



Grades 11 and 12 Sustainable Tourism

Manitoba Curriculum
Framework of Outcomes



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Outcomes

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This resource is available on the Manitoba Education and Training website at www.edu.gov.mb.ca/k12/cur/tourism/index.html.

Available in alternate formats upon request.

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Overview

Introduction

Grades 11 and 12 Sustainable Tourism: Manitoba Curriculum Framework of Outcomes identifies the goals, general learning outcomes (GLOs), and specific learning outcomes (SLOs) for two tourism courses. This framework is intended for use in all Manitoba schools teaching tourism.

The curriculum focuses on tourism that is sustainable and minimizes negative impacts on the environment and people, while maximizing benefits. Sustainable tourism includes, for example, ecotourism, heritage or cultural tourism, study tourism, and volunteer tourism.

Travel Manitoba indicates that “tourism in Manitoba is a \$1.52 billion industry, representing 2.8% of the province’s GDP, and some 10.6 million visitors to Manitoba. (2012 figures)”¹ This curriculum allows students to understand the important and growing tourism industry, and gives them the opportunity to envision themselves as part of it. The curriculum is designed to allow schools to focus on the local ecology, incorporate local history and culture, and meet the specific needs of local communities.

This curriculum has been developed as part of Manitoba’s commitment to be a world leader in Education for Sustainable Development (ESD), and will help students understand the relationships between tourism activity and conservation issues, taking into account the local context, natural environment, and social considerations. Students will learn to contribute to and become leaders in implementing sustainable principles in tourism, including some of the knowledge and skills required to manage sustainable tourism organizations.

Delivery of Sustainable Tourism Courses

Cross-curricular learning outcomes include essential skills from subject areas including, but not limited to, business education, the language arts, information and communication technologies, mathematics, the sciences, and social studies. These essential skills are to be integrated into the authentic activities of the courses.

Learning outcomes, which are also integrated into both courses, deal with the following topics:

- sustainability
- employability skills
- career and educational opportunities
- ethical and legal standards
- cultural perspectives
- health and safety

¹ Travel Manitoba. “Statistics and Indicators.” 2015. www.travelmanitoba.com/tourism-industry/market-research/statistics-and-indicators/.

References to CATT Learning Outcomes

Many of the outcomes in the curriculum correspond to the learning outcomes and elements of performance from the *Tourism 101 Syllabus* from CATT.

CATT's alphanumeric designations are located in brackets at the end of some of the framework's general learning outcomes (GLOs) and specific learning outcomes (SLOs). For example, the following SLO is found in the first course, *0301 Introduction to Tourism 30S/30E/30M*:

SLO 11.1.1.1 Define tourism and its role globally.
(CATT 1.2)

The (CATT 1.2) found at the end indicates that this outcome corresponds to *Tourism 101 Syllabus* from CATT, Learning Outcome 1: Tourism Ambassador—Element of Performance 1.2, which states “Define tourism culture.” You will find it on page 8 of that document. To obtain the document, please contact Manitoba Education and Training staff. Contact information can be found online at www.edu.gov.mb.ca/k12/cur/tourism/contacts.html.

The wording of the framework outcomes may or may not be identical to the wording of the corresponding element of performance from CATT.

The document titled *Correlation of Learning Outcomes between CATT and Grades 11 and 12 Sustainable Tourism: Manitoba Curriculum Framework of Outcomes* correlates (to varying degrees) the learning outcomes, and their corresponding elements of performance, from CATT's *Tourism 101 Syllabus* with the GLOs and SLOs from *Grades 11 and 12 Sustainable Tourism: Manitoba Curriculum Framework of Outcomes*. This document can be used to select the appropriate CATT learning activity sets.

Sustainable Tourism Goals and General Learning Outcomes (GLOs)

Grades 11 and 12 Sustainable Tourism: Manitoba Curriculum Framework of Outcomes includes nine goals, which are broken down into general learning outcomes, which are further broken down into specific learning outcomes, which are for use in all Manitoba schools teaching the Grades 11 and 12 sustainable tourism courses.

