Desk Agent • Guest Services Representative • Housekeeping Room Attendant • Director of Housekeeping • Hotel General Manager • Concierge 	<ul style="list-style-type: none"> • Event Coordinator • Event Manager • Freshwater Fishing Guide, Hunting Guide • Ski Area Resort Operations • Outdoor Adventure Guide • Golf Club General Manager • Campground Operator

Grading (optional)

Presentation Style	10
Content	10
Visual Presentation	10
Grammar	10
Total	40

Teachers Resources Activity 1: Tourism Careers

Grading Rubric

	1	2	3
Category	<p>Report clearly explains four of the following:</p> <ul style="list-style-type: none"> • Job title • Job description • Potential salary • Education or training required to execute the duties required of the job, according to the job description • Time required to get training or get required education • Cost of training or required education • Map of career path (including future opportunities after reaching the goal) 	<p>Report clearly explains five of the following:</p> <ul style="list-style-type: none"> • Job title • Job description • Potential salary • Education or training required to execute the duties required of the job, according to the job description • Time required to get training or get required education • Cost of training or required education • Map of career path (including future opportunities after reaching the goal) 	<p>Report clearly explains all of the following:</p> <ul style="list-style-type: none"> • Job title • Job description • Potential salary • Education or training required to execute the duties required of the job, according to the job description • Time required to get training or get required education • Cost of training or required education • Map of career path (including future opportunities after reaching the goal)
Presentation Style	<p>Was not able to understand what the student was presenting or was asked to speak up once. Difficult to follow PowerPoint presentation.</p>	<p>Somewhat difficult to understand or wasn't loud enough to hear. Slightly difficult to follow PowerPoint presentation.</p>	<p>Spoke clearly and loudly for all to hear. Easy to follow PowerPoint presentation.</p>
Visual Presentation	<p>The presentation was difficult to understand and follow. The presentation highlighted two relevant pieces of information.</p>	<p>The presentation was somewhat clear and easy to understand and follow. The presentation highlighted at least three relevant pieces of information.</p>	<p>The presentation was clear and easy to understand and follow. All information in the presentation was relevant.</p>
Grammar	<p>There are 4-5 grammatical (spelling, punctuation, word usage) mistakes in the report.</p>	<p>There are 2-3 grammatical (spelling, punctuation, word usage) mistakes in the report.</p>	<p>There is one grammatical (spelling, punctuation, word usage) mistake in the report.</p>

Curriculum Connection

Outcome: CC9.1

Utilize career information to construct an organized plan of career building which reflects an attitude and expectation of lifelong learning.

Outcome: CC9.2

Analyze and express one's own understanding of how societal and economic needs influence the nature of paid and unpaid work.

Activity 2: Advertising

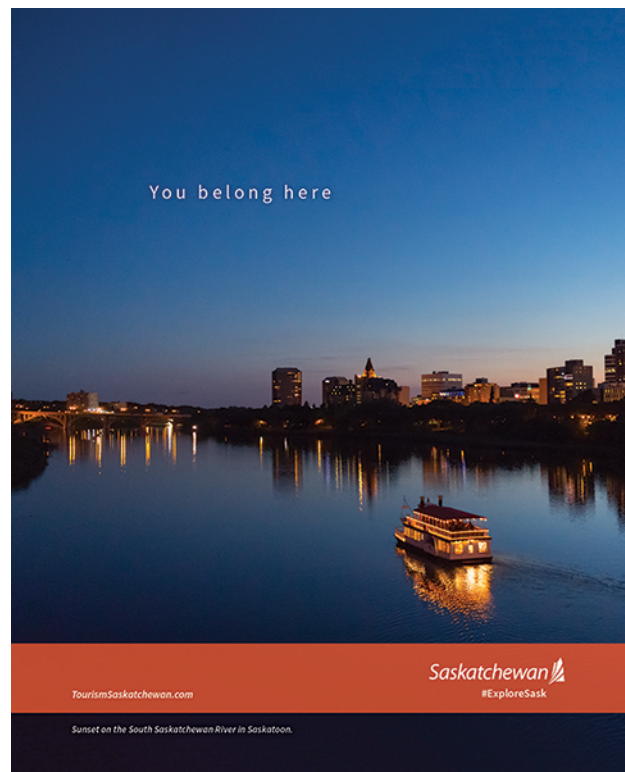
Description

Each student is asked to pick a tourism business (eg. hotel, tour operator, museum, etc.) and create and print an advertising poster to promote the business.

The poster must contain the following:

- Business Name
- Relevant images
- Product or Service information
- Contact Information
- Unique selling point

Examples:



Grading (optional)

Content	10
Visual Presentation	10
Grammar	10
Total	30

Teachers Resource Activity 2: Advertising

Grading Rubric

Category	1	2	3
Content	Report clearly contains three of the following: Business Name, Relevant images, Product or Service information, Contact Information, Unique selling point	Report clearly contains four of the following: Business Name, Relevant images, Product or Service information, Contact Information, Unique selling point	Report clearly contains all of the following: Business Name, Relevant images, Product or Service information, Contact Information, Unique selling point
Visual Presentation	The illustration was difficult to understand and follow. The ad highlighted two relevant pieces of information.	The illustration was somewhat clear and easy to understand and follow. The ad highlighted at least three relevant pieces of information.	The illustration was clear and easy to understand and follow. The ad highlighted all relevant information.
Grammar	There are 4-5 grammatical (spelling, punctuation, word usage) mistakes.	There are 2-3 grammatical (spelling, punctuation, word usage) mistakes.	There is one grammatical (spelling, punctuation, word usage) mistake.

