ONTARIO COUNCIL FOR TECHNOLOGY EDUCATION

Technology and the Skilled Trades

Grade 10, TAS20 /TFJ20

2024

Exploring & Designing the Eight Sectors of Tourism

By the end of this project, the student will demonstrate a thorough understanding of the eight sectors within the tourism industry by applying technological concepts and design skills to create an original product. They will effectively communicate their ideas using industry-standard terminology, analyze and refine their work, and apply relevant health and safety principles. Additionally, they will explore career pathways in tourism, understand classification systems, and assess the impact of technology on the industry. The project will result in a final product and report that showcases their knowledge, creativity, and understanding of the tourism industry.

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Introduction

Course Code: TAS2O / TFJ2O

Broad base Technology: Technology and the Skilled Trades and Hospitality & Tourism

Destination: Open

Grade Level: 10

Online Project Name: Exploring & Designing the Eight Sectors of Tourism

BBT(s) covered in the activity

This activity strictly focuses on Hospitality & Tourism, Tech Design and Communications Technology as the Broad Based Technology.

How to use this document

This document has been designed to be used in a synchronous (in-class) or asynchronous (online) setting and has been rewritten to meet the new technology curriculum. It has been created so that educators may use and adapt the content depending on their classroom/learners needs.

Project outline

This assignment is designed to provide learners with an in-depth understanding of the eight sectors within the tourism industry: Accommodation, Adventure & Recreation, Attractions, Events & Conferences, Food & Beverage, Tourism Services, Transportation, and Travel Trade. Over the course of approximately 4 to 5.2 weeks of 75-minute periods, learners will explore these sectors, assuming a relevant role to create an original product that showcases their knowledge and skills in tourism. The assignment involves researching the selected sector, understanding its significance, and creating an informative product that highlights their findings. In addition, learners will submit a brief report outlining the chosen sector, the design process, and the final product. This project will enable learners to immerse themselves in various aspects of the tourism industry, resulting in a tangible product that demonstrates their understanding and creativity.

Student Activities

These lessons, activities, and the final assignment are structured to allow for an in-depth exploration of the eight sectors of tourism, making them suitable for high school students studying tourism, hospitality, or related subjects.

All lessons and activities are located in the TAS2O Exploring & Designing the Eight Sectors of Tourism Folder - (Link)

Activity 1 -Introduction (Link) - Estimated Time: 2 periods (150 minutes)

- Types of Sectors in the Tourism Industry

Activity 2 - Exploring (Link) - Estimated Time: 2-3 periods (150-225 minutes)

- Accommodation
- Adventure Tourism and Recreation
- Attractions
- Events and Conferences
- Food and Beverage
- Tourism Services
- Transportation
- Travel Trade

Activity 3 - Research (Link) - Estimated Time: 2-3 periods (150-225 minutes)

- Defining Accommodation Terms
- Defining Adventure Tourism
- Defining Recreation Sector
- Defining Function of Attraction Sector
- Listing Attractions
- Defining Function of Food & Beverage Sector
- Listing Skills Needed in This Industry
- Defining Function of the Tourism Service Sector
- Listing the Areas That Make Up the Tourism Sector

Activity 4 - Sector Discovery Ontario and Canada (Link) - Estimated Time: 2 periods (150 minutes)

- Visit Places in Ontario
- Map of Ontario
- Stop Sign Markers
- List of Stops

Activity 5 - Accommodation Presidential Suite (Link) - Estimated Time: 2-3 periods (150-225 minutes)

- Brainstorm Presidential Suite Chart
- Presidential Suite Research
- Design Your Own Presidential Suite
- Design Your Presidential Suite Floor Plan

Activity 6 - Adventure Tourism & Recreation (Link) - Estimated Time: 3-4 periods (225-300 minutes)