Goal 1: Describe the **scope of tourism**.

GLO 1.1: Describe the **current state** of tourism.

GLO 1.2: Describe **trends** in tourism.

Goal 2: Demonstrate knowledge related to **sustainability** as described in ESD (Education for Sustainable Development).

GLO 2.1: Demonstrate understanding of **social/cultural** sustainability.

GLO 2.2: Demonstrate understanding of **environmental** sustainability.

GLO 2.3: Demonstrate understanding of **local ecosystems and natural environments** as they relate to sustainable tourism.

GLO 2.4: Demonstrate understanding of sustainable **economic** practices.

Goal 3: Demonstrate fundamental **employability skills**.

GLO 3.1: Demonstrate fundamental **employability skills**.

GLO 3.2: Demonstrate **customer service skills**.

Goal 4: Design, promote, and implement a visitor experience.

GLO 4.1: Demonstrate knowledge related to **the sciences** and **social studies** by describing the **local region**.

GLO 4.2: Design and promote a visitor experience.

GLO 4.3: Implement an on-site visitor experience that showcases the local region.

Goal 5: Demonstrate awareness of **career and educational opportunities**.

GLO 5.1: Demonstrate awareness of **career and educational opportunities**.

Goal 6: Demonstrate **cross-curricular** skills (mathematics, business education, ICT, the language arts)

GLO 6.1: Demonstrate skills related to **mathematics**.

GLO 6.2: Demonstrate skills related to **business education**.

GLO 6.3: Demonstrate skills related to information and communication technologies (**ICT**).

GLO 6.4: Demonstrate skills related to the language arts, including **reading, interpreting, and communicating** information.

Goal 7: Demonstrate **ethical and legal** standards.

GLO 7.1: Demonstrate **ethical and legal** standards.

Goal 8: Demonstrate understanding of **cultural perspectives**, including **First Nations, Métis, and Inuit perspectives** as they relate to sustainable tourism.

GLO 8.1: Demonstrate understanding of **cultural perspectives**, including **First Nations, Métis, and Inuit perspectives** as they relate to sustainable tourism.

Goal 9: Demonstrate awareness of **health and safety** for workers and consumers.

