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

**BIG IDEAS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 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**

|  |  |
| --- | --- |
| **Curricular Competencies** | **Content** |
| *Students are expected to be able to do the following:*  Applied Design  Understanding 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 |

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

**Learning Standards (continued)**

|  |  |
| --- | --- |
| **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 |