- Designing an Adventure & Recreation Event for Customers
- Research Bird Watching
- Research Salmon Fishing
- Research Horseback Riding
- Research White Water Rafting
- Research Golf
- Research Wilderness Trekking
- Research Customer Profiles
- Analyzing Customer Profiles
- Designing Travel Itinerary

Activity 7 - Attractions Sector (Link) - Estimated Time: 2 periods (150 minutes)

- Design an Attraction Brochure

Activity 8 - Events & Conferences Sector (Link) - Estimated Time: 2 periods (150 minutes)

- Research an Event or Conference
- Website Summary

Activity 9 - Food & Beverage Sector (Link) - Estimated Time: 2-3 periods (150-225 minutes)

- Research Seasonal Festivals or Cultural Events
- Research Food & Beverages
- Create a Radio Announcement

Activity 10 - Tourism Symbols (Link) - - Estimated Time: 2 periods (150 minutes)

- Research Classifications for Tourism

- Research Five Diamond System
- Research Three & Five Star Award System

Activity 11 Transportation (Link) - Estimated Time: 2 periods (150 minutes)

- Research Transportation
- Research the Four Categories of Transportation
- Compare Travel Methods
- Travel Cost Analysis

Overall Expectations Covered

A1: Initiating and Planning

- Demonstrate an understanding of fundamental technological concepts and related skills by initiating and planning projects.

A2: Designing and Performing

- Develop projects that involve creating products and/or services, using a variety of resources and techniques, and record the development of their projects.

A3: Analyzing and Refining

- Evaluate and refine processes, products, and/or services.

A4: Follow Health and Safety Practices

- Apply an understanding of health and safety practices and procedures when using materials, tools, and equipment.

B1: Fundamentals of Technological Development

- Demonstrate an understanding of how various needs and underlying social, economic, and environmental factors drive the evolution of technology.

B2: Impacts of Technology

- Analyze the impacts of various technologies on individuals, society, the economy, and the environment.

B3: Careers and Pathways in Technology and the Skilled Trades

- Explore and describe careers in technological fields and the skilled trades, and pathways for entering them.

Engineering design process

The engineering design process will allow students to demonstrate their learning through a design process connected to the broad based technology classes.

This engineering design process has been modified from the Ministry of Educations model and as part of the expectations this step-by-step guide was developed to help the educator meet those expectations This engineering design process is to use as the basis of the activity below.

Students will go through the process of Initiating and Planning, Designing and Performing, and Analysing and Refining a project based on a real world problem.

Any engineering design process can be used. Connect with your board to implement the engineering design process that is currently being used in your district.

Example

In this project, students will apply the engineering design process by:

- Define the Problem: Identify the tourism sector to focus on and set project objectives.
- Research: Investigate the sector, gather resources, and understand key trends.
- Brainstorm: Generate ideas, create initial concepts, and consider different solutions.
- Develop and Plan: Select the best idea, plan the development steps, and outline resources needed.
- Create Prototype: Develop a prototype using appropriate tools and techniques.
- Test and Evaluate: Get feedback, assess effectiveness, and evaluate against objectives.
- Refine: Improve the prototype based on feedback.
- Implement: Finalize and prepare the product for presentation.
- Communicate: Present the final product and document the process.

Fundamental technological concepts

Here's how each fundamental technological concept is manifested in the context of the student project in Hospitality and Tourism:

- Aesthetics:
  Students design visually appealing materials like brochures and websites, focusing on attracting and engaging customers.

- Control:
  Students explore control mechanisms, such as managing bookings or automating processes like climate control in their designs.

- Environmental Sustainability:
  Projects incorporate eco-friendly materials and energy-efficient designs, reflecting on minimizing environmental impact.

- Ergonomics:
  Students ensure user comfort and safety in their designs, creating user-friendly and safe spaces or services.

- Creation:
  Students assemble research and resources to develop cohesive and functional final products, like floor plans or itineraries.

- Function:
  Students define and ensure their products, like a Presidential Suite or itinerary, meet specific user needs effectively.

