Transition Unit
Tourism Studies – the Irish Experience

NCCA
An Chomhairle Náisiúnta Curaclaim agus Measúnachta
National Council for Curriculum and Assessment

Area of Study

Creativity and Work and the Future

Overview

This transition unit provides an opportunity to introduce students to Tourism in Ireland and abroad. Students will explore the concept of heritage tourism. They will focus on their own local area and then by using a SWOT analysis they will critically evaluate their own area as a tourist destination. The unit also explores training and career opportunities in the context of tourism and hospitality.

Related learning

Fáilte Ireland Tourism Awareness Programme (TAP) for Transition Year students

Leaving Cert Applied Programme (LCAP) – Hotel, Catering and Tourism module

Leaving Certificate Vocational Programme (LCVP) Link Modules 1 - Preparation for the World of Work and Link Module 2 – Enterprise Education

Career Guidance

Outline of the unit

Teaching materials to support all of the activities suggested below are listed in the resource section

(a) The Tourism Product

Students will

- gain an understanding of the different types of tourism, the needs of tourists and the sectors of the tourism industry
- be introduced to the concept of the tourism product with reference to local, national and international tourism
- be introduced to the key components of the Irish tourism product
- discuss the importance of tourism as an economic activity.

(b) Exploring the Local Area

Students will

- discover the meaning and importance of heritage
- explore their own local area. This will involve a study of natural sites, street names and locations, culture and heritage.

- explore their village/town/city in pairs, provided with street maps, to familiarise themselves with the area.
- give a short presentation on their research findings.

(c) SWOT Analysis of Local Area
Students will
- explore their village/town/city in pairs, provided with street maps, to familiarise themselves with the area.
- give a short presentation on their research findings.

(d) Food Tourism
Careers and employment opportunities within the tourism industry will be investigated.
Students will
- be introduced to the different courses offered by Fáilte Ireland
- conduct a personal skills audit
- select one course of interest to them and research it under the following headings:

> Entry requirements for the course
> Attributes needed to do this job well
> Course content
> Course duration
> Course location
> Employment opportunities after training

- prepare a Curriculum Vitae and letter of application
- interview an employee in the tourism industry
- participate in mock interviews
- prepare and deliver a presentation on their selected course.

Breakdown of the unit

Class contact time	30 hours
For example, 1 Double and 1 Single class per week over 15 weeks	
Field work, investigations, interviews, independent research	10 hours
Preparing and presenting a report	5 hours

Aims

This transition unit aims to
- develop an understanding of the tourism industry in Ireland and abroad
- enable students to become critically aware of their own area as a tourist destination
- facilitate students in investigating possible careers and employment opportunities within the tourism industry.

Learning Outcomes

On completion of this unit students should be able to:

- list and discuss the key components of the tourism product
- identify and locate local streets and tourist attractions using maps
- critically evaluate the local area as a tourism destination
- discuss the importance of tourism to the local economy
- identify courses, training opportunities and careers choices within Hospitality and Tourism
- research, evaluate and summarise information from a range of sources
- demonstrate improved presentation and communication skills
- work independently and cooperatively through research tasks
- take responsibility for the completion of tasks within a given time frame.

Key skills	How evidenced
information processing	Students will access information from a number of different sources e.g. local library, local newspapers, websites, and town/city development plan.
	Students will select the most relevant data for their needs.
	They will summarise the key points of their research and make a presentation to the class in an informative and interesting manner using a medium of choice.
	Where an interview becomes part of a task e.g. in the careers investigation, the questions to be asked will be carefully planned in advance and the information accurately recorded.
critical and creative thinking	Students will take a critical look at their own area as a tourist destination in the swot analysis.
	Where there are weaknesses and threats identified, the students will have to think about and present alternatives.

communicating	Students will have the opportunity to engage in class discussion and debate.
	Students will present their project work to the class using a medium of their choice.
	They will practice listening attentively and expressing opinions.
working with others	Students will become familiar with the dynamics of working in a group.
	They will organise and delegate work within their own group.
	Each student will take responsibility for his/her own elements of the task.
being personally effective	Students will personally reflect on their work.
	They will work to set deadlines.
	They will become more confident and assertive when presenting to a group.

Learning approaches

The use of group work, paired and individual task-based methodologies will help to actively include and engage all students in the learning experience.

- Brainstorming, discussion and debate
- Self-directed learning
- Students will be encouraged to use ICT to source information and present their work
- Field trips using maps
- Questionnaires
- Guest speakers
- Role-play
- Interviews/Surveys
- Use of media to raise awareness of issues

Assessment approaches

A combination of the following can be factored into the overall assessment:

- Portfolio of work to include:

    project/assignment work, research findings, reports, career investigations, planning and evaluations of field trips, class presentations

- Home work

- Self-assessment by students on their own work

Evaluation methods

- Informal interviews with students will provide feedback throughout the course.

- Student evaluation (see sample attached)

- Teacher Evaluation -   (see sample attached) or http://ty.slss.ie/eval.html

Resources

The main resources that you will need to teach this TU are

- Tourism Awareness Programme Teacher Resource Manual, (includes lesson plans, support material, exercises and activities and lesson extensions),
- Tourism Awareness Programme Interactive CD Rom which contains further resources and dedicated website.

