

Course Description:

Tourism 11 will focus on an introduction to the global tourism industry, career-planning and employability skills. Different tourism sectors in Canada and neighbouring countries along with the services and activities within those will be studied. Students will have an opportunity to consider how their culture and the culture of those around them influences tourism and the economy. For a look into the future, students will explore current trends and identify areas of potential growth within the tourism sector.

Essential Learnings from Tourism 11:

According to the Ministry of Education for British Columbia, Tourism 11 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 four main themes:

- Introduction to Tourism
- Sustainability in Tourism
- Trends in Tourism
- Employability and the Service Sector

Textbook:

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

Notebook:

Your notebook should be neatly organized, as this will help you put together ideas for your cumulative projects. Label the unit and topic headings clearly at the top of the page. Answer questions fully, so that the information makes sense and can be used later for research. Show from where you have gained your research, so that the information comes from so you can look it up again easily.

Assignments and Projects:

Within each of the units, there are assignments for you to complete and submit to your teacher for marking. Assignments are worth 75% of your final course mark. 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! These theme projects are worth 25% of your final course mark.

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 75% and your five theme projects contribute 25% towards your final mark.

Learning Outside of the Classroom:

Tourism 11 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:

The topics in the Introduction to Tourism theme explore the history, ideas, beliefs, and forms of tourism.

Goal:

The goal of this unit is to help the student discover what is tourism.

Key Concepts:

While completing this unit you will:

- Define key words used within the tourism industry.
- Explain the history of travel and tourism throughout the ages.
- Learn about the different forms of tourism.

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 11.

Goal:

The goal of this unit is to learn about the five main sectors within the tourism industry.

Key Concepts:

While completing this unit you will:

- Demonstrate your knowledge regarding the North American Industry Classification System for tourism.
- Explore the five sectors of tourism.
- Describe characteristics of the tourism services.
- Explore marketing aspects of the tourism industry.

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 11.

Goal:

The goal of this unit is to learn more about the details surrounding travel.

Key Concepts:

While completing this unit you will:

- Explore necessary travel documents.
- Learn about travel advisories and travel vaccinations.
- Discover the many purposes of travel.
- Learn about recreation and leisure tourism.
- Explore ecotourism.
- Describe adventure tourism.
- Explain event tourism and its place within the industry.
- Learn about cultural tourism.

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 11.
- When you are ready, ask your teacher for the Unit 1-3 “So, You Want to Travel?” Theme Project.

Theme:

The topics in the Sustainability in Tourism theme explore the concepts of mass tourism, adventure holidays and sustainability within the tourism industry.

Goal:

The goal of this unit is to explore mass tourism.

Objectives:

While completing this unit you will:

- Define mass tourism.
- Consider the advantages and disadvantages of mass tourism to a destination.
- Discuss the environmental, social/cultural and economic impacts of mass tourism.
- Conduct a case study to determine why countries would want to encourage mass tourism when it has such a negative effect on the destination.

What to Do in this Unit:

- Ask your teacher for the Unit 4 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 11. Hand the worksheet in to your teacher once complete.

Goal:

The goal of this unit is to look into extreme adventure holidays and the tourism industry.

Objectives:

While completing this unit you will:

- Learn the definition of adventure tourism.
- Understand the target market for this form of tourism.
- Discuss popular extreme attractions throughout the world.
- Conduct a case study on the extreme adventure attractions within one continent of your choice.

What to Do in this Unit:

- Ask your teacher for the Unit 5 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 11. Hand the worksheet in to your teacher once complete.

Goal:

The goal of this unit is to learn what it means to be sustainable within the tourism industry.

Objectives:

While completing this unit you will:

- Learn the meaning of environmental stewardship.
- Define sustainable tourism and conservation.
- Learn about the principles for sustainable tourism.
- Consider the social, economic, and environmental impacts of tourism with a focus on sustainability.

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 Unit 4-6 Sustainability in Tourism Theme Project.

Theme:

The topics in the Globalization and Tourism theme explore trends in tourism and include a look into First People's tourism in BC.

Goal:

The goal of this unit is to learn about globalization and factors affecting the tourism industry.

Objectives:

While completing this unit you will:

- Learn what is the globalization of tourism.
- Explore the factors affecting tourism globally.
- Discuss the growth or decline of tourism.
- Look at trends and emerging innovations within the tourism industry.

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 cultural tourism with a focus on Indigenous tourism within British Columbia.

Objectives:

- While completing this unit you will:
- Define key terms within this unit.
- Consider the profile of a cultural tourist.
- Describe the benefits of cultural tourism.
- Consider the positive and negative impacts of cultural tourism to a destination.
- Identify cultural tourism activities.
- Create a one-day itinerary of cultural activities.
- Learn about cultural sensitivity.
- Explore cultural appropriation as it relates to the Indigenous tourism industry.

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.

- When you are ready, ask your teacher for the Unit 7-8 Globalization and the Tourism Industry Theme Project.

Theme:

The topics in the Employability and the Service Sector theme explore the business aspect of the tourism industry with an emphasis on the ethics and legal considerations for both the worker and the consumer.

Goal:

The goal of this unit is to learn about the tourism business by exploring customer service and workplace skills.

Objectives:

While completing this unit you will:

- Learn about hospitality and communication skills.
- Discover career opportunities within the tourism industry.
- Learn about applying for the job and putting your “best foot forward”.
- Discuss the importance of communication in the workplace.
- Explore the importance of problem solving within the customer service sector.

What to Do in this Unit:

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

Goal:

The goal of this unit is to learn about the ethical and legal considerations within the tourism industry.

Objectives:

While completing this unit you will:

- Learn about the World Tourism Global Code of Ethics.
- Discover health, safety, and security rules and regulations.
- Explore the risks of travel and tourism to both the worker and the consumer.

What to Do in 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 Unit 9-10 Employability and Service Sector Theme Project.

Goal:

The goal of this project is to have the student design a visitor experience 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 an area of choice.
- Importance of tourism and travel to the area.
- Identification of potential consumers and the intended impact of your tourism design idea.
- Marketing of your travel experience.

What to Do for this Project:

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

Congratulations, you have completed Tourism 11!