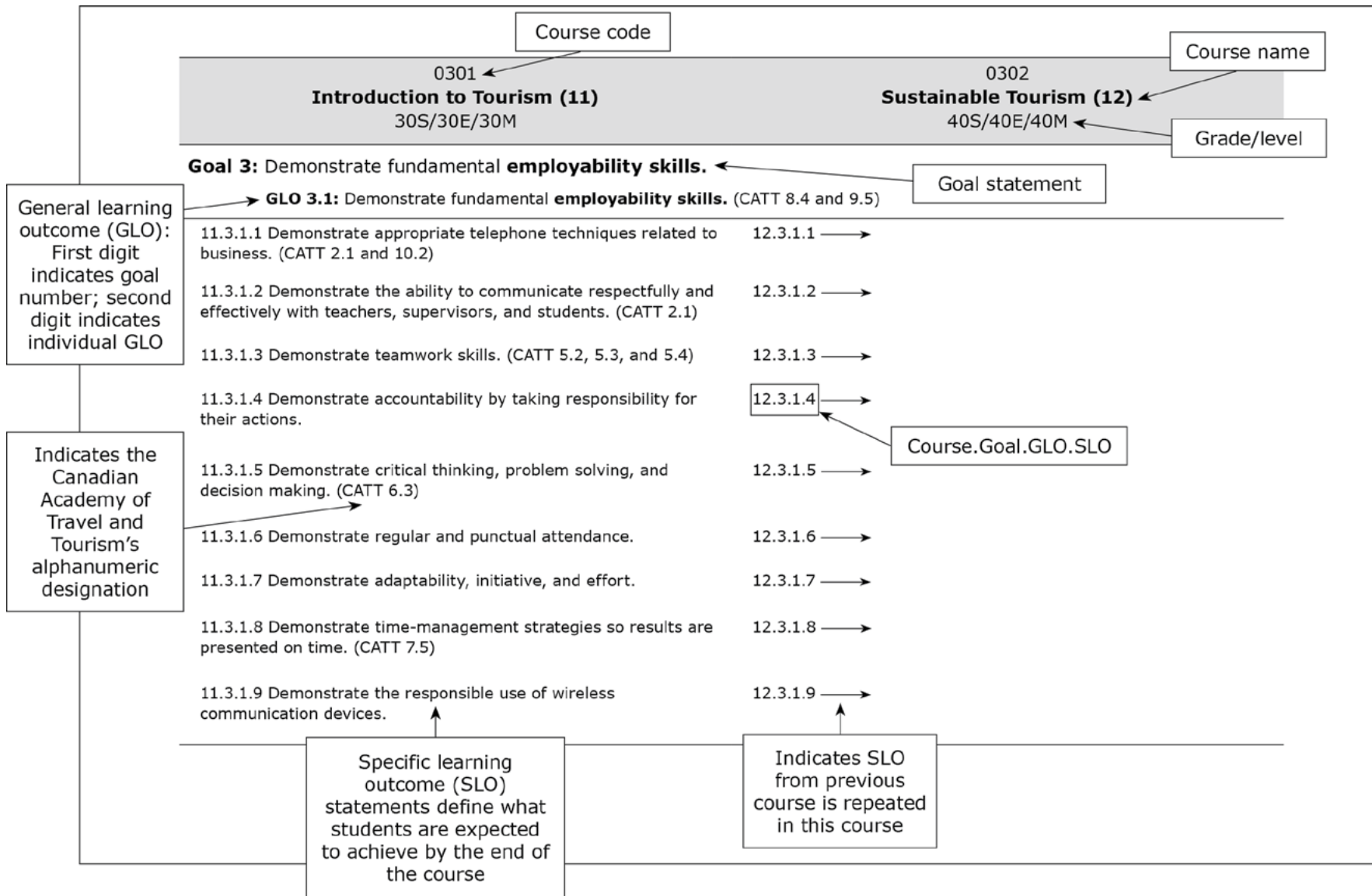
GLO 9.1: Demonstrate awareness of **health and safety** for workers and consumers.

Specific Learning Outcomes (SLOs)

Grades 11 and 12 Sustainable Tourism: Manitoba Curriculum Framework of Outcomes identifies specific learning outcomes (SLOs) for use in all Manitoba schools teaching the Grades 11 and 12 sustainable tourism courses. SLO statements define what students are expected to achieve by the end of the course.

For instructional purposes, the sequence of outcomes can vary based on the activities within the course. Teachers are advised to select the activities best suited to teach the outcomes, based on a variety of factors, including access to resources, or regional needs.

Guide to Reading the Sustainable Tourism Goals and Learning Outcomes



Course Descriptions

Course titles, descriptions, and codes for the two sustainable tourism courses are listed below.

0301 Introduction to Tourism 30S/30E/30M

This course provides students with a broad introduction to the field of tourism. Issues surrounding sustainability in tourism are examined in a global/provincial/territorial context.

0302 Sustainable Tourism 40S/40E/40M

This course is a continuation of *Introduction to Tourism 30S/30E/30M*. It focuses on sustainable tourism in a local context. Students will participate in the design, promotion, and implementation of an on-site visitor experience that showcases their local region.

