



School of Business and Creative Design
HOSPITALITY AND TOURISM MANAGEMENT PROGRAM

Course Outline – **Fall 2013**

Course Code: HAT 1033

Course Title: Foundations of Tourism

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Approved by: Yvonne Clarke, Associate Dean

Prerequisite: None

Corequisite: None

1. Course Description

This course introduces students to the range of operations, career opportunities, and the interrelationship among the eight sectors of the Tourism Industry. Consumer demographics, psychographics and motivations for travel will be examined. Discussions of Canadian tourism products and participants will be used as a means of developing a solid foundation of key concepts and vocabulary for use in future courses.

2. General Education and Essential Employability Skills

This course provides the following provincial Essential Employability Skills:

- #1: Communication
- #2: Numeracy
- #3: Critical Thinking and Problem Solving
- #4: Information Management
- #5: Interpersonal
- #6: Personal

Is this course approved as a General Education course?

☒ **No** ☐ **Yes**

Students should refer to their program's restricted General Education courses for final determination.

3. Learning Outcomes

1. Explain the interdependence of the five tourism sectors as defined by North American Classification system
2. Discuss career opportunities within the tourism industry
3. Discuss current trends in each of the components of the tourism industry in terms of product, guests, and hosts
4. Define and use common industry terminology
5. Recognize government agencies, professional associations and organizations as key industry stakeholders and sources for current information
6. Perform as a productive team member on a group based project and presentation

4. Learning Objectives

		Learning Outcome Reference Number
Unit 1		
1.1	Identify career opportunities within the 8 components of tourism	[1,2]
1.2	Discuss tourism in terms of the guest, the host, and professional associations and organizations	[3,4,5]
1.3	Recognize the impact of terrorism on tourism and other perceived barriers to travel and tourism development[3]	
1.4	Identify the five components of a tourist destination	[1] [1]
1.5	Summarize the life cycle of a destination	[1,3]
1.6	Identify the six key factors that are common to successful destinations.	[1]
1.7	Discuss marketing as it applies to the “unique” tourism product	[3,4]
Unit 2		
2.1	Discuss the different modes of transportation	[1,2,3,4]
2.2	Explain the reasons for choosing a transportation mode over another	[1,4]
2.3	Discuss accommodation in terms of type, departments within a hotel, management systems, pricing strategies, and trends in the accommodation sector	[2,3,4]
2.4	Identify the needs of specific travelers: business people, families, people with disabilities, and people from different cultures	[3]
2.5	Discuss the role of foodservice in the hotel industry	[1,2,3,4]
2.6	Differentiate between commercial and non- commercial food service	[1,2,3,4]
	Discuss current trends in the foodservice industry to the tourist	[1,3,4]
Unit 3		
3.1	Define the scope and variety of tourist attractions	[1,2,3,4]
3.2	Describe adventure tourism, ecotourism, and outdoor recreation.	[2,4,5]
3.3	Discuss the key characteristics of ecotourism and its market	[3,4]

3.4	Explain responsible tourism, sustainable tourism and tourism's impact on the environment	[1,3,5]
3.5	Discuss how public, private and non- profit attractions differ	[1,3,4,5]
3.6	Differentiate among a conference, convention, summit meeting and business meeting	[1,4]
3.7	Identify the factors that make Canada a strong competitor for the conference /convention market	[3,5]
Unit 4		
4.1	Contrast the roles of tour operator, tour wholesaler, and retail travel counsellor	[1,2,3,4]
4.2	Identify 10 distinct types of tours offered in today's travel market	[3,4]
4.3	Discuss the value of incentive travel in today's corporate world	[3,4]
4.4	Describe the five industry components of tourism services	[1,2,5]
4.5	Explain the functions of destination marketing organizations	[1,2,3,5]
4.6	Discuss the impact of current trends in lifestyle, travel, and technology have on the tourism industry	[3]
4.7	Outline the trends and challenges that tourism will face in each component of the tourism industry	[3]
Unit 5		
5.1	As a member of a team, develop an itinerary including the eight components of the tourism industry	[1,2,3,4,5,6]
5.2	Apply principles of time management to meet deadlines	[6]
5.3	Assess own contributions and provide feedback to team members on performance behaviours	[6]
5.4	Enhance communication and problem solving skills, including the development and presentation of effective written reports and an oral presentation	[6]

