

## Course Outline

<b>Course Title:</b>	Introduction to Hospitality and Tourism		
<b>Course Number:</b>	HOSP53	<b>Approval Date:</b>	2024/8/29
<b>Course Hours:</b>	45 hours	<b>Academic Year:</b>	2024
<b>Academic School:</b>	School of Business and Information Technology		

<b>Faculty:</b>	Jennifer Rishor - jennifer.rishor@flamingcollege.ca
<b>Program Co-ordinator or Equivalent:</b>	Jennifer Rishor - jennifer.rishor@flamingcollege.ca
<b>Dean (or Chair):</b>	Allison MacGregor - Allison.MacGregor@flamingcollege.ca

## Course Description

Through text modules, team activities, guest speakers, research projects, and lectures, this introductory course lays the foundation for other hospitality and tourism program specialization courses. As well, it introduces the learner to a variety of future career possibilities. The course examines the eight tourism industry sectors and their inter-relationships, and also addresses the roles of related government bodies and hospitality and tourism industry associations.

**Prerequisites:** None.

**Corequisites:** None.

## Course Delivery Type

**Hybrid Asynchronously.**

Some course hours are delivered online asynchronously without specified meeting times and some hours will be delivered in person. In-person delivery locations and times are specified on the academic timetable. Asynchronous course hours may be completed at any time.

## Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Identify characteristics unique to hospitality and tourism products.
2. Provide examples of the interrelationships and interdependencies among various sectors of tourism.

3. Recognize the importance of effective advertising and promotion strategies.
4. Appropriately use definitions and terminology common to the hospitality and tourism industries.
5. Describe a variety of career options available in the hospitality and tourism industries.

## Learning Resources

Introduction to HOSPITALITY, Ninth Edition

Pearson, John R. Walker

## Assessment Summary

Assessment Task	Percentage
Assignments	30%
Presentations	10%
Tests	60%

## Student Success: Policies and Procedures

Mutually, faculty and learners will support and adhere to college Academic Regulations, and Student Rights and Responsibilities. The following policies and guidelines have been developed to support the learning process.

Please click on the link for information about:

- [Academic Integrity \(2-201A\)](https://department.flemingcollege.ca/hr/attachment/7750/download)  
(<https://department.flemingcollege.ca/hr/attachment/7750/download>)
- [Accessibility for Persons with Disabilities \(3-341\)](https://department.flemingcollege.ca/hr/attachment/5619/download)  
(<https://department.flemingcollege.ca/hr/attachment/5619/download>)
- [Grading and Academic Standing \(2-201C\)](https://department.flemingcollege.ca/hr/attachment/7752/download)  
(<https://department.flemingcollege.ca/hr/attachment/7752/download>)
- [Guidelines for Professional Practice: Students and Faculty](https://flemingcollege.ca/PDF/guidelines-for-professional-practice-students-faculty.pdf)  
(<https://flemingcollege.ca/PDF/guidelines-for-professional-practice-students-faculty.pdf>)
- [Student Rights and Responsibilities \(5-506\)](https://department.flemingcollege.ca/hr/attachment/269/download)  
(<https://department.flemingcollege.ca/hr/attachment/269/download>)

If you will need academic accommodations (for example if you have a learning disability, mental health condition such as anxiety or depression or if you had an IEP in high school), please contact the [Accessible Education Services \(AES\)](https://department.flemingcollege.ca/aes/) department (<https://department.flemingcollege.ca/aes/>) to meet with a counsellor.

**Alternate accessible formats of learning resources and materials will be provided, on request.**

## Program Standards

The **Ministry of Colleges and Universities** oversees the development and the review of standards for programs of instruction. The **Ministry of Labour Training and Skills Development** oversees the development and the review of standards for programs of instruction for Apprenticeship training in the province of Ontario. Each college is required to ensure that its programs and program delivery are consistent with these standards, and must assist students to achieve these essential outcomes.