- Innovation:
  Students develop unique products or services, introducing original concepts within the tourism sectors.

- Material:
  Students select appropriate materials, considering quality and sustainability in their projects.

- Mechanism:
  Students design or analyze systems within their projects, such as hotel room systems or logistical planning for itineraries.

- Power and Energy:
  Energy requirements are considered, with an emphasis on optimizing energy use in designs like hotel rooms or travel plans.

- Safety:
  Safety regulations and protocols are integrated into designs and plans, ensuring compliance and user protection.

- Structure:
  Students create organized layouts and structures, such as floor plans or brochure organization.

- Systems:
  Students design systems that integrate components like hotel booking workflows or coordinated travel services.

Fundamental technological concepts from the Ministry of Education (Link)

Universal design for learning

The Tourism Industry Project aligns with the Universal Design for Learning (UDL) framework by offering multiple means of engagement, representation, and action and expression. Students choose

their focus within the eight tourism sectors, allowing for relevance and personal motivation. Collaboration and peer feedback are integral to the project, fostering a supportive learning environment. The project provides diverse resources, including articles, videos, and case studies, catering to different learning preferences. Key concepts are presented through various formats, such as visual aids, written descriptions, and interactive discussions, to enhance understanding. Students demonstrate their knowledge and skills through varied outputs like prototypes, reports, and presentations, with scaffolded support provided throughout the project. Additionally, the project emphasizes accessibility and cultural inclusivity, ensuring it is suitable for all students.

Indigenous ways of knowing, doing and learning

The author has suggested an activity that honours the place from where it was written.

Please consult your school boards First Nation, Metis and Inuit curriculum and / or cultural support team to inform content or activities relevant to communities in your area.

This project embraces Indigenous ways of knowing, doing, and learning by incorporating holistic, experiential, and community-centered approaches. Students are encouraged to draw upon their cultural backgrounds, personal experiences, and local knowledge as they explore the various sectors of the tourism industry, honoring the storytelling, place-based learning, and oral traditions present in many Indigenous cultures. The project's emphasis on collaboration and potential partnerships with community organizations aligns with the Indigenous value of interconnectedness and community involvement. Additionally, the hands-on, process-oriented focus of the project reflects Indigenous experiential learning methods, allowing students to learn by engaging directly with their environment, reflecting on their experiences, and sharing their insights and creations with others. This project provides an opportunity for students to explore and express their identities while integrating and respecting diverse cultural perspectives within their work.

Teachers are encouraged to reach out to your school/board liaison or representative of the Indigenous teachings in your region for further guidance.

Potential for community partnership

By collaborating with local businesses, tourism organizations, and community centers, students can design products or services that meet community needs and promote local tourism initiatives. For example, students could work with a local tourism board to create brochures or itineraries that highlight regional attractions, or partner with a small business to develop promotional materials that showcase the business's unique offerings. These partnerships provide students with real-world experience in the tourism industry and the

opportunity to see their work applied in a practical context. Additionally, engaging with community partners fosters a sense of community involvement and civic responsibility. It allows students to gain valuable feedback and professional insights, enriching their educational experience and strengthening connections between the school and the broader community.

Innovations and emerging technologies

This project leverages innovations and emerging technologies by incorporating advanced tools and digital platforms to create tourism-related products and services. Students can utilize industry-standard software, such as Canva or Adobe Creative Suite, to design brochures, websites, or itineraries, gaining hands-on experience with

technologies widely used in the tourism industry. The project also encourages the use of online resources, such as virtual tours, mapping tools, and social media platforms, to enhance their understanding of digital marketing and content creation. By engaging with these technologies, students not only develop their technical skills but also stay current with trends in the tourism sector, preparing them for future careers in a technology-driven industry.

