



<p><b>History</b></p> <ol style="list-style-type: none"> <li>1) Alaska's First People</li> <li>2) Alaska History – European/Russian</li> <li>3) US Purchase &amp; Ownership</li> <li>4) Alaska Gold Rushes</li> </ol> <p><b>Alaska Native Cultures</b></p> <p><b>Alaska's Economics</b></p> <ol style="list-style-type: none"> <li>1) Oil Industry</li> <li>2) Fishing Industry (sport &amp; commercial)</li> <li>3) Timber Industry</li> <li>4) Mining Resources</li> <li>5) Tourism - Ecotourism</li> </ol> <p><b>Alaska Geography</b></p> <ol style="list-style-type: none"> <li>1) 6 Regions of Alaska</li> <li>2) Mountain ranges/peaks</li> <li>3) Rivers/lakes/bodies of water</li> <li>4) Glaciers/ice fields</li> <li>5) Highways/road systems</li> <li>6) The Trans Alaska Oil Pipeline</li> </ol>	<ul style="list-style-type: none"> <li>• Develop and demonstrate knowledge of the history of Alaska from the earliest of habitation to recent, historically significant events.</li> <li>• Discuss the facts of “Seward’s Folly” and the significant impact on the territory and the US.</li> <li>• Expand on what worked and didn’t work with “The New Deal”</li> <li>• Identify travel routes, methods of gold mining, the impact for development of Alaska and specific gold rushes.</li> </ul> <ul style="list-style-type: none"> <li>• Identify Alaska native tribes, the regions they reign from, lifestyles, subsistence living, family structure, traditions, Alaska native history</li> <li>• Become familiar with the ANILCA, ANCSA</li> </ul> <ul style="list-style-type: none"> <li>• Discuss &amp; understand the economic development &amp; industry impact for the 6 regions of Alaska</li> </ul> <ul style="list-style-type: none"> <li>• Become knowledgeable, identify/locate on a map &amp; discuss significant issues of each Alaskan geography topic</li> </ul>
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<p><b>Natural Resources</b></p> <ol style="list-style-type: none"> <li>1) Alaska Lands Agencies/Issues</li> <li>2) Fish and wildlife</li> <li>3) Flora and fauna of Alaska</li> <li>4) Ecology &amp; Ecosystems</li> </ol> <p><b>Customer Service Skills</b></p> <ol style="list-style-type: none"> <li>1) Public Speaking</li> <li>2) Customer Contact Skills</li> </ol> <p><b>Professional Development</b></p> <ol style="list-style-type: none"> <li>1) Grooming &amp; hygiene</li> <li>2) Professional dress</li> <li>3) Employability standards</li> <li>4) Resume preparation &amp; Interview skills</li> </ol>	<ul style="list-style-type: none"> <li>• Determine the region/location of National/State Parks and Refuges often visited</li> <li>• Locate and identify common fish/wildlife/birds located along the rail belt.</li> <li>• Understand basic etiquette for wildlife viewing, basic state and federal regulations relating to fish and wildlife.</li> <li>• Identify Alaska’s ecosystems</li> <li>• Identify trees/flowers along the AKRR</li> </ul> <ul style="list-style-type: none"> <li>• Improve public speaking skills through practice with diction, articulation, projection and using a microphone</li> <li>• Understand how to assess a crowd through verbal and non-verbal communication</li> <li>• Develop skills/tools for entertaining passengers</li> <li>• Learn how to deal effectively with the: <ol style="list-style-type: none"> <li>1) “Difficult Customer”</li> <li>2) “Elderly Customer”</li> <li>3) “Passengers with Disabilities”</li> </ol> </li> </ul> <ul style="list-style-type: none"> <li>• Understand and demonstrate <ol style="list-style-type: none"> <li>1) Personal care &amp; health care</li> <li>2) Comply with professional dress &amp; structured uniform standards</li> <li>3) Professional attitude &amp; poise, values &amp; work ethics</li> <li>4) Appropriate interaction &amp; communication with co-workers &amp; employers</li> <li>5) Develop a professional resume to use for an interview with the AKRR &amp; the travel/tourism industries</li> <li>6) Respond effectively to questions asked during interviews with the AKRR and other Tourism related businesses</li> </ol> </li> </ul>
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### **Sales and Marketing of Alaska's Tourism Products**

- 1) Identify different types of businesses that support the tourism industry in AK
  
  
  
  
  
  
  
  
  
  
- 2) Understand the objectives and steps for effective & marketing sales

### **Field Trips & Tours**

(Changes to schedule may be required)

- 1) Anchorage Museum of History & Art
- 2) Anchorage Convention & Visitors Bureau
- 3) Alaska Public Lands Information Center
- 4) Professional City Tour
- 5) AKRR Depot & Operations
- 6) Alaska Native Heritage Center
- 7) Rail trips to Hurricane / Talkeetna / Seward / Denali / Fairbanks
- 8) Boat trips on Resurrection Bay & the Riverboat Discovery

- Discuss the support & activities of tour companies, cruise operators, vendors & suppliers
- Meet with a participate in the services and activities of many tourism businesses in order to understand what they offer to customers
- Develop compelling dialog to promote the tourism businesses the customers/passengers will be interested to attend
  
  
  
  
  
  
  
  
  
  
- Become aware of customers needs/wants
- Develop customers' perception of product to be superior
- Educate customer about benefits & features
- Response desired: for the customer to be motivated to take action. BUY!
  
  
  
  
  
  
  
  
  
  
- Commit to participate with excellent attendance in:
  - 1) Field trips & activities
  - 2) Curriculum required training
  - 3) Classroom sessions
- Development professional skills to become a tour guide.
- Represent the King Career Center, the Alaska Railroad & the State of Alaska with the favorable behavior of an ambassador

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