

Course Description:

Tourism 12 focuses on the local tourism industry, employability skills, and career-planning. The sustainability of tourism in areas of BC along with the services and activities within those areas will be studied. Current trends and issues in tourism will be identified with a look at First People's tourism. Students will have an opportunity to consider how the role of labour influences tourism and the economy. Students will also examine the workplace skills necessary for effective interactions and further explore career options within the tourism sectors.

Essential Learnings from Tourism 12:

According to the Ministry of Education for British Columbia, Tourism 12 graduates will

- Learn that services and products can be designed through consultation and collaboration.
- Understand that personal design choices require the evaluation and refinement of skills.
- Explore the role of tools and technologies in influencing communication and relationships.

Material Covered:

The course is comprised of the following three main themes:

- Local Tourism
- Sustainability in Tourism
- Employability in Tourism

Resources:

There is no textbook required for this course. Students will require internet access.

Assignments and Projects:

Within each of the units, there are assignments for you to complete and submit to your teacher for marking. There is a culminating theme project at the end of each unit with suggested guiding questions for you to investigate or you can negotiate your own topic with your teacher. Be sure to get permission first if you are investigating your own topic!

Assessment:

The level of achievement of the learning outcomes is determined by the student's performance on the assignments and culminating theme projects throughout the course. For the theme projects, there will be a performance rubric that will act as a marking guide for your teacher. At the end of the course, the marks received for your assignments will contribute 50% and your three theme projects contribute 30%, and your final project contributes 20% towards your final mark.

Learning Outside of the Classroom:

Tourism 12 offers a unique benefit to students by allowing them the opportunity to combine what they learn inside the classroom with their learning beyond the classroom. Teachers may wish to give incorporate community-based learning opportunities such as fieldtrips, guest speakers or job shadows. Teachers may also see an opportunity for some students to participate in work placement opportunities within the tourism industry where the students can apply the knowledge and skills developed by participating in the course.

Theme: Domestic Tourism

The topics explored in Units 1—3 will define the role of tourism locally with an eye on trends, issues and sustainability of the market.

Goal:

The goal of this unit is to learn about domestic tourism sector by investigating the local region.

Key Concepts:

While completing this unit you will:

- Define domestic tourism.
- Consider Canadian domestic tourism.
- Describe your local region with a focus on the history, ecosystem and culture of the area.
- Learn about the people in the area and their relationship to the tourism industry.

What to Do in this Unit:

- Ask your teacher for the Unit 1 Worksheet.
- For this unit, you will use the internet to access a wide range of websites and other online resources to help you complete the required tasks.
- Answer all of the questions on the worksheet and be sure to fill out the definitions found at the beginning of your worksheet. Knowledge of these words will be imperative to your learning in Tourism 12.

Goal:

The goal of this unit is to learn about the sustainability of local tourism.

Key Concepts:

While completing this unit you will:

- Define the sustainability as it relates to tourism.
- Discover how each of the five tourism sectors can become sustainable.
- Learn about mass tourism and special interest tourism and how to make them more sustainable.

What to Do in this Unit:

- Ask your teacher for the Unit 2 Worksheet.
- Answer the questions on the worksheet and be sure to fill out the definitions found at the beginning of your worksheet. Knowledge of these words will be imperative to your learning in Tourism 12.

Goal:

The goal of this unit is to learn about trends, issues, and factors affecting the sustainability of the tourism sectors.

Key Concepts:

While completing this unit you will:

- Identify issues and trends in relation to sustainability.
- Explore how niche tourism, ecotourism and leisure innovations affect sustainability of the market.
- Discover local factors that affect tourism such as historical events, technology, and security issues.

What to Do in this Unit:

- Ask your teacher for the Unit 3 Worksheet.
- Answer the questions on the worksheet and be sure to fill out the definitions found at the beginning of your worksheet. Knowledge of these words will be imperative to your learning in Tourism 12.
- When you are ready, ask your teacher for the Units 1—3 Domestic Tourism Theme Project.

Theme: Sustainability in Tourism

The topics explored in Units 4–6 explore the economic, social/cultural and environmental impacts of the tourism industry.

Goal:

The goal of this unit is to explore the social and cultural sustainability of the tourism industry.

Objectives:

While completing this unit you will:

- Define social and cultural sustainability.
- Explore the positive and negative social and cultural impacts of tourism.
- Discover any social justice issues related to tourism.
- Learn about Indigenous tourism.

