

A: Division: **INSTRUCTIONAL** Date: **MARCH 1996**
 B: Faculty: **COMMERCE AND BUSINESS ADMINISTRATION** New Course: **X**
 Program: **HOTEL AND RESTAURANT MANAGEMENT** Revision of Course Information form:
 C: **HORM 440** D: **CONVENTION AND TOUR GROUP MANAGEMENT** E: **3**

Subject & Course No.

Descriptive Title

Semester Credit

F: **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 become familiar with the complex nature of the tour product. The development, packaging and marketing of tours will be discussed. The specific role of hotels in the tour business will be analyzed and the importance of the tour business to B.C.'s economy will be studied.

Summary of Revisions:

G: Type of instruction: Hrs per week
 Lecture: 2 Hrs.
 Laboratory: Hrs.
 Seminar: 2 Hrs.
 Clinical Experience: Hrs.
 Field Experience: Hrs.
 Practicum: Hrs.
 Shop: Hrs.
 Studio: Hrs.
 Student Directed Learning: Hrs.
 Other (Specify): Hrs.
 Total: 4 Hrs.

H: Course Prerequisites:
HORM 140 and HORM 320

I: Course Corequisites:
 nil

J: Course for which this Course is a Prerequisite:
 nil

K: Maximum Class Size:
 35

L: College Credit Transfer
 College Credit Non-Transfer
 Non-Credit

M: Transfer Credit: Requested:
 Granted:

Specify Course Equivalents or Unassigned Credit as appropriate:

BCOU
 SFU
 UBC
 UNBC
 UVIC
 Other:

Course Designer(s)

Director/Chairperson

Divisional Dean

Registrar

N: 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.

O: COURSE OBJECTIVES

The student will 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.

P: 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.

Q: METHOD OF INSTRUCTION

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

R: COURSE EVALUATION

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.

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