

M: Course Objectives / Learning Outcomes

1. Examine the Canadian business system and its environment with respect to tourism operations, including the forms of business ownership and societal issues;
2. Describe the characteristics of the tourism industry from a management perspective including the models for studying tourism and the travel motivators which directly impact the business;
3. Discuss the interrelationship of the eight sectors of the tourism industry and the interrelationship of the industry sectors;
4. Identify issues and trends in the tourism industry and discuss how they effect the management of a hospitality oriented business;
5. Analyze the role of managers in the tourism industry and their importance to the effective operation of a hospitality business;
6. Relate the four functional areas of business (production, marketing, finance and personnel) as each relates to the hospitality industry -- focusing on the major responsibilities of the hospitality manager;
7. Discuss the structure and function of human behaviour within organizations in general and tourism oriented organizations in particular;
8. Articulate the principles of effective communication, motivation, team building, coaching, conflict management and change management especially as applied to the successful operation of a service oriented business;

N: Course Content:

1. Understanding the Tourism Industry
 - the impact of tourism as a worldwide economic, environmental, cultural and social force.
 - the impact of tourism on the economy at the local, provincial and global level.
 - tourism functions at the local, provincial and national levels.
 - the relationship between tourism and hospitality
 - trends in the tourism and hospitality industry
2. Business Operation in a Hospitality Environment
 - the foundations of business
 - societal issues and business
 - forms of business ownership
 - small business entrepreneurship and franchising
 - unique aspects of the hospitality business
3. Organization and Management of the Hospitality Business
 - introduction to management
 - the role of organizations
 - professional and government organizations that impact on the hospitality industry.

<p>4. Business Management in the Hospitality Industry</p> <ul style="list-style-type: none"> ▪ marketing basics as applied to the hospitality industry ▪ the role of accounting and management information systems ▪ effective human resource management and its importance in hospitality operations <p>5. Organizational Behaviour</p> <ul style="list-style-type: none"> ▪ organizational structures and behaviour within these structures ▪ organizational communications models ▪ The key factors in promoting organizational effectiveness. <p>6. Other Tourism Businesses</p> <ul style="list-style-type: none"> ▪ Introduction to other tourism businesses including casinos, clubs and cruise ships ▪ Unique management challenges presented by these and all other sectors of the tourism industry ▪ The interrelationship between all businesses operating within the tourism sector ▪ Career opportunities in the tourism industry 												
<p>O: Methods of Instruction</p> <p>Lectures, seminars and/or case discussions.</p>												
<p>P: Textbooks and Materials to be Purchased by Students will be selected from:</p> <p>Howell, Ellison, Wright <u>Passport An Introduction to the Tourism Industry, Thompson Learning</u></p> <p>Goeldner, Charles, Brent Ritchie <u>Tourism Principles, Practices and Philosophies, JWiley</u></p> <p>Various papers, journals, texts on organizational effectiveness.</p>												
<p>Q: Means of Assessment</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Interactive Presentations</td> <td style="text-align: right;">10% – 20%</td> </tr> <tr> <td>Quizzes/Assignments</td> <td style="text-align: right;">10% – 20%</td> </tr> <tr> <td>Research Project(s)</td> <td style="text-align: right;">20% - 30%</td> </tr> <tr> <td>Mid Term</td> <td style="text-align: right;">25%</td> </tr> <tr> <td>Final</td> <td style="text-align: right;">25%</td> </tr> <tr> <td>Total</td> <td style="text-align: right;"><u>100%</u></td> </tr> </table> <p>STUDENTS MUST COMPLETE <u>ALL</u> COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.</p>	Interactive Presentations	10% – 20%	Quizzes/Assignments	10% – 20%	Research Project(s)	20% - 30%	Mid Term	25%	Final	25%	Total	<u>100%</u>
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<p>R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>Yes.</p>												

Course Designer(s): **Mary Blachut /Mark Elliott**

Education Council / Curriculum Committee Representative

Dean / Director: **Rosilyn G. Coulson**

Registrar: **Trish Angus**