



e-learning Courses for University as Part of Blended Learning

Tourism Research Industry

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Background

CommLab India designed and developed an online process training course on tourism research to support a top university's implementation of a blended learning solution. Our client is the largest institution of higher education in the District of Columbia, USA. It has more than 20,000 students from all the 50 states of America.

Research suggests that blended learning increases people's ability to apply new skills and knowledge while on the job. The purpose of this course was to make learners understand the process of tourism research. The course aimed at providing comprehensive knowledge on how to plan for a visitor's stay at a destination and interview him or her for valuable inputs to feed into research. The learners were graduate and post-graduate students.

Client Requirement

Our client had provided inputs in the form of PPTs. They wanted the course to be developed as 10 separate built using Flash. Each unit was to have formative assessments. Summative assessments were also required for a few units. A glossary of keywords was required for all the units. Professional voice narration was also required.

Challenge

The inputs provided contained lectures given by professionals, which turned out to be a huge data source. The client had placed restrictions on changing the content. The challenge was to come up with a suitable instructional strategy for process training in this particular domain. The course was part of an overall blended learning solution that included self-learning and classroom training. The client had an impending timeline with regard to launching the online course.

Solution

Content was broken into logical structure modules and topics that followed a linear structure. Visualization was enhanced by adding rich graphics and interactivities. A good balance was achieved between content, images and interactivities so that it led to an integrated strategy for effective learning and enhancement of performance. The course was designed in such a way that learners could take up the course on their own and sometimes discuss it with a lecturer using LCDs.

A Resources section was added in the interface so that learners could access it for further information. Formative assessments were added at regular intervals to assess and reinforce the learning. The project plan was revised to meet the customers immediate deadline and the course was launched in time.

Result

An interactive as well as engaging e-learning course with 10 units was developed using the rapid development tool, Flash. The course met the timeline and all the requirements of the client. It also had a positive impact on the performance of the learner. It was a huge success in terms of easy delivery across a wide range of audiences.

About CommLab India

CommLab India (www.commlabindia.com) is a Custom eLearning Solutions Company based in India. Since 2000, it has been providing state-of-the-art eLearning services to organizations across the world in the areas of Learning Consultancy, Custom Courseware, and Learning Technology. Some of our reputed clients are **BC Hydro**, **George Washington University**, **Kawasaki** and **Deloitte**. We are preferred vendors to some of the Fortune 500 companies like **Alcoa**, **Unilever** and **Pepco Holdings Inc.**

Sample Screenshots:

