

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>Applied Design</p> <p><i>Understanding context</i></p> <ul style="list-style-type: none"> Engage in consumer-centred research and empathetic observation <p><i>Defining</i></p> <ul style="list-style-type: none"> 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 <p><i>Ideating</i></p> <ul style="list-style-type: none"> 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 <p><i>Prototyping</i></p> <ul style="list-style-type: none"> 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 	<p><i>Students are expected to know the following:</i></p> <ul style="list-style-type: none"> 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

Learning Standards (continued)

Curricular Competencies	Content
<p>Testing</p> <ul style="list-style-type: none"> 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 <p>Making</p> <ul style="list-style-type: none"> 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 <p>Sharing</p> <ul style="list-style-type: none"> 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 <p>Applied Skills</p> <ul style="list-style-type: none"> 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 <p>Applied Technologies</p> <ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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

Big Ideas – Elaborations

- **technologies:** tools that extend human capabilities

Curricular Competencies – Elaborations

- **consumer-centred research:** research done directly with potential consumers to understand how they do things and why, their physical and emotional needs, how they think about the world, and what is meaningful to them
- **empathetic observation:** aimed at understanding the values and beliefs of other cultures and the diverse motivations and needs of different people; may be informed by experiences of people involved; traditional cultural knowledge and approaches; First Peoples worldviews, perspectives, knowledge, and practices; places, including the land and its natural resources and analogous settings; experts and thought leaders
- **constraints:** limiting factors, such as consumer requirements and wishes, expense, environmental impact, copyright
- **sources of inspiration:** may include personal experiences; First Peoples perspectives and knowledge; the natural environment and places, including the land, its natural resources, and analogous settings; people, including consumers, experts, and thought leaders
- **information:** may include professionals; First Nations, Métis, or Inuit community experts; secondary sources; collective pools of knowledge in communities and collaborative atmospheres both online and offline
- **sources:** may include peers; consumers; First Nations, Métis, or Inuit community experts; other experts and professionals both online and offline
- **project management processes:** setting goals, planning, organizing, constructing, monitoring, and leading during execution
- **Share:** may include showing to others or use by others, giving away, or marketing and selling
- **product or service:** for example, a physical product, process, system, service, activity, or environment
- **intellectual property:** creations of the intellect such as works of art, inventions, discoveries, design ideas to which one has the legal rights of ownership

Content – Elaborations

- **consumer types:** for example, excursionist, international tourist, domestic tourist, guest, visitor
- **factors that influence tourism:** for example, target markets, explorer quotient (EQ), travel motivators, consumer decision-making processes
- **sectors:** for example, travel services, transportation, accommodation, food and beverage, recreation and entertainment
- **changing marketplace:** outbound tourism, inbound tourism; adapting to/mitigating disruptors
- **economic influence:** for example, multiplier effect, relationship with other industries (e.g., forestry, fishing, mining)
- **characteristics of services:** variability (heterogeneity), intangibility, perishability, simultaneity
- **local factors:** for example, political, environmental, economic, social, technological
- **evolution:** for example, ancient times, Grand Tours, organized travel, rail travel, steam boats, automobiles, air travel, jet age, mass tourism, technological shift, sustainability
- **agencies:** local, regional, provincial, national, and international support organizations; for example, destination marketing organizations, chambers of commerce, visitor information centres, economic development offices, industry associations, government departments and ministries, non-governmental organizations NGOs
- **marketing considerations:** for example:
 - for businesses, public service agencies, hospitality
 - experiential tourism or sightseeing
 - advertising, public relations/media, personal selling, direct marketing, sales promotion
 - unique characteristics of Canadian and BC history, physical geography, arts
- **industry technologies:** for example, point-of-sale (POS) systems, property management systems (PMS), customer relationship management (CRM) systems, social media, Internet, apps
- **First Peoples tourism:** tourism businesses that are majority-owned and operated by First Nations, Métis, or Inuit and that demonstrate a connection and responsibility to the local First Peoples community and traditional territory where the operation resides
- **cultural appropriation:** using or sharing a cultural motif, theme, “voice,” image, knowledge, story, song, or drama without permission or appropriate context or in a way that may misrepresent the real experience of the people from whose culture it is drawn
- **interact effectively:** for example, welcoming discourse or body language; ways to communicate with people who may have limited local language skills/proficiency or diverse cultural heritages