This course contributes to Program Standards as defined by the [Ministry of Colleges and Universities](#) (MCU). Program standards apply to all similar programs of instruction offered by colleges across the province. Each program standard for a postsecondary program includes the following elements:

- **Vocational standards** (the vocationally specific learning outcomes which apply to the program of instruction in question);
- **Essential employability skills** (the essential employability skills learning outcomes which apply to all programs of instruction); and
- **General education requirement** (the requirement for general education in postsecondary programs of instruction that contribute to the development of citizens who are conscious of the diversity, complexity and richness of the human experience; and, the society in which they live and work).

Collectively, these elements outline the essential skills and knowledge that a student must reliably demonstrate in order to graduate from the program. For further information on the standards for your program, follow the MCU link ([www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/](http://www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/)).

## Detail Plan

<b>Term:</b>	2024 Fall
<b>Faculty:</b>	Jennifer Rishor - <a href="mailto:jennifer.rishor@flamingcollege.ca">jennifer.rishor@flamingcollege.ca</a>
<b>Program Co-ordinator or Equivalent:</b>	Jennifer Rishor - <a href="mailto:jennifer.rishor@flamingcollege.ca">jennifer.rishor@flamingcollege.ca</a>
<b>Dean (or Chair):</b>	Allison MacGregor - <a href="mailto:Allison.MacGregor@flamingcollege.ca">Allison.MacGregor@flamingcollege.ca</a>

## Learning Plan

<b>Wks/Hrs Units</b>	<b>Topics, Resources, Learning, Activities</b>	<b>Learning Outcomes</b>	<b>Assessment</b>
Week 1	Online Lecture: Navigate your course D2L page and become familiar with tabs including Read this First. Seminar: No Seminar due to Holiday Monday		
Week 2	Welcome to the Program and Course, Course Syllabus Introduction to Hospitality and Tourism Required Reading: Chapter 1	1-5	Adventure Tourism and Outdoor Recreation Assignment Presented
Week 3	The Hotel Business Rooms Division Required Reading: Chapters 2 & 3	1-5	Future Self Letter Due 5%
Week 4	Food and Beverage Beverages The Restaurant Business Required Reading: Chapters 4, 5 & 6	1-5	Adventure Tourism and Outdoor Recreation Assignment Part A Due 5%
Week 5	Restaurant Management Required Reading: Chapter 7 Test #1 Chapters 1 - 6	1-5	Test #1 15%
Week 6	Managed Services Required Reading: Chapter 8 Seminar: Guest Speaker - Fairmont Hotels & Resorts SWEF Presentation (tentative date, may change to week 9)	1-5	
Week 7	Tourism Required Reading: Chapter 9 NO Seminar: Thanksgiving Holiday - No classes, college closed.	1-5	Guest Speaker Assignment Due 5%
Week 8	Independent Study Week		
Week 9	Recreation, Attractions, and Clubs Gaming Entertainment Required Reading: Chapters 10 & 11	1-5	
Week 10	Cruising Required Reading: Chapter 12 Test #2 Chapters 7 - 11	1-5	Test #2: Value 15%
Week 11	Meetings, Conventions, and Expositions Events Required Reading: Chapters 13 & 14	1-5	Indigenous Tourism Assignment Due 5%
Week 12	Leadership, Management, and Marketing Required Reading: Chapter 15 Self-Directed seminar to complete Outdoor Experience for Assignment	1-5	Adventure Tourism and Outdoor Recreation Assignment Part B due 10%
Week 13	Planning Required Reading: Chapter 16 Test #3 Chapters 12 - 15	1-5	Test #3: Value 15%
Week 14	Organizing Communication and Decision-Making Required Reading: Chapters 17 & 18 Peer Review of Vision Boards	1-5	Peer Review of Vision Board Assignment 10%
Week 15	Final Test	1-5	Test #4: value 15% Chapters 1 - 18 Open Book Test #4