Implementation

The two courses can be implemented in flexible ways in order to address the needs of communities and/or the strengths and interests of students. Schools can combine them with courses in other subject areas (e.g., Career Development, Science, Business/Marketing, Aboriginal Languages, Global Issues: Citizenship and Sustainability, Outdoor Education, etc.), in order to offer an individualized program of study. The curriculum permits

- work placement opportunities with local organizations
- synergies with FNMI Elders, local art galleries, and museums



Grades 11 and 12 Sustainable Tourism

General and Specific Learning Outcomes
by Goal

Grades 11 and 12 Sustainable Tourism: General and Specific Learning Outcomes by Goal

0301 Introduction to Tourism (11) 30S/30E/30M	0302 Sustainable Tourism (12) 40S/40E/40M
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Goal 1: Describe the **scope of tourism**.

GLO 1.1: Describe the **current state** of tourism. (CATT 1.4)

11.1.1.1 Define tourism and its role globally. (CATT 1.2)

12.1.1.1 Define tourism and its role in the local area. (CATT 1.2)

11.1.1.2 Identify the five sectors of the tourism industry. (CATT 1.1)

12.1.1.2 Demonstrate how sustainability can be incorporated in the five tourism industries.

11.1.1.3 Differentiate between mass tourism and special-interest tourism.

12.1.1.3 Describe how sustainability can be incorporated into mass tourism and special-interest tourism.

GLO 1.2: Describe **trends** in tourism. (CATT 1.4)

11.1.2.1 Describe trends in tourism.

12.1.2.1 Identify evolving issues and trends in the tourism industry and discuss their implications for sustainable tourism.

11.1.2.2 Describe factors that affect tourism globally (i.e., historical events, technology, security, currency issues).

12.1.2.2 Demonstrate understanding of factors that affect tourism locally (i.e., historical events, technology, security, currency issues).

11.1.2.3 Describe the growth or decline in tourism.

0301
Introduction to Tourism (11)
 30S/30E/30M

0302
Sustainable Tourism (12)
 40S/40E/40M

Goal 2: Demonstrate knowledge related to **sustainability** as described in ESD (Education for Sustainable Development).

GLO 2.1: Demonstrate understanding of **social/cultural** sustainability. (CATT 6.1)

11.2.1.1 Describe social/cultural sustainability.

12.2.1.1 Demonstrate understanding of the positive and negative social/cultural impacts of tourism.

11.2.1.2 Discuss the relation of tourism to human health and well-being.

12.2.1.2 Demonstrate awareness of social justice issues related to tourism (i.e., fair trade, social purchasing, community-based tourism, employment equity, leakage [economic benefits leaving the community]).

GLO 2.2: Demonstrate understanding of **environmental** sustainability. (CATT 1.7 and 6.1)

11.2.2.1 Describe environmental sustainability.

12.2.2.1 Demonstrate understanding of the positive and negative environmental impacts of tourism.

GLO 2.3: Demonstrate understanding of **local ecosystems and natural environments** as they relate to sustainable tourism. (CATT 6.1)

11.2.3.1 Demonstrate understanding of the local ecosystems and natural environments.

12.2.3.1 Incorporate local ecosystems and natural environments into a visitor experience that highlights the local region.

GLO 2.4: Demonstrate understanding of sustainable **economic** practices. (CATT 6.1)

11.2.4.1 Describe economic sustainability.

12.2.4.1 Demonstrate understanding of the positive and negative economic impacts of tourism.

11.2.4.2 Discuss how tourism in a local area is supported by, and contributes to tourism in the entire territory/province.

12.2.4.2 Demonstrate understanding of the economic impact of tourism on the local area.

0301
Introduction to Tourism (11)
30S/30E/30M

0302
Sustainable Tourism (12)
40S/40E/40M

Goal 3: Demonstrate fundamental **employability skills**.

