

# INTRODUCTION TO TOURISM & HOSPITALITY

### 2024-25 Academic Year

Program Title	Ministry Title	Major	Year	Semester
HHS-Hospitality - Hotel and Restaurant Operations Management		HROM	1	1
HHS-Hospitality Skills		HSKL	1	1
HHS-Hospitality - Hotel and Restaurant Operations Management (Co-op)		HROC	1	1

Course Code:	TOUR 1201 Course Equiv. Code(s): N/A
Course Hours:	42 Course GPA Weighting: 3
Prerequisite:	N/A
Corequisite:	N/A
Laptop Course:	Yes No X
Delivery Mode(s	;): In class X Online Hybrid Flexible HyFlex
Remote proctori	ing required Yes No X
Authorized by (	Dean or Director): Rebecca Milburn Date: August 2024

Prepared by		
First Name	Last Name	Email
Christine	Baily	christine.baily@durhamcollege.ca

# **Course Description:**

This introductory course provides students the opportunity to examine this dynamic and diverse service industry. Students will explore positions and career paths and develop plans to gain the technical and transferable skills required to succeed in this program and in hospitality and tourism. The sectors of the industry and their interrelationships are covered; this includes transportation, accommodation, food and beverage, recreation and entertainment, and travel services. As well, students will analyze and discuss trends, challenges, and opportunities to develop a growth mindset.

# **Campus Closure Notice**

In the event of a campus closure during which time classes cannot be conducted or attended in person, course delivery will be conducted remotely where possible. Should teaching and learning resume on campus, students may be organized into smaller groups for classroom delivery, in accordance with directions from public health authorities. In either situation, the learning plan sequence and/or evaluation methods may be adjusted to address topics requiring hands-on, practical learning activities.

# Subject Eligibility for Prior Learning Assessment & Recognition (PLAR):

Prior Learning Assessment and Recognition (PLAR) is a process a student can use to gain college credit(s) for learning and skills acquired through previous life and work experiences. Candidates who successfully meet the course learning outcomes of a specific course may be granted credit based on the successful assessment of their prior learning. The type of assessment method (s) used will be determined by subject matter experts. Grades received for the PLAR challenge will be included in the calculation of a student's grade point average.

The PLAR application process is outlined in http://www.durhamcollege.ca/plar. Full-time and part-time students must adhere to all deadline dates. Please email: PLAR@durhamcollege.ca for details.

### **PLAR Eligibility**

Yes	Х	No	
-----	---	----	--

### PLAR Assessment (if eligible):

	Assignment
	Exam
X	Portfolio
X	Other

Test

# **Course Learning Outcomes**

Course Learning Outcomes contribute to the achievement of Program Learning Outcomes for courses that lead to a credential (e.g. diploma). A complete list of Vocational/Program Learning Outcomes and Essential Employability Skill Outcomes are located in each Program Guide.

### Course Specific Learning Outcomes (CLO)

Student receiving a credit for this course will have reliably demonstrated their ability to:

- CLO1 Learn and use hospitality and tourism industry specific terminology.
- CLO2 Examine the sectors of the tourism industry and their interrelationships.
- CLO3 Explore relevant local, provincial, national and international organizations and associations.
- CLO4 Analyze and discuss trends, challenges, and opportunities to develop a growth mindset.
- CLO5 Explore possible career paths and develop plans to gain the technical and transferable skills required.

### Essential Employability Skill Outcomes (ESSO)

This course will contribute to the achievement of the following Essential Employability Skills:

- X 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.
- X EES 2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.
- EES 3. Execute mathematical operations accurately.
- EES 4. Apply a systematic approach to solve problems.
- X EES 5. Use a variety of thinking skills to anticipate and solve problems.
- X EES 6. Locate, select, organize, and document information using appropriate technology and information systems.
- X 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 contribution of others.
- EES 9. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.
- EES 10. Manage the use of time and other resources to complete projects.
- X EES 11. Take responsibility for one's own actions, decisions, and consequences.

# **Evaluation Criteria:**

The Course Learning Outcomes and Essential Employability Skills Outcomes are evaluated by the following evaluation criterion.