## Assessment Requirements

Assessment Task	Date/Weeks	Course Learning Outcome	Percentage
5%	Future Self Letter	4,5	5%
5%	Guest Speaker Assignment	1-5	5%
3 x 15%	Progress Tests	1-5	45%
Adventure Tourism and Outdoor Recreation Assignment Part A: 5% Part B: 10%	Adventure Tourism and Outdoor Recreation Assignment	1-5	15%
Research Indigenous Tourism in Canada	Indigenous Tourism Assignment	1,3,4	5%
10%	Vision Board Assignment	1-5	10%
Final Test	Exemptions from the final test may be earned. Please see Assessment Requirements Comments below.	1-5	15%

Quizzes, Activities, Assignments and Case Studies will be administered randomly throughout the semester. There will be no make-ups for missed components.

Exemptions from the final test may be earned providing the student has achieved a 75% average on the first three tests, and all other course components have been submitted on time for marking. This is up to the discretion of the professor.

Student Mark Tracking is available via D2L.

It is expected that ALL students will ATTEND GUEST SPEAKER & STUDENT INTERVIEWS. It is the intention to follow the above learning sequence, but due to guest speaker schedules, there may be a need to ADJUST DATES AND TIMES. It is imperative for students to attend course hours as the main vehicle for communication changes will be IN CLASS ANNOUNCEMENTS and student Fleming email account.

### Artificial Intelligence (AI) Statement

**NO USE.** Use of generative AI tools (like ChatGPT) is not permitted in this course.

It is the responsibility of students to maintain a history of records and supporting documentation to demonstrate their efforts in all academic submissions, even if submission of these is not part of the final academic deliverable.

### Turnitin Statement

Students agree that by taking this course all required papers may be subject to submission for textual similarity review to Turnitin.com in support of academic integrity. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site.

If students choose to opt out of using the software, they must inform their faculty member at the time of the assignment, of their refusal and meet with the faculty to discuss their options. For further information on the use of Turnitin, please refer to the [Operating Procedure 2-201E](https://department.flemingcollege.ca/hr/attachment/10233/download) (<https://department.flemingcollege.ca/hr/attachment/10233/download>)

## Respondus Monitor Statement

This course will use Respondus Monitor as a remote proctoring tool to support the administration of electronic examinations and assessments. Fleming College has an institutional license to use Respondus Monitor, a cloud-based service and software that captures video, audio, and other data during student assessment sessions for use in monitoring students. This data is accessible to, and may be used by, authorized individuals at the college to administer student assessments and manage the academic integrity of such assessments. The Student Terms of Use for Respondus Monitor must be agreed to by users (e.g. students) prior to each use of the Respondus Monitor, available at: <https://web.respondus.com/tou-monitor-student/>

By accessing and using Respondus Monitor, you agree to the collection, use, disclosure and retention of your personal information (including personal images) by Respondus Inc. in accordance with its Privacy Policy, available at: <https://web.respondus.com/privacy-policy/>

Questions regarding the collection of your personal information may be directed Julie Middleton, Director of Counselling and Accessible Education Services via email: [julie.middleton@flemingcollege.ca](mailto:julie.middleton@flemingcollege.ca)

If students choose to opt out of using Respondus Monitor, they must inform their faculty member prior to the scheduled assessment, of their refusal and meet with the faculty to discuss their options.

## Exemption Contact

Jennifer Rishor: Professor, Coordinator  
Hospitality - Hotel and Restaurant Operations Program  
[jennifer.rishor@flemingcollege.ca](mailto:jennifer.rishor@flemingcollege.ca)

Office: A3115.2

Webex: <https://flemingcollege.webex.com/meet/jennifer.rishor>

## Prior Learning and Assessment and Recognition (PLAR)

PLAR uses tools to help learners reflect on, identify, articulate, and demonstrate past learning which has been acquired through study, work and other life experiences and which is not recognized through formal transfer of credit

mechanisms. PLAR options include authentic assessment activities designed by faculty that may include challenge exams, portfolio presentations, interviews, and written assignments. Learners may also be encouraged and supported to design an individual documentation package that would meet the learning requirements of the course. Any student who wishes to have any prior learning acquired through life and work experience assessed, so as to translate it into a college credit, may initiate the process by applying through the Registrar's office. For more information please click on the following link: <http://flemingcollege.ca/admissions/prior-learning-assessment-and-recognition>

## Course Specific Policies and Procedures

It is the responsibility of the student to retain this course outline for future reference. Course outlines may be required to support applications for advanced standing and credit transfer to other educational institutions, portfolio development, PLAR and accreditation with professional associations.