5. Resource Supplies

a. Required:

Nickerson, Norma Polovitz, Kerr, Paula, and Murray, William C., Snapshots, An Introduction to Tourism. Sixth Canadian Edition., Prentice Hall, 2014.

b. Supplemental:

Various readings related to the course topic will be assigned for the purpose of

discussion and review. The student is encouraged to utilize various sources of current knowledge including periodicals available in the Resource Centre and the thousands of related sites on the World Wide Web. Students should keep up to date on trends in the tourism industry portrayed in the media and by visiting local establishments.

Students may be required to inspect local tourism products. Students will be required to arrange own transportation. Any expenses incurred are the responsibility of the student. Students will be expected to dress in their front of the house uniform for all guest speakers and all off campus excursions.

6. Methodology

This course will consist of lectures, independent learning, class activities, guest speakers and audiovisual presentations. Group and individual projects, assignments, and presentations will compliment in class discussions as a means of sharing information and experiences. Attendance, participation, and ability to contribute to a team are critical for success in this course and the industry.

7. Student Evaluations

The following elements will determine the student's final grade:

Tests (3 @ 20%)	60%
In Class Assignments & Quizzes	10%
Term Project and Presentation	30%

Missed Test Policy

All tests must be written and all assignments must be submitted to the instructor's satisfaction in order to receive a passing grade. If the student is not present for a quiz, the result will be recorded as a zero. The instructor may make an exception and allow the test to be written at a time other than the scheduled time provided that:

- A medical certificate is presented as proof of the student's inability to be present at the scheduled time
- The instructor has agreed in ADVANCE that there is justification for the student not being present at the scheduled time

Due Dates and Late Submissions

The student is expected to complete all assignments on time. All assignments are to be submitted during scheduled class time on the due date or as per faculty instruction.

Late submissions will be penalized at 10% per day.

Final Grades

The round off mathematical principle will be used. Percentages are converted to letter grades and grade points as follows:

Mark (%)	Grade	Grade Point	Mark	Grade	Grade Point
94-100	A+	4.0	67-69	C+	2.3
87-93	A	3.7	63-66	C	2.0
80-86	A-	3.5	60-62	C-	1.7
77-79	B+	3.2	50-59	D	1.0
73-76	B	3.0	0-49	F	0.0
70-72	B-	2.7			

The passing grade in this course is a D. The Hospitality and Tourism Management Program requires a grade of D in order to graduate from the program. For further clarification, the student may consult with the Program Coordinator or the Dean.

8. Related Items

Students with Disabilities

If you are a student with a disability please identify your needs to the professor and/or the Accessibility Centre so that support services can be arranged for you. You can do this by making an appointment at the Accessibility Centre, Room L103 ext.3427 or by arranging a personal interview with the professor to discuss your needs.

Student Rights and Responsibility Policy

Acceptable behaviour in class is established by the instructor and the Code of Conduct. These policies are expected to be followed by all students. Any form of misbehaviour, harassment or violence will not be tolerated. Action will be taken as outlined in Lambton College policy.

Cheating and plagiarism are serious academic offences subject to disciplinary action. It is the student's responsibility to be aware of the cheating policy as described in the Lambton College Student Rights and Responsibilities policy. For further information on all of these policies, links may be found on the Lambton College website.

Prior Learning Assessment Statement

This course is eligible for Prior Learning Assessment

YES

If yes has been selected, contact the Counselling Department for advice on Prior Learning Assessment.

Date of Withdrawal without Academic Penalty

Please consult the Academic Regulations and Registrar's published dates.

Waiver of Responsibility

Every attempt has been made to ensure the accuracy of this information as of the date of publication. The content may be modified, without notice, as deemed appropriate by the College.

Note: It is the student's responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.