

## 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
<p><i>Students are expected to be able to do the following:</i></p> <p><b>Applied Design</b></p> <p><i>Understanding context</i></p> <ul style="list-style-type: none"> <li>Engage in <b>consumer-centred research</b> and <b>empathetic observation</b></li> </ul> <p><i>Defining</i></p> <ul style="list-style-type: none"> <li>Establish a point of view for a chosen design opportunity</li> <li>Identify potential consumers, intended impact, and possible unintended negative consequences for a chosen tourism design opportunity</li> <li>Identify criteria for success, <b>constraints</b>, and possible unintended negative consequences</li> </ul> <p><i>Ideating</i></p> <ul style="list-style-type: none"> <li>Identify gaps to explore in the tourism industry</li> <li>Generate ideas and enhance others' ideas to create possibilities</li> <li>Critically analyze how competing social, ethical, and community factors may impact design</li> <li>Screen ideas against criteria and constraints, and prioritize them for prototyping</li> <li>Collaborate with potential consumers throughout the design process when possible</li> </ul> <p><i>Prototyping</i></p> <ul style="list-style-type: none"> <li>Identify and use a variety of <b>sources of inspiration</b> and <b>information</b></li> <li>Compare, select, and employ techniques that facilitate a given task or process</li> <li>Develop a product plan and/or service plan that includes key stages and resources</li> </ul>	<p><i>Students are expected to know the following:</i></p> <ul style="list-style-type: none"> <li>design for tourism and hospitality services and products</li> <li><b>consumer types</b></li> <li><b>factors that influence tourism</b> products and services and consumer choices</li> <li>evolving <b>sectors</b> of the tourism industry in a <b>changing marketplace</b></li> <li><b>economic influence</b> of tourism</li> <li><b>characteristics of services</b> as distinct from goods</li> <li><b>local factors</b> in the <b>evolution</b> of tourism over time</li> <li><b>agencies</b> that influence the development, management, and marketing of tourism products, services, and destinations</li> <li><b>marketing considerations</b> and strategies for industry management</li> <li>marketing through evolving <b>industry technologies</b></li> <li><b>First Peoples tourism</b> and the local/provincial market and economy</li> <li>cultural sensitivity and etiquette, including ethics of <b>cultural appropriation</b></li> <li>hospitality and communication skills to <b>interact effectively</b> with local and international tourists</li> </ul>

Learning Standards (continued)

Curricular Competencies	Content
<p><b>Testing</b></p> <ul style="list-style-type: none"> <li>Identify and obtain critical feedback from multiple <b>sources</b>, both initially and over time</li> <li>Based on feedback received and evaluated, make changes to product and/or service plan or processes as needed</li> </ul> <p><b>Making</b></p> <ul style="list-style-type: none"> <li>Identify tools, technologies, materials, processes, and time needed for development and implementation</li> <li>Use <b>project management processes</b> when working individually or collaboratively to coordinate processes</li> <li><b>Share</b> progress to increase opportunities for feedback, collaboration, and, if applicable, marketing</li> </ul> <p><b>Sharing</b></p> <ul style="list-style-type: none"> <li>Decide on how and with whom to share or promote their <b>product or service</b>, their creativity, and, if applicable, their <b>intellectual property</b></li> <li>Critically reflect on their design thinking and processes, and identify new design goals</li> <li>Assess their ability to work effectively, both individually and collaboratively</li> </ul> <p><b>Applied Skills</b></p> <ul style="list-style-type: none"> <li>Apply safety procedures for themselves, co-workers, and consumers in both physical and digital environments</li> <li>Identify and assess skills needed for design interests, and develop specific plans to learn or refine them over time</li> <li>Demonstrate the ability to apply a framework for problem solving</li> </ul> <p><b>Applied Technologies</b></p> <ul style="list-style-type: none"> <li>Explore existing, new, and emerging tools, technologies, and systems and evaluate their suitability for the task at hand</li> <li>Evaluate impacts, including unintended negative consequences, of choices made about technology use</li> <li>Analyze the role and personal, interpersonal, social, and environmental impacts of technologies in societal change</li> <li>Examine how cultural beliefs, values, and ethical positions affect the development and use of technologies</li> </ul>	<ul style="list-style-type: none"> <li>event planning, coordination, and facilitation skills</li> <li><b>interpersonal and public relations skills</b> to promote products or services and to interact with potential customers</li> <li>career options in marketing and promotions</li> </ul>