**Synchronous sessions may be recorded. As a result, your image, voice, name, personal views and opinions, and course work may be collected under legal authority of section 2 of the Ontario Colleges of Applied Arts and Technology Act, 2002. This information will be used for the purpose of supporting student learning. Any questions about this collection can be directed to the Privacy and Policy Officer at [freedomofinformation@flemingcollege.ca](mailto:freedomofinformation@flemingcollege.ca) or by mail to 599 Brealey Drive, Peterborough, ON K9J 7B1.**

1. This course is offered in a format that will allow for asynchronous learning and in-person learning. Lectures will be offered in an asynchronous format however, attendance during timetabled seminar class time is expected.
2. Success in this course will be directly related to your willingness to put forth effort to take advantage of the materials that are provided to you within a variety of formats. Students are encouraged to attend class to participate in discussions and activities that reinforce course content discussed.
3. If you have questions or if you are experiencing difficulty with any aspect of the course, you are encouraged to consult the Professor. The Professor may be contacted via Fleming e-mail or during posted office hours.
4. Course communication via e-mail will be done using student Fleming e-mail addresses only. Students are responsible to check their Fleming e-mail account on a regular basis.
5. Assignments are due, via dropbox, at the time and date provided on the Learning Sequence and as communicated by the Professor. After this time a grade of 0 will be applied.
6. Extensions to due dates and make-up tests may be given for a documented situation of a serious nature, such as illness. You are responsible for notifying the Professor as early as possible to discuss alternative arrangements, and for providing a doctor's note.
7. You are responsible for being present for all tests, on the date and at the time requested. Dates and times always fall within your timetabled seminar time. In order to maintain integrity of tests, changes to test dates and times cannot be provided. Missed tests will receive a grade of zero. An adjustment may be made to a test date / time in the event of an extenuating circumstance.
8. Appropriate use of technology is required in class. Together, students and their Professor will openly discuss to clarify what appropriate means. Students are encouraged to bring laptops to class in order to follow lecture slides, make notes, access in class activity documents or complete internet searches. Students are

encouraged to only have browser windows open that pertain to the curriculum being taught at the time. In the event a student is unable to have a laptop available in class, notify the Professor 3 days in advance in order for paper copies to be provided during class. Only copies of class activity sheets will be provided.

9. Results of evaluations will be distributed in accordance with the College required timelines and posted on D2L. Should you not agree with a grade you receive, it is your responsibility to discuss this first, directly with your faculty. A grade appeal process is available to students at the end of the semester should they feel they wish to avail of it.
10. The student is responsible for keeping a copy of all submitted work. Students are also encouraged to download and retain a copy of the Course Outline should they require a copy in the future.
11. All course work is to be prepared and presented in a professional manner. Course work may be refused for sloppiness, spelling or grammatical errors.
12. Students are expected to work individually on assignments unless otherwise specified. Students have the responsibility to comply with Fleming's Academic Integrity Policies & Procedures. Breaches of academic integrity such as cheating and plagiarism will result in a grade of zero for the examination, test, report or assignment involved. All breaches of academic integrity will be reported to the Registrar and depending on whether or not the student has had previous infractions, more serious penalties may be applied. Complete information regarding Academic Integrity at Fleming College can be found at:  
<https://department.flemingcollege.ca/academic-integrity/>.
13. You are encouraged to consult the College Website for other applicable Academic Regulations. The course outline will be followed, however, from time to time, due to extenuating circumstances, the topics/exercises intended for presentation may be changed by Faculty after discussion to notify the students.