

HOSPITALITY AND TOURISM 110

GCO 4 Identify the eight sectors of the hospitality and tourism trade

Specific Curriculum Outcomes:

Students will be expected to:

- identify the eight sectors of the Hospitality and Tourism Industry:
 - Accommodation
 - Adventure Tourism Recreation
 - Attractions
 - Events and Conferences
 - Food and Beverage
 - Tourism Services
 - Transportation
 - Travel Trade

Suggestions for Teaching/Learning:

Teacher develops a presentation based upon the eight sectors.

Teacher invites representatives from TIANB to present to the class.

Teacher invites guest speakers from the community representing the eight sectors.

Teacher arranges tours to include the eight sectors.

When planning an excursion or off-site activity, students prepare and present a proposal demonstrating the importance and relevance of the activity.

Students use the Internet to research categories, definitions, trends and career opportunities for each sector.

Students plan, prepare and execute a mini or major virtual or realistic trip.

Teacher prepares an in-class scavenger activity, based on the NB Travel Guide or online website.

HOSPITALITY AND TOURISM 110

GCO 4 Identify the eight sectors of the hospitality and tourism trade

Suggestions for Assessment:

Students answer questions prepared by the teacher, relating to the eight sectors.

Students complete special activities developed by TIANB. A guest profile or journal entry may be completed by students. (Appendix B)

Students complete a review and reflection sheet, validating and assessing their excursion or off-site experience.

Teacher divides students into eight groups to research and develop a creative presentation, bulletin board display, brochure or pamphlet on one of the eight sectors. Emphasis for student work should be based on content information. (Appendix B for sample activity plan for placemat)

Students research a destination within Atlantic Canada and create an itinerary which includes the purpose of the trip, the mode of transportation, the length of the trip, cost, accommodation, food and beverage and other trip-related concepts. (Enrichment – execute the trip)

Students complete assignment “Eight Sectors of Hospitality and Tourism”. (Appendix B)

Complete GCO 1 Semester Project.

Resources:

Nickerson, Norma Polovitz., and Kerr, Paula. *Snapshots: An Introduction to Tourism*. 3rd edition. Toronto: Prentice Hall, 2004. ISBN: 0-13-120126-3

Howell, David. et.al. *Passport: An Introduction to the Tourism Industry*. 3rd edition. Toronto: Nelson, 2003. ISBN: 0-17-616966-0

General Information on Tourism available online at: <http://www.cthrc.ca>

Newfoundland & Labrador CD available www.gov.nf.ca/tourism

Wright, Ian. *Canada: Exploring New Directions*. 4th Ed. Fitzhenry & Whiteside Ltd., ISBN 1-55041-377-5

TIANB – contact online at <http://www.tianb.com>

Appendix B