GLO 3.1: Demonstrate fundamental **employability skills**. (CATT 8.4 and 9.5)

11.3.1.1 Demonstrate appropriate telephone techniques related to business. (CATT 2.1 and 10.2)	12.3.1.1 →
11.3.1.2 Demonstrate the ability to communicate respectfully and effectively with teachers, supervisors, and students. (CATT 2.1)	12.3.1.2 →
11.3.1.3 Demonstrate teamwork skills. (CATT 5.2, 5.3, and 5.4)	12.3.1.3 →
11.3.1.4 Demonstrate accountability by taking responsibility for their actions.	12.3.1.4 →
11.3.1.5 Demonstrate critical thinking, problem solving, and decision making. (CATT 6.3)	12.3.1.5 →
11.3.1.6 Demonstrate regular and punctual attendance.	12.3.1.6 →
11.3.1.7 Demonstrate adaptability, initiative, and effort.	12.3.1.7 →
11.3.1.8 Demonstrate time-management strategies so results are presented on time. (CATT 7.5)	12.3.1.8 →
11.3.1.9 Demonstrate the responsible use of wireless communication devices.	12.3.1.9 →

0301
Introduction to Tourism (11)
30S/30E/30M

0302
Sustainable Tourism (12)
40S/40E/40M

Goal 3: Demonstrate fundamental **employability skills.** (*continued*)

GLO 3.2: Demonstrate **customer service skills.** (CATT 1.3 and 1.6)

11.3.2.1 Define and discuss the term **customer service.**

12.3.2.1 Demonstrate customer service skills. (CATT 2.5)

11.3.2.2 Demonstrate awareness of quality customer service.
(CATT 1.3)

11.3.2.3 Discuss the requirement to anticipate the expectations
and needs of guests.

0301
Introduction to Tourism (11)
30S/30E/30M

0302
Sustainable Tourism (12)
40S/40E/40M

Goal 4: Design, promote, and implement a visitor experience.

GLO 4.1: Demonstrate knowledge related to **the sciences** and **social studies** by describing the **local region**.

11.4.1.1 Describe how ecosystems, climate, history, culture, and people relate to tourism.

12.4.1.1 Describe the local region, including ecosystems, climate, history, culture, and people, and their relationship to tourism.

11.4.1.2 Discuss the need/opportunities for citizens and tourism employees to promote tourism in their areas.

12.4.1.2 Discuss the role of destination marketing organizations in promoting tourism in the local area.

GLO 4.2: Design and promote a visitor experience.

11.4.2.1 Describe how to represent their community as a tourism ambassador. (CATT 1.3 and 1.6)

12.4.2.1 Demonstrate the qualities of a tourism ambassador during a visitor experience (i.e., open house, school tour, recruitment events, school events, concerts, sporting events, graduations, festivals). (CATT 1.3 and 1.6)

12.4.2.2 Participate in the design of an on-site visitor experience that highlights the local region.

12.4.2.3 Participate in the promotion of an on-site visitor experience that highlights the local region.

GLO 4.3: Implement an on-site visitor experience that showcases the local region.

11.4.3.1 Participate in an on-site visitor experience.

12.4.3.1 Participate in the implementation of an on-site visitor experience that showcases the local region.

0301
Introduction to Tourism (11)
30S/30E/30M

0302
Sustainable Tourism (12)
40S/40E/40M

Goal 5: Demonstrate awareness of **career and educational opportunities.**

GLO 5.1: Demonstrate awareness of **career and educational opportunities.**

11.5.1.1 Demonstrate awareness of career and educational opportunities in the tourism industry. (CATT 8.7)

11.5.1.2 Identify the components of a tourism portfolio. (CATT 9.3)

12.5.1.1 Demonstrate awareness of career laddering (also known as career pathing). (CATT 8.7)

12.5.1.2 Demonstrate the ability to create a resumé and portfolio tailored to a specific career in the tourism industry.

0301
Introduction to Tourism (11)
30S/30E/30M

0302
Sustainable Tourism (12)
40S/40E/40M

Goal 6: Demonstrate **cross-curricular** skills (mathematics, business education, ICT, the language arts).

GLO 6.1: Demonstrate skills related to **mathematics**.

