COURSE OUTLINE: HTM101 - PRINCIPLES OF H&T

Prepared: Peter Graf and Deron Tett
Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

Course Code: Title	HTM101: PRINCIPLES OF HOSPITALITY AND TOURISM
Program Number: Name	1076: HOSPITALITY MGNT
Department:	CULINARY/HOSPITALITY
Semesters/Terms:	20F, 21W, 21S
Course Description:	This course provides an introductory examination of the hospitality and tourism industry, and will cover the scope and significance of the industries and its various sectors. The regional to global economic, social and political impacts and environments will be examined. As a component of the course, students will complete an in-depth project analyzing a sector in the industry.
Total Credits:	3
Hours/Week:	3
Total Hours:	45
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**1076 - HOSPITALITY MGNT** VLO 1 Support business development by taking into account economic, political, social, global, and intercultural factors that influence the development of services, marketing strategies, customer retention, and sales programs.
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. EES 4 Apply a systematic approach to solve problems. EES 5 Use a variety of thinking skills to anticipate and solve problems. EES 6 Locate, select, organize, and document information using appropriate technology and information systems. EES 7 Analyze, evaluate, and apply relevant information from a variety of sources. EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others. EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals. EES 10 Manage the use of time and other resources to complete projects. EES 11 Take responsibility for ones own actions, decisions, and consequences.

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2020-2021 academic year.

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Course Evaluation:	Passing Grade: 50%, D
	A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.
Books and Required Resources:	Snapshots, An Introduction to Tourism by Nickerson, N., et al Publisher: Pearson Education Edition: 6 th edition ISBN: 9780132605168
Course Outcomes and Learning Objectives:	

Course Outcome 1	Learning Objectives for Course Outcome 1
1. Categorize and explain the primary sectors of the tourism industry, how they interrelate, and the current trends and issues affecting each sector.	1.1 Differentiate between the major tourism sectors as designated by the North American Classification System. 1.2 Investigate the historical development of tourism in relation to guest needs. 1.3 Explain the changing demographics, diversity and cultural shifts and how they impact tourism on a regional and global level. 1.4 Analyze tourism consumers, their motivational factors, and how the industry deals with these factors. 1.5 Determine the roles played by key Canadian and international tourism organizations. 1.6 Analyze the components of a tourism destination, and critique industry examples of successful tourism destination developments.
Course Outcome 2	**Learning Objectives for Course Outcome 2**
2. Explore and investigate career opportunities within the hospitality and tourism industry that relate to students` work experience, interests, and personality styles.	2.1 Research manager positions and related skills within hotels, resorts and the broader tourism sector. 2.2 Summarize the economic and competitive forces which influence the tourism job market. 2.3 Explore and summarize potential career opportunities in the hospitality and tourism industry. 2.4 Complete interests and management style activities and correlate findings to appropriate industry manager positions.
Course Outcome 3	**Learning Objectives for Course Outcome 3**
3. Categorize tourism supply factors and evaluate the regional and global implications across each sector.	3.1 Analyze the components of the tourism industry, and the interactions between the sectors. 3.2 Investigate regional tourism businesses and analyze the economic, social and political implications on the local community. 3.3 Explore and investigate the tourism market in Canada and globally and summarize the economic, social and political implications from a Canadian and global perspective. 3.4 Explain how the life cycle of a product affects tourism destinations. 3.5 Argue the importance of service and how it is used as a sustainable competitive advantage.
Course Outcome 4	**Learning Objectives for Course Outcome 4**
4. Complete in-depth	4.1 Use library research tools to complete tourism sector

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	research on one tourism sector and prepare and communicate the findings in a formal class presentation.	analysis. 4.2 Determine the best communications medium to convey the information and build the presentation. 4.3 Create meaningful communication aids and handouts to enhance the sector presentations.

Evaluation Process and Grading System:		
	Evaluation Type	**Evaluation Weight**
	Assignments, In Class Assignments and Quizzes	40%
	Final Project	30%
	Tests	30%

Date:	December 23, 2020
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.

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