<b>Evaluation Description</b>	Course Learning Outcomes	EESOs	Weighting
Test: Sector Test 1: Travel Services	CLO1, CLO2, CLO3, CLO4, CLO5	EES1, EES2, EES5, EES11	15
Test: Sector Test 2: Accommodations	CLO1, CLO2, CLO3, CLO4, CLO5	EES1, EES2, EES5, EES11	15
Test: Sector Test 3: Transportation	CLO1, CLO2, CLO3, CLO4, CLO5	EES1, EES2, EES5, EES11	10
Test: Sector Test 4: Food & Beverage	CLO1, CLO2, CLO3, CLO4, CLO5	EES1, EES2, EES5, EES11	15
Test: Sector Test 5: Recreation & Entertainment	CLO1, CLO2, CLO3, CLO4, CLO5	EES1, EES2, EES5, EES11	10
In Process: Discussions and Activities	CLO1, CLO2, CLO3, CLO4, CLO5	EES1, EES7	15
Assignment: Career Research Assignment	CLO1, CLO3, CLO5	EES1, EES7, EES11	15
Online Activity: PCMA Student Membership	CLO3	EES7	5
Online Activity: MM-00142 Academic Integrity	CLO4	EES11	PASS/FAIL
Total			100%

### Notes:

- 1. An interim mark will be determined for all students to identify their academic progress. This mark will be based on the results of the first test and assigned Discussion questions up to, and including, Week 5.
- Tests will be written at the beginning of that week's scheduled class unless otherwise notified by the instructor. For online delivery, tests will be scheduled during class time and specific parameters and requirements will be provided.
- 3. All assigned work must be submitted electronically through DC Connect in MLA format unless specified otherwise by faculty.
- 4. Late assignments that have not been previously negotiated with the professor will be deducted 10% per day (including Saturday and Sunday) up to a maximum of 5 days from the due date, after which they will receive a grade of zero.
- 5. The student is responsible for keeping a copy of all submitted work and records of all marked work. DC Connect will have all marks earned listed.
- 6. Missed tests and quizzes result in a mark of zero. With sufficient notice of at least 2 full business days prior to the test, provisions may be provided. Details of such provisions can be discussed with the professor. Since situations, schedules, courses and tests vary, it will be up to the individual professor to decide whether the student will be allowed the opportunity to write a missed test or quiz and, if so, the required parameters.
- 7. In-Process Discussions and Activities are subject to changes. These changes may include a change in due date, evaluation weighting and specific tasks. This it to accommodate any opportunities to research and analyze current industry situations, guest speakers, and/or virtual/in-person site tours. Sufficient notice and communication will be provided to the students.
- 8. ACADEMIC INTEGRITY: Professors may request electronic files of written submissions. Plagiarism detection software may be used during the marking process. Any work that has been plagiarized will receive a mark of

zero. If it is determined that a student has shared any work with or copied from another student, ALL STUDENTS INVOLVED will receive a mark of zero for the entire assignment or test. This includes sending files to other students for review of concepts.

9. USE OF GENERATIVE AI- Review the course outline/assignment specifications closely to determine where you are permitted to use generative AI. It is your responsibility, as the student, to be clear on when, where, and how the use of generative AI is permitted. In all submissions in which you use generative AI, you must cite its usage. Failing to cite the use of generative AI is academic misconduct. In all other aspects of your work, the use of generative AI will be considered a breach of academic integrity and Academic Policy ACAD-101 Academic Integrity will be applied. If you are uncertain if you have used GenAI and/or cited appropriately, please speak with the library or your professor.

### **Required Text(s) and Supplies:**

### **Recommended Resources (purchase is optional):**

1. Snapshots: An Introduction to Tourism.6th Canadian ed.: Pearson Canada. 2014, Nickerson, Norma Polovitz , Kerr, Paula, and Murray, William C. ISBN 978-0-13-260516-8

E-Copy available: ISBN 13-978-0-13-257698-7

More recommended resources available on DC Connect.

# Policies and Expectations for the Learning Environment:

### **General Policies and Expectations:**

General College policies related to	General policies related to
+ Acceptable Use of Information Technology	+ attendance
+ Academic Policies	<ul> <li>absence related to tests or assignment due dates</li> </ul>
+ Academic Integrity	+ excused absences
+ Standards for Student Conduct for all Learning Environments can be found at https://durhamcollege.ca/wp- content/uploads/Standards-of-Student-Conduct- for-all-Learning-Environments.pdf	<ul> <li>writing tests and assignments</li> <li>classroom management can be found in the Program Guide (full time programs only) in MyDC https://durhamcollege.ca/mydc/</li> </ul>
<ul> <li>Information about academic policies and procedures can be found on-line at https://durhamcollege.ca/about/governance/polici es</li> </ul>	

All students at Durham College have the responsibility to familiarize themselves with and abide by the college's Academic Integrity Policy. Students are expected to complete and submit their own work in an honest manner, in accordance with the policy. Durham College has zero tolerance for breaches of academic integrity. All suspected breaches of academic integrity will be investigated and documented following procedures outlined in the policy, and should a breach be confirmed, appropriate penalties will be levied. Breaches of academic integrity of practices including, but not limited to:

• copying another person's work;

- using unauthorized materials or resources during an evaluation;
- · obtaining unauthorized copies of evaluations in advance;
- · collaborating without permission;
- · colluding or providing unauthorized assistance;
- falsifying academic documents or records;
- misrepresenting academic credentials;
- buying, selling, stealing, soliciting, exchanging or transacting materials or information for the purpose of academic gain;
- bribing or attempting to bribe personnel;
- impersonation;
- submitting the same work in more than one course without authorization;
- improper use of computer technology and the internet;
- depriving others of academic resources;
- misrepresenting reasons for special consideration of academic work;
- plagiarizing or failing to acknowledge ideas, data, graphics or other content without proper and full acknowledgement;
- any unauthorized use of generative or other artificial intelligence.

