

INTRODUCTION TO TOURISM & HOSPITALITY

2021-22 Academic Year

Program	Year	Semester
HHS-Hospitality - Hotel and Restaurant Operations Management	1	1
HHS-Hospitality - Hotel and Restaurant Operations Management (Coop)	1	1
HHS-Hospitality Skills	1	1
HHS-Tourism - Destination Marketing	1	1
HHS-Tourism - Destination Marketing (Coop)	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 <input type="checkbox"/> No <input checked="" type="checkbox"/>	
Delivery Mode(s): In class <input checked="" type="checkbox"/> Online <input type="checkbox"/> Hybrid <input type="checkbox"/> Correspondence <input type="checkbox"/>	

Pandemic remote teaching delivery mode <input type="checkbox"/> Fully asynchronous <input checked="" type="checkbox"/> Combined asynchronous and synchronous
Remote proctoring required Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Authorized by (Dean or Director): _____ Date: August 2021

Prepared by		
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This course supports the following program(s) and program learning outcomes.

HROM: Hospitality - Hotel and Restaurant Operations Management

- #1. Support an industry and workplace service culture by adopting a positive attitude and professional decorum, accommodating diverse and special needs, and contributing as a team member.
- #7. Keep current with hospitality trends and issues, and interdependent relationships in the broader tourism industry* sectors to improve work performance and guide career development.
- #9. Respond to issues and dilemmas arising in the delivery of hospitality services, products and guest experiences by using and promoting ethical behaviour and best practices of corporate social responsibility and environmental sustainability.

Course Description:

This introductory course provides students the opportunity to examine this dynamic and diverse service industry. Students will explore positions and career paths and develop plans to gain the technical and transferable skills required to succeed in this program and in hospitality and tourism. The sectors of the industry and their interrelationships are covered; this includes transportation, accommodation, food and beverage, recreation and entertainment, and travel services. As well, students will analyze and discuss trends, challenges, and opportunities to develop a growth mindset.

Campus Closure Notice

In the event of a campus closure during which time classes cannot be conducted or attended in person, course delivery will be conducted remotely where possible. Should teaching and learning resume on campus, students may be organized into smaller groups for classroom delivery, in accordance with directions from public health authorities. In either situation, the learning plan sequence and/or evaluation methods may be adjusted to address topics requiring hands-on, practical learning activities.

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 No

PLAR Assessment (if eligible):

- Assignment
- Exam
- Portfolio
- Other

Test

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 Learn and use hospitality and tourism industry specific terminology.
- CLO2 Examine the sectors of the tourism industry and their interrelationships.
- CLO3 Explore relevant local, provincial, national and international organizations and associations.
- CLO4 Analyze and discuss trends, challenges, and opportunities to develop a growth mindset.
- CLO5 Explore positions and career paths and develop plans to gain the technical and transferable skills required.

Essential Employability Skill Outcomes (ESSO)

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

- 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.
- 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.
- EES 6. Locate, select, organize, and document information using appropriate technology and information systems.
- 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.
- 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
Test: Sector Test 1: Travel Services	CLO1, CLO2, CLO3, CLO4, CLO5	EES1, EES2, EES5, EES11	15
Test: Sector Test 2: Accommodations	CLO1, CLO2, CLO3, CLO4, CLO5	EES1, EES2, EES5, EES11	15
Test: Sector Test 3: Transportation	CLO1, CLO2, CLO3, CLO4, CLO5	EES1, EES2, EES5, EES11	10
Test: Sector Test 4: Food & Beverage	CLO1, CLO2, CLO3, CLO4, CLO5	EES1, EES2, EES5, EES11	15
Test: Sector Test 5: Recreation & Entertainment	CLO1, CLO2, CLO3, CLO4, CLO5	EES1, EES2, EES5, EES11	10
In Process: Discussions and Activities	CLO1, CLO2, CLO3, CLO4, CLO5	EES1, EES7	15
Assignment: Career Research Assignment	CLO1, CLO3, CLO5	EES1, EES7, EES11	20
Total			100%

