Centre for Food

INTRODUCTION TO TOURISM & HOSPITALITY

2018-19 Academic Year

Program	Year	Semester
CFF-Hospitality Skills Certificate	1	1
CFF-Hospitality-Hotel and Restaurant Operations Management Diploma	1	1
CFF-Hospitality-Hotel and Restaurant Operations Management Diploma (co-op)	1	1
CFF-Special Events Management Diploma	1	1
CFF-Special Events Management Diploma (co-op)	1	1

Course Code:	TOUR 1201	**Course Equiv. Code(s):**	N/A
Course Hours:	42	**Course GPA Weighting:**	3
Prerequisite:	N/A		
Corequisite:	N/A		
Laptop Course:	Yes ☐	No ☒	
Delivery Mode(s):	In class ☒ Online ☐	Hybrid ☐ Correspondence ☐	
Authorized by (Dean or Director): Kevin Baker		**Date:** July 2018	

Prepared by		
First Name	**Last Name**	**Email**
Tricia	Wiseman	tricia.wiseman@durhamcollege.ca

Course Description:

Introduction to Tourism and Hospitality provides students with an overview of the eight sectors that constitute the Canadian Hospitality and Tourism industry, paying specific attention to the Accommodations and Food and Beverage sectors. Students explore hospitality trends and issues and their social, political, and economic impact. The course also focuses on environmental challenges and opportunities facing this industry. Students gain an appreciation of the roles, skills and professional attitudes and behaviours required for various hospitality careers, enabling them to make informed decisions about their future careers.

Subject Eligibility for Prior Learning Assessment & Recognition (PLAR):

Prior Learning Assessment and Recognition (PLAR) is a process a student can use to gain college credit(s) for learning and skills acquired through previous life and work experiences. Candidates who successfully meet the course learning outcomes of a specific course may be granted credit based on the successful assessment of their prior learning. The type of assessment method (s) used will be determined by subject matter experts. Grades received for the PLAR challenge will be included in the calculation of a student's grade point average.

The PLAR application process is outlined in http://www.durhamcollege.ca/plar. Full-time and part-time students must adhere to all deadline dates. Please email: PLAR@durhamcollege.ca for details.

PLAR Eligibility

Yes [X]   **No** [ ]

PLAR Assessment (if eligible):

[ ] Assignment

[X] Exam

[ ] Portfolio

[ ] Other

Course Learning Outcomes

Course Learning Outcomes contribute to the achievement of Program Learning Outcomes for courses that lead to a credential (e.g. diploma). A complete list of Vocational/Program Learning Outcomes and Essential Employability Skill Outcomes are located in each Program Guide.

Course Specific Learning Outcomes (CLO)

Student receiving a credit for this course will have reliably demonstrated their ability to:

CLO1   Use industry specific terminology in a professional manner to communicate tourism information and concepts.

CLO2   Compare and contrast the characteristics, interdependent nature and the social, economic, political and environmental impact of the tourism sub-sectors on Canada and globally.

CLO3   Explore relevant local, provincial, national and international organizations and associations.

CLO4   Identify and explain the trends and challenges currently existing in the industry.

CLO5   Research career opportunities within the industry and develop an initial career path plan.

Essential Employability Skill Outcomes (ESSO)

This course will contribute to the achievement of the following Essential Employability Skills:

[X]   EES 1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.

[X]   EES 2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.

[ ]   EES 3. Execute mathematical operations accurately.

[ ]   EES 4. Apply a systematic approach to solve problems.

[ ]   EES 5. Use a variety of thinking skills to anticipate and solve problems.

[X]   EES 6. Locate, select, organize, and document information using appropriate technology and information systems.

[X]   EES 7. Analyze, evaluate, and apply relevant information from a variety of sources.

[ ]   EES 8. Show respect for the diverse opinions, values, belief systems, and contribution of others.

[X]   EES 9. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.

[ ]   EES 10. Manage the use of time and other resources to complete projects.