Career opportunities

As part of Activity 4 – Explore the 8 Sectors of Tourism, students research career opportunities within each sector. Students can investigate post-secondary programs, certifications, and training opportunities available at local, provincial, or national levels that align with their chosen sector. For example, students interested in the Accommodation sector might explore hospitality management programs, while those focused on Adventure Tourism could look into outdoor education or tourism management courses. This research will help students gain a deeper understanding of potential career paths and the educational requirements needed to pursue them, providing valuable insights into their future in the tourism industry.

- Apprentice search (Link)
- Ontario Colleges (Link)
- My Blueprint (Link)
- Skilled Trades Ontario (Link)

Skilled trades and apprenticeship opportunities

While this project does not lead to apprenticeship opportunities, students are encouraged to research potential internships that may arise in their respective areas.

Be sure to check the skilledtradesontario.ca (Link) website for the most current information.

For additional skilled trade, apprenticeship, and career opportunity resources, visit the Ontario Council for Technology Education website or contact your school's guidance department.

Assessment and evaluation

Evidence of student achievement for evaluation is collected through this project from various sources using multiple methods to assess student learning. Student products will be in the form of assignments

for evaluation. These assignments include rich performance tasks, demonstrations, research, and projects based on real-world settings.

Assessment will encompass the categories of knowledge/understanding, thinking, communication, and application

Rubric Included in Appendix A - Activity 1 - 11 (Link)

Experiential learning

This project makes use of experiential learning by immersing students in the hands-on process of exploring and developing products or services within the tourism industry.

Students actively engage in the process, from researching and analyzing various tourism sectors to creating their own tourism-related projects, such as brochures, itineraries, or promotional materials. They experience real-world applications of industry principles, receive immediate feedback from peers and instructors, and iterate on their work to refine their skills. Through this experiential approach, students gain a deeper understanding of the tourism industry and the practical skills needed to succeed in it.

Reflection of learning

Upon the conclusion of these lessons, activities, and the tourism project, the teacher is encouraged to reflect with their learners on the following:

- What went well?
- What areas need improvement?
- At what stage were you most engaged?
- How could these lessons, activities, and the project be improved?
- What advice would you give to someone before starting this work?
- Provide one example of something that you learned about the tourism industry.

These reflections will help both the teacher and students gain insights into the learning process, identify strengths and areas for growth, and enhance the overall educational experience.

Health and safety considerations

Please refer to the OCTE SAFEdoc: Hospitality & Tourism (Link) for any safety related materials.

Activity #1 Introduction - PowerPoint Presentation (Link)

Project Overview

- Types of Sectors in the Tourism Industry
- The Introduction to the project is presented in a PowerPoint Presentation

Please utilize and refer to the link below

Students will view the "8 Sectors of Tourism" presentation. 8 Sectors of Tourism Presentation (Link)

- Familiarize yourself with the different sectors that make up the tourism industry.
- After reviewing the presentation, list the eight sectors of tourism in the provided chart.

Resources to Help You:

- 8 Sectors of Tourism Presentation: 8 Sectors of Tourism Presentation (Link)

What You'll Need:

- The 8 Sectors of Tourism Presentation
- A chart template to list
- Pen and paper or digital tools for note-taking and completing the chart

Activity #2 Exploring the 8 Sectors of Tourism 8 Sectors of Tourism Presentation (Link)

Project Overview

Students will explore the "8 Sectors of Tourism" presentation. 8 Sectors of Tourism Presentation (Link)

- After reviewing the presentation, list each of the eight sectors of tourism in the provided chart.
- Using the information from the presentation, start thinking and listing about how each tourism sector plays a role in planning a trip.
- Consider how sectors like Accommodation, Transportation, and Attractions are integral to travel experiences.
- Use provided resources to research how each sector is represented in Ontario and other parts of Canada.
- For each sector, provide a brief description and examples of how it contributes to the tourism industry.
- Include any relevant details about how the sector impacts trip planning in Ontario and across Canada.

