

Hospitality & Tourism 12: Traveling the Globe

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Instructor hours at CLOC: Mon, Tue, Wed 10-2pm, Mon 4-8pm, & Thurs 4-9pm

Learning Center Hours: Mon-Fri 10-2 & Mon-Thurs 4-9. Students may come to the Learning Center to work and write tests any time the center is open.

Course Description

With greater disposable income and more opportunities for business travel, people are traversing the globe in growing numbers. As a result, hospitality and tourism is one of the fastest growing industries in the world. This course will introduce students to the hospitality and tourism industry, including hotel and restaurant management, cruise ships, spas, resorts, theme parks, and other areas. Student will learn about key hospitality issues, the development and management of tourist locations, event planning, marketing, and environmental issues related to leisure and travel. The course also examines some current and future trends in the field.

Self-Paced Learning Environment

Tourism 12 at CLOC is a self-paced, self-directed course. Students will be expected to work independently and manage their time in a productive manner. It is a good idea to create a study calendar and set at least one day a week to dedicate to the course. Ideally, students should submit at least one assignment a week in order to make progress.

PRESCRIBED LEARNING OUTCOMES

The following prescribed learning outcomes will be assessed through the specific course units:

Unit 1: Introduction to Hospitality & Tourism

Objectives:

- * Define the parameters and characteristics of the hospitality and tourism industry.
- * Examine the areas of business that make up the hospitality and tourism industry.
- * Trace the development of the hospitality and tourism industry.
- * Discuss the importance of service in the industry.
- * Identify and discuss several current trends affecting the hospitality and tourism industry.

Unit 2: Careers in the Hospitality and Tourism Field

Objectives:

- * Define career paths and discuss how these affect the hospitality industry.**
- * Discuss the personal characteristics required in hospitality industry employees.**
- * Identify and discuss some of the career options in the hospitality and tourism industry.**
- * Examine the advantages and disadvantages of working in the hospitality industry.**
- * Discuss job benefit mixes and their role in the hospitality industry.**

Unit 3: Hotels

Objectives:

- * Describe different types of hotels.**
- * Examine how most hotels are organized in terms of staff members.**
- * Discuss the tasks and responsibilities of departments such as housekeeping, security, and the front office.**
- * Explore how room counts are generated and why they are used.**
- * Discuss the practice of overbooking and its possible consequences.**

Unit 4: Restaurants and Food Service

Objectives:

- * Describe different types of food-related businesses.**
- * Define and understand the front of the house versus the back of the house.**
- * Discuss the functions of the front and back of the house.**
- * Examine the importance of menus in the operation of a restaurant.**
- * Consider how managed services differ from restaurants.**

Unit 5: Travel Planning

Objectives:

- * Define tourism and identify the different aspects of tourism.**
- * Discuss the impact of tourism.**
- * Examine some of the factors that influence tourism.**
- * Discuss ecotourism and its place in the tourism industry.**
- * Evaluate some of the different career positions in tourism promotion.**

Unit 6: Event Planning and Conventions/Exhibitions

Objectives:

- * Identify and compare some of the different types of meetings and events.**
- * Discuss career areas in the field of event planning.**
- * Examine some of the steps in planning an event.**
- * Consider some of the steps in marketing an event.**
- * Learn about some of the tasks involved with managing an event.**

Unit 7: Theme Parks and Recreation

Objectives:

- * Explain leisure and recreation and their place in modern society.**

- * **Compare for-profit and nonprofit recreation sites.**
- * **Identify types of government-sponsored, nonprofit, and commercial recreation.**
- * **Examine the history of amusement and theme parks.**
- * **Discuss the role and responsibilities of amusement and theme park managers.**

Unit 8: Cruise Ships and Resorts

Objectives:

- * **Discuss the similarities and differences between cruise ships and ocean liners.**
- * **Understand cruise ship terminology and cabin choices.**
- * **Examine some of the changes and challenges cruise ships are facing.**
- * **Identify some different types of resorts.**
- * **Discuss how resorts are handling common issues and challenges.**

EVALUATION

Evaluation in Tourism 12 includes text questions, lab questions and a unit test for each of the 8 units. There is also a midterm which covers units 1-4 and a final exam which covers units 5-8. Tests will include multiple choice questions, true or false questions and short answers. There are no re-writes available for the tests and exams. The marks will be weighted as follows:

Units 1-8	
Text questions:	3%
Lab questions:	3%
Unit tests:	<u>4%</u>
	80%
Midterm:	10%
Final:	<u>10%</u>
TOTAL	100%