[ ]   EES 11. Take responsibility for one's own actions, decisions, and consequences.

Evaluation Criteria:

The Course Learning Outcomes and Essential Employability Skills Outcomes are evaluated by the following evaluation criterion.

Evaluation Description	Course Learning Outcomes	EESOs	Weighting
Term Test #1	CLO1, CLO2, CLO3	EES1, EES2, EES7	15
Term Test #2	CLO1, CLO2, CLO3, CLO4	EES1, EES2, EES7	20
Term Test #3	CLO1, CLO2, CLO3, CLO4, CLO5	EES1, EES2, EES7	15
On-line Discussions	CLO1, CLO3, CLO4	EES1, EES6, EES7, EES9	10
Industry Research Assignment	CLO1, CLO2, CLO5	EES1, EES6, EES7, EES9	25
Career Research & Plan	CLO1, CLO3, CLO5	EES1, EES6, EES7	15
Total			**100%**

Notes:

1. An interim mark will be determined for all first year students to identify their academic progress. This mark will be based on the results of the first test and the assigned Discussion questions up to, and including, Week 5.

2. Tests will be written at the beginning of that week's scheduled class unless otherwise notified by the instructor.

Required Text(s) and Supplies:

1. Snapshots: an introduction to tourism.6th Canadian ed.: Pearson Canada. 2014, Nickerson, Norma Polovitz , Kerr, Paula, and Murray, William C. ISBN 978-0-13-260516-8

   E-Copy available: ISBN 13-978-0-13-257698-7

Recommended Resources (purchase is optional):

1. Recommended Resources available on DC Connect.

Policies and Expectations for the Learning Environment:

General Policies and Expectations:

General College policies related to	General policies related to
+ Acceptable Use of Information Technology **+** Academic Policies **+** Academic Honesty **+** Student Code of Conduct **+** Students' Rights and Responsibilities can be found on-line at http://www.durhamcollege.ca/academicpolicies	**+** attendance **+** absence related to tests or assignment due dates **+** excused absences **+** writing tests and assignments **+** classroom management can be found in the Program Guide (full time programs only) in MyCampus http://www.durhamcollege.ca/mycampus/

Course Specific Policies and Expectations:

1. Students are expected to attend class on time and are responsible for any material covered, announcements or any assignments given for classes missed. Attendance for scheduled guest speakers is expected.

2. All assigned work submitted must be data processed in Arial or Calabri, 12 point, 1.5 half or double spaced (except where noted), stapled, and clearly labeled at the top of the first page with your name, assignment title, and due date. To be environmentally friendly, please consider adjusting your margins to ".5" all around.

3. Late assignments that have not been previously negotiated with the professor will be deducted 10% per day (including Saturday and Sunday) up to a maximum of 5 days from the due date, after which they will receive a grade of zero.

4. The student is responsible for keeping a copy of all submitted work and records of all marked work. DC Connect will have all marks earned listed.

5. Missed tests and quizzes result in a mark of zero. With sufficient notice of at least 2 full business days prior to the test, provisions may be provided. Details of such provisions can be discussed with the professor. Since situations, schedules, courses and tests vary, it will be up to the individual professor to decide what is most appropriate.

6. All electronic devices including music players, laptops, tablets, cell phones etc. must be on silent and stored while in the classroom unless otherwise required for learning and pre-approved/requested by the professor. Video recording is not permitted as it may infringe upon privacy or copyright laws. If you need to be contacted in an emergency, inform your faculty prior to class, have the phone on vibrate and excuse yourself from class.

7. In order to maintain the quality of learning in the classroom and respect the rights of your classmates, conversations are to stop when class begins and while the professor is speaking. Please wait until class is completely over before putting your materials away in your backpack, standing up, or talking to friends. Disruptive behaviour will not be tolerated.

8. Students who require additional help should request an appointment with the professor via email as breaktime and before/after class is not always conducive to effective communication. Students with documented Access Plans are encouraged to meet with the course faculty to develop a plan for success.

