**Area of Learning: Applied Design, Skills, and Technologies — Tourism Grade 12**

**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 and analyze potential consumers, intended impact, and possible unintended consequences for a chosen tourism design opportunity
* Identify criteria for success, identify **constraints**, and anticipate and address possible unintended negative consequences
* Make decisions about premises and constraints that define the design opportunity

Ideating* Take creative risks to generate ideas and enhance others’ ideas to create possibilities
* Screen ideas against criteria and constraints, and prioritize them for prototyping
* Critically evaluate how competing social, ethical, economic, and sustainability factors impact tourism locally, nationally, and globally
* Collaborate with potential consumers throughout the design process

Prototyping* Identify, critique, and use a variety of **sources of inspiration** and **information**
* 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 across multiple **sectors**
* **necessary components** for tourism development, including **market research strategies**
* role of **disruptors** in a tourism economy
* **emerging trends** in the tourism industry, such as **leisure innovation** and **First Peoples tourism**
* **role of labour** in sustaining tourism and hospitality operations and services locally and globally
* entrepreneurship and small business development in hospitality and tourism
* strategies for **tourism stakeholder** engagement and collaboration
* **risk management in tourism and legislation**
* event planning, coordination, and facilitation skills
* cultural sensitivity and etiquette, including ethics of **cultural appropriation**
* hospitality and communication skills to **interact effectively** with local and international tourists
* career options and opportunities in various tourism sectors
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**Learning Standards (continued)**

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| **Curricular Competencies** | **Content** |
| Testing* Obtain and evaluate 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, including how they or others might build on their concept
* Critically evaluate their ability to work effectively, both individually and collaboratively

Applied Skills* Evaluate and apply safety procedures for themselves, co-workers, and consumers in both physical and digital environments
* Identify and critically assess skills needed for design interests, and develop specific plans to learn or refine them over time
* Evaluate and 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
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