Group Discussion

- Participate in a class discussion to share your findings and insights with your peers.
- Discuss how different sectors interact and how they are all essential for creating a comprehensive travel experience.

Resources to Help You:

- 8 Sectors of Tourism Presentation: 8 Sectors of Tourism Presentation (Link)
- Tourism Websites and Databases:
    - Tourism Ontario:Ontario Travel (Link)
    - Destination Canada: https://www.destinationcanada.com/en
    - Canadian Tourism Commission: (Link)
- Sample Trip Itineraries:
    - Visit local tourism boards or websites for sample itineraries that highlight the different sectors.

What You'll Need:

- Access to the internet for research
- The 8 Sectors of Tourism Presentation
- A chart template to list and describe the sectors (provided by your teacher)
- Pen and paper or digital tools for note-taking and completing the chart.

Activity #3 Researching Tourism (Link)

Project Overview

Students will research and define key terms related to the eight sectors of tourism, analyzing their functions and providing examples to deepen their understanding of the industry.

1. Viewing the Presentation:
    - Students must first view the "8 Sectors of Tourism" presentation to familiarize themselves with the different sectors.
2. Research and Definition:
    - For the Accommodations Sector, students will research and provide definitions for specific terms related to accommodations.
3. Sector Analysis:
    - Students will analyze the Adventure Tourism and Recreation Sector, identifying its function and providing examples of adventure opportunities.
4. Canadian Attractions:
    - For the Attraction Sector, students will research and list key attractions across Canada.
5. Skill Identification:
    - In the Food & Beverage Sector, students will reflect on their own skills and how these can be applied within the sector.
6. Sector Breakdown:
    - For the Tourism Service Sector, students will explain the function and identify the key areas that comprise this sector.

Resources to help you:

- Canada's Tourism Industry: Overview of Canada's tourism sectors from the Government of Canada.
- World Travel & Tourism Council (WTTC) (Link): Global insights on tourism sectors.
- Hotel Industry Glossary: Definitions of accommodation terms from the American Hotel & Lodging Association.
- Introduction to Tourism and Hospitality in BC: A free textbook from OpenStax covering tourism basics.

- YouTube (Link): Search for tourism and hospitality channels like "TED-Ed" for quick video explanations.
- Statistics Canada - Travel and Tourism: Data on Canadian tourism.
- Destination Canada: Insights on Canadian attractions and tourism sectors.

What You'll Need:

- 8 Sectors of Tourism Presentation
- Research Tools: Internet access for definitions and examples.
- Note-taking Materials: Pen, paper, or a digital tool.
- Chart or Document Template: For organizing your answers.

Activity #4 Sector Discovery in Ontario (Link)

Project Overview

- For the duration of this project, students will virtually visit various locations in Ontario to learn about the 8 sectors of tourism. They will document their visits by marking each location on a map with a stop sign icon and creating a list of stops.
- Virtually visit various locations in Ontario to explore the 8 sectors of tourism.
- Mark each visited location on a map of Ontario with a stop sign icon.
- Create a list of all the stops you made, identifying which sector of tourism each stop represents.
- Students will virtually travel to different places in Ontario.
- Learn about the tourism sectors through real-world examples.
- Document each visit by marking it on the map and noting it on a list.

Resources That Will Help:

- Destination Ontario (Link)
- Ontario RTOs
- Google Maps (Link)
- Ontario Map (Link)
- Stop Sign Icon (Link)
- YouTube Tours (Link)
- Google Docs (Link) or Microsoft Word (Link)
- Research on the 8 sectors of tourism to identify relevant locations
- Local tourism guides or online resources to plan.

What you'll need:

- A printed or digital map of Ontario and Canada.
- A stop sign icon to mark locations.
- A method for recording and organizing their visits (notebook, digital tool, etc.).