9. Email communication is through college provided email addresses. It is the student's responsibility to check their DC Connect email account and course pages for updates, changes, and other information. Students are encouraged to save course content on a drive that can be accessed without the Internet. As in the workplace, all email communication is to be professional, respectful and free of SMS language with proper sentence structure and punctuation.

General Course Outline Notes:

1. Students should use the course outline as a learning tool to guide their achievement of the learning outcomes for this course. Specific questions should be directed to their individual professor.

2. The college considers the electronic communication methods (i.e. DC Mail or DC Connect) as the primary channel of communication. Students should check the sources regularly for current course information.

3. Professors are responsible for following this outline and facilitating the learning as detailed in this outline.

4. Course outlines should be retained for future needs (i.e. university credits, transfer of credits etc.)

5. A full description of the Academic Appeals Process can be found at http://durhamcollege.ca/gradeappeal.

6. Faculty are committed to ensuring accessible learning for all students. Students who would like assistance with academic access and accommodations in accordance with the Ontario Human Rights Code should register with the Access and Support Centre (ASC). ASC is located in room SW116, Oshawa Campus and in room 180 at the Whitby Campus. Contact ASC at 905-721-3123 for more information.

7. Durham College is committed to the fundamental values of preserving academic integrity. Durham College and faculty members reserve the right to use electronic means to detect and help prevent plagiarism. Students agree that by taking this course all assignments could be subject to submission either by themselves or by the faculty member for a review of textual similarity to Turnitin.com. Further information about Turnitin can be found on the Turnitin.com Web site.

Learning Plan

The Learning Plan is a planning guideline. Actual delivery of content may vary with circumstances.

Students will be notified in writing of changes that involve the addition or deletion of learning outcomes or evaluations, prior to changes being implemented, as specified in the Course Outline Policy and Procedure at Durham College.

Wk.	Hours: 3 Delivery: In Class
1	**Course Learning Outcomes** CLO1, CLO5
	Essential Employability Skills EES9
	Intended Learning Objectives Program Overview Orientation -Recognize how the program courses contribute to the Program Learning Outcomes -Understand the relationship between CFF programs and the building environment -Become familiar with volunteer opportunities and how to find them Course Introduction -Recognize how Introduction to Tourism and Hospitality contributes to the outcomes of the program. -Identify student and faculty expectations for the learning environment. -Describe the outcomes and evaluation process for this course; review course outline. -Define tourism and recognize factors that attract individuals to tourism careers. -Understand the intangibility and perishability of industry. Assigned Reading for Week 2: Textbook Chapters 1 & 12 (except pages 17-20)
	Intended Learning Activities Lecture Discussion Class Activity
	Resources and References Textbook DC Connect
	Evaluation

Wk.	Hours: 3	Delivery: In Class
2	**Course Learning Outcomes**	
	CLO1, CLO2	
	Essential Employability Skills	
	EES1, EES7	
	Intended Learning Objectives	
	Overview of Canadian Tourism -Summarize social, economical, political and environmental impacts of tourism. -Describe the distinguishing characteristics of the eight sectors/five NAICS sectors of tourism. -Conduct a SWOT analysis on tourism in Canada. -Utilize key industry terminology. Assigned Reading for Week 3: Textbook Chapters 1 pages 17-20; Chapter 2 pages 47-50; Chapter 11	
	Intended Learning Activities	
	Lecture Discussion Class Activity Small Group Activity Reflection	
	Resources and References	
	Textbook DC Connect	
	Evaluation	

Wk.	Hours:	3	Delivery:	In Class

3	**Course Learning Outcomes** CLO1, CLO2, CLO3
	Essential Employability Skills EES6, EES7
	Intended Learning Objectives Tourism Services -Explain the role of a DMO, CVB, BIA, BOT/CoC -State the broad target markets of the tourism industry and their unique needs. Organizations and Associations -Explore and identify relevant local, regional, provincial, national and international organizations and associations. For Week 4: Study for Test on Weeks 1-3
	Intended Learning Activities Lecture Discussion Class Activity Small Group Activity Reflection
	Resources and References Textbook DC Connect
	Evaluation