Notes:

1. An interim mark will be determined for all students to identify their academic progress. This mark will be based on the results of the first test and 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. For online delivery, tests will be scheduled during class time and specific parameters and requirements will be provided.
3. All assigned work submitted must be data processed in Arial or Calibri, 12 point, 1.5 half or double spaced (except where noted), stapled, and clearly labelled at the top of the first page with your name, assignment title, and due date. Margins are to be set to "Narrow Margins".
4. 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.
5. 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.
6. 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 whether the student will be allowed the opportunity to write a missed test or quiz and, if so, the required parameters.
7. In-Process Discussions and Activities are subject to changes. These changes may include a change in due date, evaluation weighting and specific tasks. This is to accommodate any opportunities to research and analyze current industry situations, guest speakers, and/or virtual/in-person site tours. Sufficient notice and communication will be provided to the students.

Required Text(s) and Supplies:

Recommended Resources (purchase is optional):

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

More recommended resources available on DC Connect.

Policies and Expectations for the Learning Environment:

General Policies and Expectations:

<p>General College policies related to</p> <ul style="list-style-type: none">+ 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	<p>General policies related to</p> <ul style="list-style-type: none">+ 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/
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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. Students late for class may be refused entry until a natural break in instruction occurs. This applies to online classes as well.

2. 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 preapproved 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.

Remote Delivery Expectations:

Synchronous Delivery

Live sessions of this course will be delivered using platforms such as DC Connect Virtual Classroom, MS Teams, Google Meet etc. These sessions will be recorded for future reference but are the property of the course and are not to be shared in any public or private forum. Attendance in these sessions contributes highly to student success in this course. While attending a virtual class, proper (professional) classroom etiquette is mandatory and student participation is expected. To participate fully in this course requires students to access and review course materials prior to the start of online sessions.

Asynchronous Delivery

Some of the course materials have been designed to be accessed by students at times outside of the scheduled course time. Students should schedule their time so they are able to review the content and complete activities and assessments within the scheduled times. It is strongly advised to complete the coursework in the learning sequence defined in the course outline.

Recording of Materials

Presentations which are made in relation to course work, including lectures, cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

3. 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. In an online environment, please set your mic to mute and adhere to online etiquette. Inappropriate online behaviour will not be tolerated and may result in a behaviour alert.

4. 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.

5. 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, use proper sentence structure and punctuation, and be free of SMS language .

6. **ACADEMIC INTEGRITY:** Professors may request electronic files of written submissions. Plagiarism detection software may be used during the marking process. Any plagiarised work will receive a mark of zero. If it is determined that a student has shared any work with or copied from another student, ALL STUDENTS INVOLVED will receive a mark of zero for the entire assignment or test. This includes sending files to other students for review of concepts. As well, any evidence of cheating on tests will result in an academic alert.

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 <https://durhamcollege.ca/about/governance/policies/academic-policies> .
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			
	Essential Employability Skills			
	Taught:	EES7	Practiced:	
	Intended Learning Objectives			
	<p>Program Overview Orientation</p> <ul style="list-style-type: none"> -Recognize how the program courses contribute to the Program Learning Outcomes -Understand the relationship between HHS programs and the building environment -Become familiar with volunteer opportunities and how to find them <p>Course Introduction</p> <ul style="list-style-type: none"> -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. <p>Handout: Career Research Assignment (Parts 1 and 2)</p>			
	Intended Learning Activities			
	Lecture Discussion Class Activity			
	Resources and References			
	DC Connect			
	Evaluation			