Both the manual and CD Rom are available free of charge from Fáilte Ireland.

Fáilte Ireland also provides in-service training and support to schools in relation to using the above resources through its Second Level Support Services Team. If your school would like to access training or support please email tourismawareness@ failteireland.ie

Materials related to teaching each section of the TU are set out below:

Section a. The tourism product
Fáilte Ireland Tourism Awareness Programme
Unit 1 Introduction to Tourism
    Lesson 1 (Defining Tourism and the Tourist)
    Lesson 2 (The Tourism Product)
    Lesson 6 (Tourism and the Economy)

In addition the interactive CD Rom, contains further resources, and there is a dedicated website: http://www.failteireland.ie/About-Us/Publications-Archive

Section b. Exploring the local area

Fáilte Ireland Tourism Awareness Programme
Unit 4   Tourism and Heritage
    Lesson 1 (What is Heritage)
    Lesson 7 (Your Local Area)
The interactive CD Rom, contains further resources.

For ideas on how to conduct a local area survey see: http://lcvp.slss.ie/resources/c/359/1/LCVPWofWork.pdf

Other useful websites for this part of the Unit are:

www.discoverireland.ie

http://maps.google.com/

http://ty.slss.ie/assessment.html

http://ty.slss.ie/resources/proj.pdf http://www.homeeconomics.ie/homeeconomics/Main/methodologies-groupwork.htm

http://www.google.ie/search?hl=en&source=hp&q=my+own+place+lcvp&meta=&aq=0&oq=my+own+place

www.tourismawareness.ie

Section c. SWOT analysis of local area

For guidance on conducting a SWOT analysis and summary report see http://lcvp.slss.ie/resources/c/359/1/LCVPWofWork.pdf

 Other useful resources:

www.discoverireland.ie

http://ty.slss.ie/method_proj.html

Section d. Careers in tourism

Fáilte Ireland Tourism Awareness Programme

Unit 2 Tourism Education and Training:

Lesson 1 (Careers in Tourism)

Lesson 2 (Fáilte Ireland Courses)

Lesson 4 (Preparing a Job Application)

Lesson 5 (Interpersonal Skills)

Lesson 6 (Communication Skills)

Refer also to LCVP: Link module 2 - Enterprise Matters. 'Resource Pack for Teachers' 'Skills   Audit' Page 35.

http://lcvp.slss.ie/resources/c/360/LCVP%20Enterprisem_u.pdf

www.picktourism.ie

http://www.tourismawareness.ie/careers.asp

Go places in Tourism: http://www.failteireland.ie/Developing-People/Careers-in-Tourism

http://www.tourismawareness.ie/lessonplans.asp

http://www.failteireland.ie/Developing-People/Guidance-Counsellor/Courses.aspx

http://www.failteireland.ie/Developing-People/Careers-in-Tourism.aspx

More useful resources

Fáilte Ireland - DVD Go Places In Tourism

Fáilte Ireland - DVD The Master's Apprentice

Leaving Certificate Applied Programme (LCAP) - Hotel Catering and Tourism module - Fáilte Ireland Resource Listing (appendix to LCAP workbook) available from LCA Support Service: Shannon Curriculum Development Unit

Teacher Handouts

Street Maps

Town Library-Local Studies Section

Local Newspaper Tourism Cuttings (Dated and displayed on classroom tourism notice board)

Transition Year Careers Book

Town/City Development Plan

List of preserved structures of area

Seanda-NRA Archaeology Magazine

Local Tourism Brochures

Holiday programmes (television)

Websites

www.picktourism.ie

www.tourismawareness.ie

www.failteireland.ie

www.sustourism.ie

www.ireland.ie

www.discoverireland.ie

www.corkkerry.ie

www.visitdublin.com

www.southeasttourism.ie

www.shannonregiontourism.ie

www.nitb.com

www.antaisce.org

www.discoverireland.ie/west

www.discoverireland.ie/southwest

www.discoverireland.ie/southeast

www.discoverireland.ie/eastcoast

www.discoverireland.ie/northwest

www.discoverireland.ie/shannon

Student Evaluation of Transition Unit

Title of Transition Unit _____

Please begin by completing the following sentences

1. The thing I most enjoyed about this transition unit was….

2. The most interesting thing I learned was….

3. This will be useful because…

4. The thing I least enjoyed about this transition unit was…

5. The things I found most difficult were…

6. Skills I developed were…

7. If this Transition Unit was being taught to another group of students what changes, if any, would you suggest that would make it better?

Teacher Evaluation of Transition Unit

Title of Transition Unit _____

1. What parts of the unit were most successful?

2. What parts did not work so well?

3. To what degree do you consider that the following were achieved?

	A lot	Partially	Comment
Learning outcomes			
Key skills			
Students were actively involved and interested in learning			

4. If you were teaching this Transition Unit again, what changes would you make:

To content:

To teaching methodology:

To assessment:

5. Were there any unexpected outcomes?