



**EFFECTIVE: SEPTEMBER 2002**

**CURRICULUM GUIDELINES**

**A:** Division: **Instructional** Date: **November 2001**  
**B:** Department/ **Commerce & Business Admin.** New Course  Revision   
 Program Area: **Hotel and Restaurant Management**  
 If Revision, Section(s) Revised: **H**  
 Date Last Revised: **2001-01: H**  
**1997-11: D**

**C: HORM 140 D: Introduction to Hospitality, Travel and Tourism E: 3**  
**Management**

Subject & Course No.	Descriptive Title	Semester Credits
<b>F:</b> Calendar Description: This course provides an overview of the tourism industry. It focuses on understanding the complex nature of the industry by discussing the components of the tourism industry and examining the economic, environmental and social impacts of tourism. Topics include: linkages between tourism and hospitality; size, scope and infrastructure of the tourism industry; career opportunities; and the role of management in the tourism industry.		
<b>G:</b> Allocation of Contact Hours to Types of Instruction/Learning Settings  Primary Methods of Instructional Delivery and/or Learning Settings:  <b>Lecture and Seminar</b>  Number of Contact Hours: (per week / semester for each descriptor) <b>Lecture: 3 Hrs.</b> <b>Seminar: 1 Hr.</b>  Number of Weeks per Semester:  <b>15 Weeks X 4 Hours Per Week = 60 Hours</b>	<b>H:</b> Course Prerequisites:	
	<b>I:</b> Course Corequisites: nil	
	<b>J:</b> Course for which this Course is a Prerequisite:  <b>HORM 410 and HORM 440</b>	
	<b>K:</b> Maximum Class Size:  <b>35</b>	
<b>L:</b> PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input checked="" type="checkbox"/> College Credit Non-Transfer <input type="checkbox"/> College Credit Transfer: Requested <input type="checkbox"/> Granted <input type="checkbox"/> SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS ( <a href="http://www.bccat.bc.ca">www.bccat.bc.ca</a> )		



**M:** Course Objectives/Learning Outcomes

1. discuss the interrelationship of the eight sectors of the tourism industry and the interrelationship of the industry sectors;
2. describe the characteristics of the tourism industry from a management perspective;
3. identify issues and trends in the tourism industry and discuss how they impact on the hospitality industry;
4. discuss models for studying tourism;
5. identify travel motivators.

**N:** Course Content

1. The impact of tourism as a worldwide economic, environmental, cultural and social force.
2. The impact of tourism on the economy at the local, provincial and global level.
3. Professional and government organizations that impact on the industry.
4. Tourism functions at the local, provincial and national levels.
5. The characteristics of the hospitality service industry.
6. The relationship between tourism and hospitality.
7. Trends in the tourism and hospitality industry and changes in spending and consumer patterns for the accommodation, food and beverage sectors of the tourism industry.
8. Personal attributes and abilities suitable for employment in the tourism industry.
9. Horizontal and vertical career paths, sources of career path information and career opportunities in the hospitality industry.
10. The benefits of membership in a professional association.
11. Acts and legislation related to the tourism industry.
12. The Good Samaritan Act and its implications for the manager of a hospitality operation.

**O:** Methods of Instruction

In addition to the standard lecture format, student projects and presentations, group discussion on current events and films and videotapes of relevant material will be used.

**P:** Textbooks and Materials to be Purchased by Students

Coltman, Michael M. An Introduction to Travel and Tourism, Latest Ed.  
 Toronto: Macmillan of Canada.

<p><b>Q:</b> Means of Assessment</p> <table><tr><td>Term Project</td><td>25%</td></tr><tr><td>Class Assignment(s)</td><td>20%</td></tr><tr><td>Midterm Examinations (2)</td><td>30%</td></tr><tr><td>Final Examination</td><td><u>25%</u></td></tr><tr><td></td><td><u>100%</u></td></tr></table> <p>STUDENTS MUST COMPLETE <u>ALL</u> COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.</p>	Term Project	25%	Class Assignment(s)	20%	Midterm Examinations (2)	30%	Final Examination	<u>25%</u>		<u>100%</u>
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Class Assignment(s)	20%									
Midterm Examinations (2)	30%									
Final Examination	<u>25%</u>									
	<u>100%</u>									
<p><b>R:</b> Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>No.</p>										

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Course Designer(s): Mark Elliott

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Education Council/Curriculum Committee Representative

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Dean/Director: Jim Sator

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Registrar: T. Angus

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