Wk.	Hours: 3	Delivery: In Class
2	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5	
	Essential Employability Skills	
	Taught: EES1, EES2, EES7, EES11	Practiced: EES7
	Intended Learning Objectives	
	<p>Overview of Tourism</p> <ul style="list-style-type: none"> -Describe the five NAICS sectors of tourism. -State the broad target markets of the tourism industry and their unique needs. -Summarize social, economical, political and environmental impacts of tourism. -Learn and use hospitality and tourism industry specific terminology. <p>NAICS SECTOR: Travel Services</p> <ul style="list-style-type: none"> - Understand the difference between travel agency, tour operator and tour wholesaler. - Explain the role of a DMO, CVB, BIA, BOT/CoC - Identify examples of travel services products (eg. tours, "experiences", etc.) <p>Assigned: Discussion / Activity 1</p>	
	Intended Learning Activities	
<p>Lecture Discussion Class Activity</p>		
Resources and References		
DC Connect		
Evaluation		Weighting
Assignment: Career Research Assignment		10

Wk.	Hours:	3	Delivery:	In Class
3	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5			
	Essential Employability Skills			
	Taught: EES7		Practiced: EES1, EES5, EES7, EES11	
	Intended Learning Objectives NAICS SECTOR: Travel Services (con't) -Create a "destination campaign" to promote local tourism -Explore relevant local, provincial, national and international organizations and associations. -Analyze and discuss trends, challenges, and opportunities to develop a growth mindset. -Explore positions and career paths and develop plans to gain the technical and transferable skills required.			
	Intended Learning Activities Lecture Discussion Class Activity			
	Resources and References DC Connect			
Evaluation In Process: Discussions and Activities			Weighting 5	

Wk.	Hours: 3	Delivery: In Class
4	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5	
	Essential Employability Skills	
	Taught:	Practiced: EES1, EES11
	Intended Learning Objectives Sector Test 1: Travel Services NAICS SECTOR: Accommodations -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. -Learn and use hospitality and tourism industry specific terminology. -Explore relevant local, provincial, national and international organizations and associations. -Analyze and discuss trends, challenges, and opportunities to develop a growth mindset. -Explore positions and career paths and develop plans to gain the technical and transferable skills required. Assigned: Discussion / Activity 2	
	Intended Learning Activities Lecture Discussion Class Activity	
	Resources and References DC Connect	
Evaluation		Weighting
Test: Sector Test 1: Travel Services		15

Wk.	Hours: 3	Delivery: In Class
5	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5	
	Essential Employability Skills	
	Taught: EES5, EES7	Practiced: EES7, EES11
	Intended Learning Objectives NAICS SECTOR: Accommodations (Continued from previous week)	
	Intended Learning Activities Lecture Discussion Class Activity	
	Resources and References DC Connect	
Evaluation In Process: Discussions and Activities	Weighting 5	

Wk.	Hours: 3	Delivery: In Class
6	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5	
	Essential Employability Skills	
	Taught:	Practiced: EES1, EES2, EES5, EES7, EES11
	Intended Learning Objectives Sector Test 2: Accommodations NAICS SECTOR: Transportation -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. -Learn and use hospitality and tourism industry specific terminology. -Explore relevant local, provincial, national and international organizations and associations. -Analyze and discuss trends, challenges, and opportunities to develop a growth mindset. -Explore positions and career paths and develop plans to gain the technical and transferable skills required.	
	Intended Learning Activities Lecture Discussion Class Activity	
	Resources and References DC Connect	
Evaluation		Weighting
Test: Sector Test 2: Accommodations		15

Wk.	Hours: 3	Delivery: In Class
7	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5	
	Essential Employability Skills	
	Taught: EES1, EES2	Practiced: EES1, EES2, EES11
	Intended Learning Objectives Sector Test 3: Transportation Hold: Guest Speaker	
	Intended Learning Activities Lecture Discussion Class Activity	
	Resources and References DC Connect	
Evaluation Test: Sector Test 3: Transportation	Weighting 10	