Wk.	Hours: 3 Delivery: In Class
4	**Course Learning Outcomes** CLO1, CLO2, CLO3
	Essential Employability Skills
	Intended Learning Objectives Test 1 Handout: Career Research & Plan Assignment Handout: Industry Research Assignment Assigned Reading for Week 5: Textbook Chapter 4
	Intended Learning Activities Lecture Discussion Class Activity Small Group Activity Reflection
	Resources and References Textbook DC Connect

Evaluation	Weighting
Test 1 (Content from Weeks 1-3)	15

Wk.	Hours: 3	Delivery: In Class
5	**Course Learning Outcomes**	
	CLO2, CLO4, CLO5	

Essential Employability Skills
EES1, EES6

Intended Learning Objectives
Transportation Sector -Describe the distinguishing characteristics of various modes of transportation as they relate to the industry. -Explain why travellers choose one mode over another and the impact of those choices. -List and describe typical job roles in this sector Assigned Reading for Week 6: Textbook Chapter 5

Intended Learning Activities
Lecture Discussion Class Activity Small Group Activity Reflection

Resources and References
Textbook DC Connect

Evaluation	**Weighting**
Discussion	2

Wk.	Hours: 3 Delivery: In Class
6	**Course Learning Outcomes** CLO1, CLO2, CLO4, CLO5
	Essential Employability Skills EES1, EES6, EES9
	Intended Learning Objectives Accommodations Sector -Group Presentation(s) -Recount a brief summary of the history of the industry. -Discuss the scope of the accommodations industry. -List examples of businesses in the accommodations sector. -Explain vertical and horizontal integration. -State the rating systems used globally and their relevance. -Identify types of hotels, using proper terminology, and distinguish between service plans and classes of hotels. -Distinguish among franchise, company-owned, management contracts and REITs. -List and describe typical job roles in this sector.
	Intended Learning Activities Lecture Discussion Class Activity Small Group Activity Reflection
	Resources and References Textbook DC Connect
	Evaluation Industry Research Presentation (15% value when group presents)

Wk.	Hours: 3 Delivery: In Class
7	**Course Learning Outcomes** CLO1, CLO2, CLO4, CLO5
	Essential Employability Skills EES1, EES6, EES9
	Intended Learning Objectives Accommodations Sector (Continued from Week 6) -Group Presentation(s) Assigned Reading for Week 8: Textbook Chapter 6
	Intended Learning Activities Lecture Discussion Class Activity Small Group Activity Reflection
	Resources and References Textbook DC Connect
	Evaluation **Weighting** Industry Research Presentation (15% value when group presents) 2 Discussion

Wk.	Hours:	3	Delivery:	In Class

8	**Course Learning Outcomes**
	CLO1, CLO2, CLO4, CLO5
	Essential Employability Skills
	EES1, EES6, EES9
	Intended Learning Objectives
	Food and Beverage
	-Group Presentation(s)
	-Discuss the impact the food service industry has on tourism
	-Explain briefly the history of the food service industry
	-Differentiate between the two major divisions of food service: commercial and non-commercial.
	-Explain various styles of food service and restaurant types in the commercial division
	-List and describe typical job roles in this sector
	Intended Learning Activities
	Lecture
	Discussion
	Class Activity
	Small Group Activity
	Reflection
	Resources and References
	Textbook
	DC Connect
	Evaluation
	Industry Research Presentation (15% value when group presents)

Wk.	Hours:	3		Delivery:	In Class

9	**Course Learning Outcomes**
	CLO1, CLO2, CLO4, CLO5
	Essential Employability Skills
	EES1, EES6, EES9
	Intended Learning Objectives
	Food and Beverage
	(Continued from Week 8)
	-Group Presentation(s)
	Assigned Reading for Week 10: Study for Test 2 Textbook Chapter 9
	Intended Learning Activities
	Lecture Discussion Class Activity Small Group Activity Reflection
	Resources and References
	Textbook DC Connect