Curriculum Connection

Outcome: CP9.12

Solve visual art problems in new and unfamiliar ways

Activity 3: Tourism Business Plan

Description

A group of students is assigned to create a business plan to start a new business in one of the following categories:

- Restaurant
- Accommodation
- Adventure Sport Tourism

The business plan must address the following:

- Business name and type
- Target demographics
- Management Plan
- Marketing Plan (7 P's: People, Place, Price, Product, Promotion, Positioning and Product-Service Mix)
- SWOT Analysis (Strength, Weakness, Opportunity and Threats)
- Goals (Specific, Measurable, Attainable, Realistic, Time-bound)

Max Report Length: Executive Summary
600 words + Report 4000 words

Grading	
Topic	Grade
Content	80
Target Demographic = 20	
Management Plan = 10	
Marketing Plan = 20	
SWOT Analysis = 20	
Goals = 10	
Grammar	20
Total	100

Resources

Tourism Saskatchewan: Tourism Business Development & Financial Guide
industrymatters.com/tourism-development/tourism-business-development

Teachers Resource Activity 3: Tourism Business Plan

Grading Rubric

Category	1	2	3
Target Demographic	Identifies and describes one target demographic for the business	Identifies and describes two target demographics for the business	Identifies and describes three target demographics for the business
Management Plan	Identifies two strategic priorities for the business	Identifies three strategic priorities for the business	Identifies four strategic priorities for the business
Marketing plan	Identifies four out the 7 P's (People, Place, Price, Product, Promotion, Positioning and Product-Service Mix) correctly	Identifies five out the 7 P's (People, Place, Price, Product, Promotion, Positioning and Product-Service Mix) correctly	Identifies seven out the 7 P's (People, Place, Price, Product, Promotion, Positioning and Product-Service Mix) correctly
Swot Analysis	Identifies at least two Strengths, Weaknesses, Opportunities and Threats each	Identifies at least three Strengths, Weaknesses, Opportunities and Threats each	Identifies at least four Strengths, Weaknesses, Opportunities and Threats each
Goals	80% of all goals set are SMART (Specific, Measurable, Attainable, Realistic, Time-bound)	90% of all goals set are SMART (Specific, Measurable, Attainable, Realistic, Time-bound)	All goals set are SMART (Specific, Measurable, Attainable, Realistic, Time-bound)
Grammar	There are 4-5 grammatical (spelling, punctuation, word usage) mistakes.	There are 2-3 grammatical (spelling, punctuation, word usage) mistakes.	There is one grammatical (spelling, punctuation, word usage) mistake.

Curriculum Connection

Outcome: CC B10.4

Create a variety of written informational (including a business letter, biographical profile problem-solution essay) and literary (including fictionalized journal entries and a short script) communications.

Outcome: CC A 30.4

Create a variety of informational (including an inquiry/research paper and an editorial) and literary (including a real or invented narrative and a literary criticism essay) texts that are appropriate to a variety of audiences and purposes including informing, persuading and entertaining.

Activity 4: Customer Service Interview

Description

The students are asked to interview a professional who works in a front line customer service role. The student is encouraged to ask the following questions to learn more about the position and career.

- Provide a quick introduction of the interview subject (name, position/title, business name)
- How long have they been in the job?
- What challenges do they face on the job?

- What are the rewards of working in the job?
- What are the skills and training required to succeed in the position?
- What do they like best about their job?
- What does a typical day at their job look like?
- What drew them to their particular position?

Suggested Modification:

- The teacher can assign a career to each student
- The students can be divided into groups to complete the project
- The video or written reports can be shared with every student in the class

Report: max 10 minute video/
max 500 words

Grading (optional)

Content	20
Visual Presentation	10
Quality	10
Total	40

Sample front line customer service professions:

<ul style="list-style-type: none"> • Travel Counsellor • Tour Guide • Tourism Visitor Information Counsellor • Flight Attendant • Flight Check-In Attendant 	<ul style="list-style-type: none"> • Food and Beverage Server • Bartender • Hotel Front Desk Agent • Retail Sales Associate • Guest Services Representative
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Teachers Resources Activity 4: Tourism Profile

Grading Rubric

Category	1	2	3
Content	Video/Report clearly describes 1 out of 5 outlined questions	Video/Report clearly describes 3 out of 5 outlined questions	Video/Report clearly describes 5 out of 5 outlined questions
Visual Presentation	The video/report is difficult to understand and follow. Contained a small amount of relevant career-related information.	The video/report is somewhat clear and easy to understand and follow. Contained almost all career-related information	The video/report is clear and easy to understand and follow. Contained all career-related information
Quality	The video had low resolution and the sound had a lot of disturbance. Report had 10 or more grammatical errors.	The video had medium resolution and the sound was clear, but not clear all the time. Report had fewer than 10 grammatical errors.	The video had high resolution and the sound was clear. Report had fewer than 5 grammatical errors.

Curriculum Connection

Outcome: CC9.1

Utilize career information to construct an organized plan of career building which reflects an attitude and expectation of lifelong learning.

Outcome: CC9.2

Analyze and express one's own understanding of how societal and economic needs influence the nature of paid and unpaid work.