11.6.1.1 Demonstrate understanding of budgets developed for visitor experiences.

12.6.1.1 Prepare a budget for the implementation of the on-site visitor experience (mentioned in Goal 4 of this document) that highlights the local region.

GLO 6.2: Demonstrate skills related to **business education**.

11.6.2.1 Demonstrate an awareness of the differences between private, public, and not-for-profit tourism organizations.

12.6.2.1 Demonstrate an understanding of entrepreneurship, and its role in delivering tourism experiences.

GLO 6.3: Demonstrate skills related to information and communication technologies (**ICT**).

11.6.3.1 Demonstrate awareness of the use, role, and impact of online communication tools and social media on tourism. (CATT 2.4)

12.6.3.1 Demonstrate the use of online communication tools and social media to promote the on-site visitor experience that highlights the local region mentioned in Goal 4 of this document. (CATT 2.4)

GLO 6.4: Demonstrate skills related to the language arts, including **reading, interpreting, and communicating** information.

11.6.4.1 Develop and implement strategies for reading, listening, and observing effectively. (CATT 2.1 and 3.1)

12.6.4.1 Present original tourism information in other formats (e.g., written and spoken summaries, tables, figures, charts, diagrams, maps, drawings, photographs) to meet the needs and expectations of different audiences. (CATT 2.1 and 3.3)

11.6.4.2 Identify strengths and weaknesses of how information has been communicated. (CATT 2.1 and 3.2)

11.6.4.3 Identify sources of tourism information (including people, text, databases, and the Internet). (CATT 7.1)

0301
Introduction to Tourism (11)
30S/30E/30M

0302
Sustainable Tourism (12)
40S/40E/40M

Goal 7: Demonstrate **ethical and legal** standards.

GLO 7.1: Demonstrate **ethical and legal** standards.

11.7.1.1 Demonstrate awareness of ethics. (CATT 1.7)

11.7.1.2 Demonstrate awareness of codes of ethics developed for tourism businesses.

11.7.1.3 Describe various risks that exist in tourism operations (i.e., health and safety, personnel, property, liability, continuity/cancellation, revenue). (CATT 10.5)

12.7.1.1 Develop a code of ethics to be implemented during the local on-site visitor experience mentioned in Goal 4 of this document. (CATT 1.7)

12.7.1.2 Describe the risks related to the local on-site visitor experience mentioned in Goal 4 of this document, and how to manage them. (CATT 10.5)

0301
Introduction to Tourism (11)
30S/30E/30M

0302
Sustainable Tourism (12)
40S/40E/40M

Goal 8: Demonstrate understanding of **cultural perspectives**, including **First Nations, Métis, and Inuit perspectives** as they relate to sustainable tourism.

GLO 8.1: Demonstrate understanding of **cultural perspectives**, including **First Nations, Métis, and Inuit perspectives** as they relate to sustainable tourism.

11.8.1.1 Demonstrate understanding of culture.

12.8.1.1 Demonstrate the ability to communicate and work with people of various cultures.

11.8.1.2 Demonstrate awareness of various cultures.

12.8.1.2 Demonstrate awareness of First Nations, Métis, and Inuit perspectives as they apply to tourism in Canada.

0301
Introduction to Tourism (11)
30S/30E/30M

0302
Sustainable Tourism (12)
40S/40E/40M

Goal 9: Demonstrate awareness of **health and safety** for workers and consumers.

GLO 9.1: Demonstrate awareness of **health and safety** for workers and consumers.

11.9.1.1 Discuss the implications of unsafe work practices and describe techniques applicable to work-based risk management situations (e.g., personal hygiene, food handling, hazardous materials, electrical equipment, posture, fire procedures, WHMIS, First Aid, etc.). (CATT 10.5)

12.9.1.1 Describe the health and safety concerns related to the local on-site visitor experience mentioned in Goal 4, and describe how to manage them.



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