	Evaluation	**Weighting**
	Industry Research Presentation (15% value when group presents) Discussion	2

Wk.	Hours:	3	Delivery:	In Class

Course Learning Outcomes

CLO1, CLO2, CLO4, CLO5

Essential Employability Skills

EES1, EES9

Intended Learning Objectives

Test 2

Events

-Group Presentation(s)

-Differentiate between social and corporate events
-Understand who the common stakeholders are in typical events
-Identify the key aspects of event planning
-List and describe typical job roles in this sector

Assigned Reading for Week 11:
Textbook Chapter 7

Intended Learning Activities

Lecture
Discussion
Class Activity
Small Group Activity
Reflection

Resources and References

Textbook
DC Connect

Evaluation	Weighting
Test 2 (Content from Weeks 5-9)	20
Industry Research Presentation (15% value when group presents)	

(Wk. 10)

Wk.	Hours:	3	Delivery:	In Class

11	**Course Learning Outcomes**
	CLO1, CLO2, CLO4, CLO5

Essential Employability Skills

EES1, EES6, EES9

Intended Learning Objectives

Recreation (Attractions)

-Group Presentation(s)

-Explain the importance of attractions to the tourism industry
-Define the scope and variety of tourist attractions
-Discuss how public, private and non-profit attractions differ
-Discuss why "Attractions" is part of the tourism industry
-List and describe typical job roles in this sector

Assigned Reading for Week 12:
Textbook Chapter 8

Intended Learning Activities

Lecture
Discussion
Class Activity
Small Group Activity
Reflection

Resources and References

Textbook
DC Connect

Evaluation	**Weighting**
Industry Research Presentation (15% value when group presents)	2
Discussion	

Wk.	Hours: 3 Delivery: In Class
12	**Course Learning Outcomes** CLO1, CLO2, CLO4, CLO5
	Essential Employability Skills EES1, EES6, EES9
	Intended Learning Objectives Adventure Tourism and Outdoor Recreation -Group Presentation(s) -Describe adventure tourism and provide examples of both hard and soft activities -Outline the role played by Environment Canada and Parks Canada in this industry -Define ecotourism and sustainable tourism -Explain the impact of tourism on the environment and how businesses can be sustainable -List and describe typical job roles in this sector Assigned Reading for Week 13: Textbook Chapter 10
	Intended Learning Activities Lecture Discussion Class Activity Small Group Activity Reflection
	Resources and References Textbook DC Connect

Evaluation	Weighting
Industry Research Presentation (15% value when group presents) Discussion	2

Wk.	Hours:	3	Delivery:	In Class

Course Learning Outcomes

CLO1, CLO2, CLO4, CLO5

Essential Employability Skills

EES1, EES6, EES9

Intended Learning Objectives

Travel Services

-Group Presentation(s)

-Understand the difference between travel agency, tour operator and tour wholesaler.
-Explain the steps in creating and costing a package tour.
-Identify ten distinct types of tours offered in today's travel market
-Summarize the changes occurring in travel agency operations.
-Explain the "incentive travel" sub-sector.
-List and describe typical job roles in this sector

Assigned Reading for Week 14:
Study for Test 3

Intended Learning Activities

Lecture
Discussion
Class Activity
Small Group Activity
Reflection

Resources and References

Textbook
DC Connect

Evaluation	Weighting
Industry Research Presentation (15% value when group presents)	35
Career Research Plan (20%)	

(The leftmost column of the table shows "13" for the week number.)

Wk.	Hours: 3	Delivery: In Class
14	**Course Learning Outcomes** CLO1, CLO2, CLO4, CLO5	

Essential Employability Skills

Intended Learning Objectives

Test 3

-Course Wrap-up

Intended Learning Activities

Lecture
Discussion
Class Activity
Small Group Activity
Reflection

Resources and References

Textbook
DC Connect

Evaluation	Weighting
Test 3 (Content Weeks 10-13)	20