Activity #5 Accomodation Presidential Suite (Link)

Project Overview

- Students will brainstorm, research, design, and create a floor plan for a Presidential Suite, applying their understanding of accommodations in the tourism industry. The Presidential Suite is the most expensive room provided by a hotel, featuring one or more bedrooms, a living space, grand in-room
- decorations, high-quality amenities, and tailor-made services (e.g., a personal butler or chef).
- Students will research five different Presidential Suites available in Canada (two from Ontario) and fill in information from their research, adding these to their Maps.
- Students will complete the brainstorm Presidential Suite Chart: by including ideas in bullet point form to start putting together concepts for their Presidential Suite.
- Room Layout Ideas:
    - Spacious living area with a panoramic view.
    - Master bedroom with an en-suite bathroom featuring a Jacuzzi.
- Luxury Features:
    - Personal butler service.
    - Private dining area with a personal chef.
- Aesthetic Elements:
    - High-end, contemporary decor with custom artwork.
    - Use of marble and hardwood flooring.
- Amenities:
    - High-tech entertainment system.
    - In-room spa services.
- Additional Services:
    - Chauffeur service to and from the hotel.
    - Personalized welcome gifts.
- Design Your Presidential Suite Floor Plan:

- After completing brainstorming, it is time to design the floor plan. Use the space provided or an online tool to create a bird's eye view (a view from a high angle as if seen by a bird in flight) of the Presidential Suite floor plan. Remember to include detailed labels and a legend to ensure clarity. This floor plan would be used on the hotel website to market the room.
- Presidential Suite Description:
- Include a paragraph that describes the Presidential Suite to future customers. This paragraph will be used on a hotel website to advertise the room. Be sure to include a description of the room, the special amenities and features, and the cost per night. Don't forget to check for spelling and grammatical errors.

Resources That Will Help:

- Hotel Design Resources:
    - Hotel Design Reference Guides (Link): Articles and guides on luxury hotel suite design.
    - Pinterest (Link): Inspirational images of Presidential Suites.
- Floor Plan Tools:
    - Floorplanner (Link): A tool for creating floor plans online.
    - RoomSketcher (Link): Another user-friendly floor plan design tool.
- Research Tools:
    - Google Scholar (Link): For academic articles on hotel design and accommodations.
    - YouTube (Link): Tutorials and walkthroughs of Presidential Suites in luxury hotels.

Things You'll Need:

- Brainstorming Materials:
    - Pen and paper or a digital tool for brainstorming and chart creation.
- Research Tools:
    - Internet access for researching existing Presidential Suites.
- Design Tools:
    - Access to online floor plan design tools (Floorplanner, RoomSketcher).
    - A device for digital design work (computer or tablet).
- Documentation Tools:

- A platform for organizing and submitting the final project (Google Docs, Microsoft Word, or a design portfolio tool).

Activity #6 Design Adventure Tourism & Recreation (Link)

Project Overview

Students will design an Adventure Tourism and Recreation event for two chosen customer profiles. This project involves the following tasks:

- Research Activities: Students will research various adventure tourism and recreation activities, such as bird watching, salmon fishing, horseback riding, white water rafting, golf, and wilderness trekking.
- Research Customer Profiles: Students will analyze the provided customer profiles to understand their needs, preferences, and limitations.
- Analyze Customer Profiles: Based on the research, students will analyze the chosen customer profiles to determine the best activities that align with their interests and abilities.
- Design a Travel Itinerary: Students will create a detailed travel itinerary for the selected customer profiles, outlining activities, schedules, and logistics to ensure a memorable and suitable adventure experience.
- Complete Customer Profile Charts: Students will fill in two customer profile charts based on their research and analysis.
- Highlight Chosen Profiles: Students will select and highlight the two customer profiles they intend to work on.
- Create the Final Itinerary: Finally, students will choose one customer profile and complete a comprehensive Travel Itinerary Form, including all relevant details for the planned adventure.