Wk.	Hours: 3	Delivery: In Class
8	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5	
	Essential Employability Skills Taught: EES1, EES5, EES7 Practiced: EES1, EES2	
	Intended Learning Objectives NAICS SECTOR: Food and Beverage -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 -Learn and use hospitality and tourism industry specific terminology. -Explore relevant local, provincial, national and international organizations and associations. -Analyze and discuss trends, challenges, and opportunities to develop a growth mindset. -Explore positions and career paths and develop plans to gain the technical and transferable skills required. Assigned: Discussion / Activity 3	
	Intended Learning Activities Lecture Discussion Class Activity	
	Resources and References DC Connect	
	Evaluation	

Wk.	Hours:	3	Delivery:	In Class	
9	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5				
	Essential Employability Skills				
	Taught:		EES1	Practiced: EES1, EES7, EES11	
	Intended Learning Objectives NAICS SECTOR: Food and Beverage (Continued from previous week)				
	Intended Learning Activities Lecture Discussion Class Activity				
	Resources and References DC Connect				
Evaluation		In Process: Discussions and Activities		Weighting 5	
Wk.	Hours:	3	Delivery:	In Class	
10	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5				
	Essential Employability Skills				
	Taught:			Practiced: EES1, EES2, EES5, EES7, EES11	
	Intended Learning Objectives Sector Test 4: Food & Beverage Hold: Guest Speaker				
	Intended Learning Activities Lecture Discussion Class Activity				
	Resources and References DC Connect				
Evaluation		Test: Sector Test 4: Food & Beverage		Weighting 15	

Wk.	Hours:	3	Delivery:	In Class	
11	Course Learning Outcomes				
	CLO1, CLO2, CLO3, CLO4, CLO5				
	Essential Employability Skills				
	Taught:		EES2, EES7	Practiced: EES1, EES5	
	Intended Learning Objectives				
	<p>NAICS SECTOR: Recreation & Entertainment</p> <p>Events</p> <ul style="list-style-type: none"> -Differentiate between social and corporate events -Understand who the common stakeholders are in typical events -List the overall steps in the event planning cycle and related aspects <p>Recreation (Attractions)</p> <ul style="list-style-type: none"> -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 <p>Adventure Tourism and Outdoor Recreation</p> <ul style="list-style-type: none"> -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 -Explain the impact of tourism on the environment and how businesses can be sustainable <ul style="list-style-type: none"> -Learn and use hospitality and tourism industry specific terminology. -Explore relevant local, provincial, national and international organizations and associations. -Analyze and discuss trends, challenges, and opportunities to develop a growth mindset. -Explore positions and career paths and develop plans to gain the technical and transferable skills required. 				
Intended Learning Activities					
Lecture Discussion Class Activity					
Resources and References					
DC Connect					
Evaluation					

Wk.	Hours:	3	Delivery:	In Class	
12	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5				
	Essential Employability Skills				
	Taught:		EES1	Practiced: EES1, EES7, EES11	
	Intended Learning Objectives NAICS SECTOR: Recreation & Entertainment (continued from previous week)				
	Intended Learning Activities Lecture Discussion Class Activity				
	Resources and References DC Connect				
Evaluation					
Wk.	Hours:	3	Delivery:	In Class	
13	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5				
	Essential Employability Skills				
	Taught:			Practiced: EES2, EES5, EES7, EES11	
	Intended Learning Objectives Sector Test 5: Recreation & Entertainment Career Plan Assignment - Part 2 Final due date				
	Intended Learning Activities Test Reflection				
	Resources and References DC Connect				
Evaluation Test: Sector Test 5: Recreation & Entertainment Assignment: Career Research Assignment			Weighting 20		

Wk.	Hours: 3	Delivery: In Class
14	Course Learning Outcomes CLO1, CLO2, CLO5	
	Essential Employability Skills Taught: Practiced: EES2, EES7, EES11	
	Intended Learning Objectives Virtual or In-Person Field Trip	
	Intended Learning Activities Site Tour	
	Resources and References DC Connect	
	Evaluation	