

Competence Tourism

Competition task:

1. Forms of participation in the competition
2. Task for the competition
3. Modules of tasks and needed time limits
4. Criteria и
5. Needed annexes

Number of hours needed for task implementation: 3 hours.

1. Forms of participation in competition

«ArcticSkills» competition in «Tourism» competence – is a professional competition (teams competition) in the sphere of tourism activities with two participants. Participants work in teams of two people to reply to tourists' requests, solving different competition tasks. Competitors work in conditions, close to realtime work in office (travel agency, etc.), fulfilling tasks, defined in competition task.

2. Competition tasks

Evaluation of knowledge of the participants is done only through practical implementation of Competition task.

Competition is organized in module principles. Participants get variants of tasks in the form of client request, containing real situation from tourism activities for each module. The form of request is varied depending on tasks, applicable to the module: video, oral request of the client, written request and other possible forms of requesting. Request of the client is provided to the participants of the competition at the starting point of work with the module. Specific time frames are suggested for implementation of each module.

3. Tasks module and needed time

Competition task consists of 2 modules:

1 Development and justification of new tourist route

2 Special task

№	Module title	Working time	Time for task implementation
3	Module 1 Development and justification of new tourist route	08.30-11.00	2 hours+ 20 mins (10 mins presentation for each team)

4	Module 2 Special task	12.00-13.00	30 mins (15 mins presentation for each team)
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Module – Special task

Special task has “spontaneous” character, having creative aspects, ability to use strategic thinking and develop creative approach to solving tasks from professional topics, demonstrate accuracy of oral speech, successful oral communication and public presentation, as well as ability to work in team and stress resistance.

After public presentation evaluating experts have the right to ask competitors limited number of questions (at least 3). Recommended time for answers of the participants should not exceed 3 minutes by the time of making presentation on the module.

This task is universal and it is meant to provide possibility for the participants within short time period to demonstrate professional competences of the specialist in the sphere of tourist activities. Skills quickly to react to appearing unforeseen circumstances in professional activities and ability of competitor to solve new tasks in creatively and quickly.

Module – Development and justification of new tourist route

In accordance with the given topic competitors develop new unique tourist route. Participants justify concept and unique features of new route. In the course of developing and presenting service program along the route, competitors define

geographic areas where the route goes, optimal locations of sights and objects of visit on the route and time span for transportations, optimal use of related infrastructure on the route (accommodation, food and beverage, etc.), optimal design of route plan in accordance with the duration of travelling.

During presentation of tourist route participants will provide information of recommended price of tourist route.

In the process of development of new unique route, competitors make sketch map of the route with identification of the following issues: stopover points, overnight stops, accommodation, food; excursions list, duration of the trip, etc. Participants justify security demands on the route.

Site visits are selected by the participants, taking into consideration their motivation inclusion into the route. On condition general concept corresponds with the idea of the route, competitors provide unique interactive program, its elements are demonstrated during presentation of program of the tourist route.

Competitors prepare presentation of their product, demonstrating: creativity and original features of the new tourist route program; culture of speech, general logic and logic of presentation; ability to use given time efficiently; skills to work with Power Point.

4. EVALUATION CRITERIA

Evaluation during competition of competence “Tourism” falls within one of two categories: measurement and judgement. Using of exact samples for comparison, evaluating each aspect for both categories of evaluation has significant importance for

quality guarantee. General number of points of the task / module is ??? points.

OPINION OF JUDGES (JUDGEMENT)

Scale from 0-3 is used to take decision. Judgement should take into consideration the following aspects, to make application of the scale steady and consistent:

- Criteria for guidance on each aspect
- Scales 0–3, where:
 - 0: implementation does not meet the demands of branch standards;
 - 1: implementation meets the demands of branch standard;
 - 2: implementation meets branch standard and sometimes exceeds it;
 - 3: implementation exceeds branch standard and is assessed as excellent

Each aspect is assessed by three experts, each expert should make evaluation after that those marks (assessments) are compared. In case marks (assessments) differ more than by one point, experts should discuss this assessment and remove such a difference.

MEASURABLE ASSESSMENT

Evaluation of each aspect is done by three experts. If other is not stated, only maximal assessment will be rewarded or zero points. In case it is possible to award assessment lower than maximal, it is described in the Assessment Scheme with indication of measurable parameters.

5. DETALIZAITON OF ASSESSMENT CRITERIA

1 Development and justification of new tourist route

- Skills of optimal selection of a geographic region (s) in accordance with the stated theme of the route
- Skills of selection of places of visit and objects of display in accordance with a given topic.
- Logic and justification of a new route.
- Skills of designing technological map of the route.
- Skills of developing program of new unique tourist route

- Skills of selection of accommodation and catering facilities in accordance with the existing infrastructure and clients' requirements.
- Skills to take into account safety and security rules on the route
- Ability to think logically and justify idea and concept of new route.
- Ability to characterize target group for which the route is developed.
- Skills to develop map-scheme of the route.
- Ability to justify and include into the route main and additional excursion objects.
- Skills of developing an interactive component on the route, provided that the general concept and the idea of the route are interrelated.
- Skills to work in PowerPoint, quality and full oral presentation of tour program.
- Ability efficiently to use time, given for presentation.
- Skills of successful communication and ability to work in a team.
- Skills to demonstrate elements of interactive program.

Special task

- Ability to quickly respond to unforeseen circumstances in the professional activity and the ability of the participant creatively and efficiently to solve emerging problems.
 - Ability find creative approach to solving creative tasks.
 - Ability to give reasons and justified arguments.
 - Correctness of oral speech, demonstration of successful communication skills and public presentation.
 - Ability to work in teams and stress – resistance.
 - Ability efficiently to use given time for presentation.