Resources That Will Help:

- Adventure Tourism Resources.
    - Destination Canada: Information on Canadian adventure tourism opportunities.
    - TripAdvisor (Link): Reviews and ideas for various adventure activities in Canada.
- Customer Profile Analysis:
    - Travel Customer Profiles: Examples of travel customer profiles and their typical preferences.
    - Persona Templates: Tools to help analyze and create detailed customer profiles.
- Travel Itinerary Tools:
    - Google Sheets: For creating a structured travel itinerary.
    - Canva (Link): For designing visually appealing itineraries.

Things You'll Need:

- Research Tools:
    - Internet access for researching activities and customer profiles.
- Planning Materials:
    - Digital tools for creating itineraries and customer profiles (Google Sheets, Word, or similar).
- Documentation Tools:

A platform for organizing and submitting the final project (Google Docs, Microsoft Word, or a design portfolio tool).

Activity #7 Attractions Sector – Design an Attraction Brochure (Link)

Project Overview

Students will research an attraction in Ontario and design a three-panel brochure that provides both written and visual information about the attraction. The brochure should be visually appealing, easy to understand, and provide valuable information for potential visitors. Students will ensure the brochure is professional, free of spelling and grammar errors, and is complete with details on the front and back of each panel.

Resources That Will Help:

- Brochure Design Tools:
    - Canva (Link): Online tool with templates for creating brochures.
    - Microsoft Word (Link): Built-in templates for a three-panel brochure.
- Research Tools:
    - Ontario Attractions Websites: Information on various attractions across Ontario.
    - TripAdvisor: Reviews and details on popular attractions.
- Graphics and Images:
    - Unsplash (Link): Free high-quality images for use in the brochure.
    - Pixabay (Link): Another resource for free images.

Things You'll Need:

- Design Tools:
    - Access to brochure design software or online tools (e.g., Canva, Microsoft Word).
- Research Tools:
    - Internet access for researching your chosen attraction in Ontario.
- Printing Materials:
    - Access to a printer and 8 ½ x 11 paper for creating the physical brochure.
- Documentation Tools:
    - A platform for organizing and submitting the final project (Google Docs, Microsoft Word, or a design portfolio tool).

Activity #8 Events and Conferences Website Summary (Link)

Project Overview

Students will research an event or conference in Canada by finding a credible article. After reading the article, they will complete a website summary to deepen their understanding of the Events & Conferences sector within the tourism industry. Students will also mark any relevant locations on their Ontario or Canadian map from the “Discover Ontario Travel Trade Sector Assignment.”

Tasks:

- Title of Article: Students will identify the title of the article they have researched.
- Website Address or Link: Students will provide the website address or link to the article.
- Summarize: Students will summarize the key points of the article.
- Interesting Ideas from the Article: Students will note any interesting ideas or concepts they found in the article.

Resources That Will Help:

- Research Tools:
    - Google Scholar (Link): For finding credible articles on events and conferences.
    - CBC News: Canadian news source that often covers major events and conferences.
    - The Globe and Mail (Link): A reputable Canadian newspaper with articles on various events and conferences.
- Citation and Summary Tools:
    - EasyBib (Link): For creating citations for the articles used.
    - Google Docs (Link) or Microsoft Word (Link): For writing the article summary and notes.

Things You'll Need:

- Research Tools:
    - Internet access for finding and reading articles.
- Documentation Tools:
    - Access to a word processor (Google Docs, Microsoft Word) for writing summaries and notes.
- Map for Marking Locations:

- Access to the Ontario or Canadian map from the previous assignment for marking locations.

Activity #9 Food & Beverage Radio Announcement (Link)

Project Overview

Students will research and identify five province-wide seasonal festivals or cultural events in Canada that focus on food and/or beverages. They will chart these events and add them to their map. After researching, students will create and record a 2-minute radio announcement to advertise one of the chosen festivals. The announcement should be informative, exciting, and professional, providing details about the festival and why it's worth attending.

