**Area of Learning: Applied Design, Skills, and Technologies — Tourism Grade 11**

**BIG IDEAS**

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| Services and products can be designed through consultation and collaboration. |  | Personal design choices require the evaluation and refinement of skills. |  | Tools and **technologies** can influence communications and relationships. |

**Learning Standards**

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| **Curricular Competencies** | **Content** |
| *Students are expected to be able to do the following:*Applied DesignUnderstanding context* Engage in **consumer-centred research** and **empathetic observation**

Defining* Establish a point of view for a chosen design opportunity
* Identify potential consumers, intended impact, and possible unintended negative consequences for a chosen tourism design opportunity
* Identify criteria for success, **constraints**, and possible unintended negative consequences

Ideating* Identify gaps to explore in the tourism industry
* Generate ideas and enhance others’ ideas to create possibilities
* Critically analyze how competing social, ethical, and community factors may impact design
* Screen ideas against criteria and constraints, and prioritize them for prototyping
* Collaborate with potential consumers throughout the design process when possible

Prototyping* Identify and use a variety of **sources of inspiration** and **information**
* Compare, select, and employ techniques that facilitate a given task or process
* Develop a product plan and/or service plan that includes key stages and resources
 | *Students are expected to know the following:** design for tourism and hospitality services and products
* **consumer types**
* **factors that influence tourism** products and services and consumer choices
* evolving **sectors** of the tourism industry in a **changing marketplace**
* **economic influence** of tourism
* **characteristics of services** as distinct from goods
* **local factors** in the **evolution** of tourism over time
* **agencies** that influence the development, management, and marketing of tourism products, services, and destinations
* **marketing considerations** and strategies for industry management
* marketing through evolving **industry technologies**
* **First Peoples tourism** and the local/provincial market and economy
* cultural sensitivity and etiquette, including ethics of **cultural appropriation**
* hospitality and communication skills to **interact effectively** with local and international tourists
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**Learning Standards (continued)**

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| **Curricular Competencies** | **Content** |
| Testing* Identify and obtain critical feedback from multiple **sources**, both initially and over time
* Based on feedback received and evaluated, make changes to product and/or service plan or processes as needed

Making* Identify tools, technologies, materials, processes, and time needed for development and implementation
* Use **project management processes** when working individually or collaboratively to coordinate processes
* **Share** progress to increase opportunities for feedback, collaboration, and, if applicable, marketing

Sharing* Decide on how and with whom to share or promote their **product or service**, their creativity, and, if applicable, their **intellectual property**
* Critically reflect on their design thinking and processes, and identify new design goals
* Assess their ability to work effectively, both individually and collaboratively

Applied Skills* Apply safety procedures for themselves, co-workers, and consumers in both physical and digital environments
* Identify and assess skills needed for design interests, and develop specific plans to learn or refine them over time
* Demonstrate the ability to apply a framework for problem solving

Applied Technologies* Explore existing, new, and emerging tools, technologies, and systems and evaluate their suitability for the task at hand
* Evaluate impacts, including unintended negative consequences, of choices made about technology use
* Analyze the role and personal, interpersonal, social, and environmental impacts of technologies in societal change
* Examine how cultural beliefs, values, and ethical positions affect the development and use of technologies
 | * event planning, coordination, and facilitation skills
* **interpersonal and public relations skills** to promote products or services and to interact with potential customers
* career options in marketing and promotions
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