

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 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 <p><i>Ideating</i></p> <ul style="list-style-type: none"> 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 <p><i>Prototyping</i></p> <ul style="list-style-type: none"> 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 	<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 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

Learning Standards (continued)

Curricular Competencies	Content
<p>Testing</p> <ul style="list-style-type: none"> • 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 <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, including how they or others might build on their concept • Critically evaluate their ability to work effectively, both individually and collaboratively <p>Applied Skills</p> <ul style="list-style-type: none"> • 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 <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 	