What to Do in this Unit:

- Ask your teacher for the Unit 4 Worksheet.
- Answer the questions on the worksheet. Hand the worksheet in to your teacher once complete.

Goal:

The goal of this unit is to learn about the environmental sustainability of local tourism.

Objectives:

While completing this unit you will:

- Define environmental sustainability.
- Discover the positive and negative environmental impacts of local tourism.
- Research local ecosystems and natural environments in relation to sustainable tourism.

What to Do in this Unit:

- Ask your teacher for the Unit 5 Worksheet.
- Answer the questions on the worksheet. Hand the worksheet in to your teacher once complete.

Goal:

The goal of this unit is to learn about the economic sustainability of local tourism.

Objectives:

While completing this unit you will:

- Define economic sustainability as it relates to local tourism.
- Discover the positive and negative economic impacts of the local tourism industry.
- Learn about the necessary components for tourism products and services.
- Explore tourism development including market research strategies and the role of disruptors within the economy.

What to Do in this Unit:

- Ask your teacher for the Unit 6 Worksheet.
- Answer the questions on the worksheet in as much detail as possible and hand in to your teacher once complete.
- When you are ready, ask your teacher for the Units 4—6 Sustainability in Tourism Theme Project.

Theme: Employability in Tourism

The topics explored in Units 7–10 theme explore the role of labour in the local tourism industry, with an eye on workplace skills and career exploration.

Goal:

The goal of this unit is to learn about the importance of labour in tourism and hospitality sectors both locally and globally.

Objectives:

While completing this unit you will:

- Discover the role of labour in sustaining tourism and hospitality services.
- Research challenges affecting local and global tourism.
- Look at training needs, different types of workers, and the tourism workforce.

What to Do in this Unit:

- Ask your teacher for the Unit 7 Worksheet.
- Answer the questions on the worksheet in as much detail as possible and hand in to your teacher once complete.

Goal:

The goal of this unit is to learn about the employability skills necessary to be successful within the tourism industry.

Objectives:

While completing this unit you will:

- Investigate your own skills and abilities
- Learn effective hospitality and communication skills.
- Discover important customer service skills.
- Demonstrate your understanding of the skills necessary for gainful employment within the hospitality and tourism industries.

What to Do in this Unit:

- Ask your teacher for the Unit 8 Worksheet.
- Answer all questions on the worksheet with as much detail as possible and hand in the worksheet once complete.

Theme:

The topics in the Tourism Development Theme include learning about the necessary components for tourism development including ethical and legal considerations.

Goal:

The goal of this unit is to learn about tourism development across multiple sectors including market research strategies.

Objectives:

While completing this unit you will:

- Learn about the viability of a destination as a tourist attraction.
- Research market strategies that will affect the tourism markets.
- Learn about products and services important to the promotion of a tourist destination.
- Explore entrepreneurship and small business development.

What to Do in this Unit:

- Ask your teacher for the Unit 9 Worksheet.
- Answer all questions on the worksheet with as much detail as possible and hand in the worksheet once complete.

Goal:

The goal of this unit is to learn about the practices, policies and procedures necessary to manage risk in tourism.

Objectives:

While completing this unit you will:

- Explore ethical and legal considerations and standards in the Canadian tourism industry.
- Learn about policies and practices put in place to minimize or eliminate risks within the industry.
- Describe different types of law as it relates to the tourism industry such as contract law, tort law and negligence.

What to Do for this Unit:

- Ask your teacher for the Unit 10 Worksheet.
- Answer all questions on the worksheet with as much detail as possible and hand in the worksheet once complete
- When you are ready, ask your teacher for the Units 7—10 Employability in Tourism Theme Project.

Goal:

The goal of this project is to have the student design a sustainable visitor experience within your local area using the knowledge gained throughout this course.

Objectives:

Within this project you will share your knowledge related to the:

- Ecosystems, climate, history and culture of a local area of choice.
- Importance of tourism and travel to the area.
- Identification of potential consumers and the intended impact of your tourism design idea.
- Necessary components for creating a positive tourist experience.
- Marketing strategies, budget, and workforce required.
- Legal and ethical considerations.
- Risks involved and how to manage them for your “visitor experience”.

What to Do for this Project:

- Ask your teacher for the Final Project worksheet.
- When completed, hand in your visitor experience project for marking.

Congratulations, you have completed Tourism 12!