



**EFFECTIVE: SEPTEMBER 2002**

**CURRICULUM GUIDELINES**

**A:** Division: **Instruction** Date: **November 2001**  
**B:** Department/ **Commerce & Business Admin.** New Course  Revision   
 Program Area: **Hotel & Restaurant Management**  
 If Revision, Section(s) Revised:  
 Date Last Revised: **1996-03: new**

**C: HORM 440 D: Convention & Tour Group Management E: 3**

Subject & Course No.	Descriptive Title	Semester Credits
<p><b>F:</b> Calendar Description: This course focuses on the skills required for successful convention and group business management. The planning and execution of conventions and meetings will be approached from operational and marketing perspectives. In the second segment of the course, students will be introduced to the complex nature of the tour product. The development, packaging and marketing of tours will be discussed. The specific role of hotels in the industry will be analyzed and the importance of the tour business to B.C.'s economy will be studied.</p>		
<p><b>G:</b> Allocation of Contact Hours to Types of Instruction/Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p><b>Lectures and Seminars</b></p> <p>Number of Contact Hours: (per week / semester for each descriptor)</p> <p><b>Lecture: 3 Hrs.</b>  <b>Seminar: 2 Hr.</b>  <b>Total: 4 Hrs.</b></p> <p>Number of Weeks per Semester:</p> <p><b>15 Weeks X 4 Hrs per week = 60 Hrs.</b></p>	<p><b>H:</b> Course Prerequisites: <b>HORM 140 and HORM 320</b></p> <p><b>I:</b> Course Corequisites: <b>nil</b></p> <p><b>J:</b> Course for which this Course is a Prerequisite: <b>nil</b></p> <p><b>K:</b> Maximum Class Size: <b>35</b></p>	
<p><b>L:</b> PLEASE INDICATE:</p> <p><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"/></p> <p>SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (<a href="http://www.bccat.bc.ca">www.bccat.bc.ca</a>)</p>		

**M:** Course Objectives/Learning Outcomes

At the end of the course, the successful student should be able to:

1. articulate the needs, wants and desires of clients wishing to undertake a successful convention or meeting;
2. describe how to identify market segments, how to market, sell and re-book them;
3. discuss the importance of networking and how it determines a success or failure to a group function;
4. discuss the economic importance of the everyday operation of the hospitality industry;
5. describe the role of tour operations in the everyday operation of the hospitality industry.

**N:** Course Content

1. Overview:
  - . definition and scope of the meetings
  - . market
  - . meeting planners
2. Associations and corporations.
3. Purpose and type of meetings booked.
4. Convention markets.
5. Planning and managing the meeting.
6. Site selection.
7. Property selection.
8. Marketing meetings.
9. Meeting materials and technology.
10. Reservations, registration, participant services.
11. Audio/visual requirements.
12. Functional room design.
13. Food and beverage services.
14. Transportation and free-time activities.

- 15. Evaluation and follow-up.
- 16. The Tour Product: development, background and marketing.
- 17. The role of hotels in the tour business.
- 18. The cruise industry.

**O:** Methods of Instruction

To achieve course objectives, a number of guest speakers operating in the field of tour operations will supplement regular discussion, case studies and field trips.

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

Montgomery, Rhonda and Sandra Strick. Meetings, Conventions and Expositions: An Introduction to the Industry, Latest Ed. New York: Van Nostrand Reinhold.

Hildreth, R.A. The Essentials of Meeting Management, Latest Ed. Englewood Cliffs: Prentice Hall.

**Q:** Means of Assessment

Quizzes	20%
Midterm Examination	20%
Project	20%
Final Examination	30%
Participation	<u>10%</u>
	<u>100%</u>

STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE

**R:** Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No.

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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: Trish Angus