Resources That Will Help:

- Festival and Event Research:
    - Canadian Food Festivals Guide: Lists and details on food and beverage festivals across Canada.
    - Eventbrite (Link): Search for upcoming food and beverage events in various provinces.
- Radio Announcement Tools:
    - Audacity (Link): Free, easy-to-use audio recording and editing software.
    - Anchor (Link): A platform for recording, editing, and sharing audio content.
- Research Tools:
    - Google Scholar (Link): For finding articles on food trends and the impact of mobile food businesses.
    - CBC News: Canadian news source that often covers cultural events and trends.

Things You'll Need:

- Research Tools:
    - Internet access for researching seasonal festivals and cultural events focused on food and beverages.
- Audio Recording Tools:
    - Access to a computer or mobile device with audio recording software (e.g., Audacity, Anchor.fm).
- Map for Marking Locations:
    - Access to the Ontario or Canadian map from the previous assignment for marking festival and event locations.
- Documentation Tools:

- A platform for organizing and submitting the final project (Google Docs, Microsoft Word).

Activity #10 Tourism Symbols (Link)

Project Overview

Students will research and identify properties in Ontario or Canada that have received high ratings from the Forbes Travel Guide, Michelin Guide, and CAA/AAA award systems. As a travel agent in the Tourism Services Sector, students will be responsible for finding four different properties for each award system. These properties should be documented in a graphic organizer, including details such as the name, location, rating, and any additional features that would appeal to potential customers. The locations should also be marked on the Ontario and Canadian map used in previous assignments.

Resources That Will Help:

- The Classification in the tourism Industry presentation(Link))
- Award System Research:
    - Forbes Travel Guide (Link): Research properties with high ratings.
    - Michelin Guide: Find Michelin-rated properties in Canada.
    - CAA/AAA: Research CAA/AAA Diamond-rated properties.
- Map Tools:
    - Google My Maps: For creating custom maps and marking property locations.
    - Google Maps (Link): To find and verify locations of selected properties.
- Graphic Organizer Tools:
    - Canva (Link): For creating visually appealing graphic organizers.
    - Google Docs (Link) or Microsoft Word (Link): For creating and organizing the information in a graphic format.

Things You'll Need:

- The Classification in the tourism Industry presentation (Link)
- Research Tools:
    - Internet access for researching properties rated by Forbes, Michelin, and CAA/AAA.
- Graphic Organizer Tools:
    - Access to software or online tools for creating the graphic organizer.
- Map for Marking Locations:

- Access to the Ontario or Canadian map from previous assignments for marking property locations.

Activity # 11 Transportation (Link)

Project Overview

Students will explore the Transportation Sector, which is responsible for providing movement while people are traveling. The sector is divided into four categories: Air, Railway, Water, and Ground transport. Students will research different ways to travel around Ontario and beyond, focusing on the time required and cost for various transportation options. They will complete a chart comparing travel methods for specific routes, including Vancouver to Toronto, London to Montreal, and Kingston to Quebec City.

Resources That Will Help:

- Transportation Research:
    - Google Flights: For finding flight options and costs.
    - VIA Rail: For train schedules, travel times, and costs across Canada.
    - Expedia (Link): For comparing various transportation options including flights, trains, and car rentals.
    - Rome2rio (Link): A platform that compares travel options (plane, train, car, etc.) for specific routes.
- Travel Cost Estimation:
    - GasBuddy (Link): For estimating the cost of driving based on distance and fuel prices.
    - Ferry and Boat Services (Link): For researching boat travel options, particularly for routes like Kingston to Quebec City.

Things You'll Need:

- Research Tools:
    - Internet access for researching travel methods, schedules, and costs for various transportation options.
- Documentation Tools:
    - Access to a word processor or spreadsheet tool (Google Docs, Google Sheets, Microsoft Word, Excel) for creating and organizing the travel comparison chart.

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