If you have questions or concerns about what constitutes appropriate academic conduct or research and citation methods, and what your responsibilities are towards academic integrity, please visit the Academic Integrity website on MyDC, reach out to Student Academic Learning Services (SALS), or speak with your professor or Student Advisor.

### **Course Specific Policies and Expectations:**

1. Students are expected to attend class on time and are responsible for any material covered, announcements or any assignments given for classes missed. Attendance for scheduled guest speakers is expected. Students late for class may be refused entry until a natural break in instruction occurs. This applies to online classes as well.

2. All electronic devices including music players, laptops, tablets, cell phones etc. must be on silent and stored while in the classroom unless otherwise required for learning and preapproved by the professor. Video recording is not permitted as it may infringe upon privacy or copyright laws. If you need to be contacted in an emergency, inform your faculty prior to class, have the phone on vibrate and excuse yourself from class.

**Remote Delivery Expectations:** 

#### Synchronous Delivery

Live sessions of this course will be delivered using platforms such as DC Connect Virtual Classroom, MS Teams, Google Meet etc. These sessions will be recorded for future reference but are the property of the course and are not to be shared in any public or private forum. Attendance in these sessions contributes highly to student success in this course. While attending a virtual class, proper (professional) classroom etiquette is mandatory and student participation is expected. To participate fully in this course requires students to access and review course materials prior to the start of online sessions.

#### Asynchronous Delivery

Some of the course materials have been designed to be accessed by students at times outside of the scheduled course time. Students should schedule their time so they are able to review the content and complete activities and assessments within the scheduled times. It is strongly advised to complete the coursework in the learning sequence defined in the course outline.

#### **Recording of Materials**

Presentations which are made in relation to course work, including lectures, cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

3. In order to maintain the quality of learning in the classroom and respect the rights of your classmates, conversations are to stop when class begins and while the professor is speaking. Please wait until class is completely over before putting your materials away in your backpack, standing up, or talking to friends. Disruptive behaviour will not be tolerated. In an online environment, please set your mic to mute and adhere to online etiquette. Inappropriate online behaviour will not be tolerated and may result in a behaviour alert.

4. Students who require additional help should request an appointment with the professor via email as breaktime and before/after class is not always conducive to effective communication. Students with documented Access Plans are encouraged to meet with the course faculty to develop a plan for success.

5. Email communication is through college provided email addresses. It is the student's responsibility to check their DC Connect email account and course pages for updates, changes, and other information. Students are encouraged to save course content on a drive that can be accessed without the Internet. As in the workplace, all email communication is to be professional, respectful, use proper sentence structure and punctuation, and be free of SMS language.

6. ACADEMIC INTEGRITY: Professors may request electronic files of written submissions. Plagiarism detection software may be used during the marking process. Any plagiarised work will receive a mark of zero. If it is determined that a student has shared any work with or copied from another student, ALL STUDENTS INVOLVED will receive a mark of zero for the entire assignment or test. This includes sending files to other students for review of concepts. As well, any evidence of cheating on tests will result in an academic alert.

# **General Course Outline Notes:**

- 1. Students should use the course outline as a learning tool to guide their achievement of the learning outcomes for this course. Specific questions should be directed to their individual professor.
- 2. The college considers the electronic communication methods (i.e. DC Mail or DC Connect) as the primary channel of communication. Students should check the sources regularly for current course information.
- 3. Professors are responsible for following this outline and facilitating the learning as detailed in this outline.
- 4. Course outlines should be retained for future needs (i.e. university credits, transfer of credits etc.)
- 5. A full description of the Academic Appeals Process can be found at https://durhamcollege.ca/about/governance/policies/academic-policies .
- Faculty are committed to ensuring accessible learning for all students. Students who would like assistance with academic access and accommodations in accordance with the Ontario Human Rights Code should register with the Access and Support Centre (ASC). ASC is located in room SW116, Oshawa Campus and in room 180 at the Whitby Campus. Contact ASC at 905-721-3123 for more information.
- 7. Durham College is committed to the fundamental values of preserving academic integrity. Durham College and faculty members reserve the right to use electronic means to detect and help prevent plagiarism. Students agree that by taking this course all assignments could be subject to submission either by themselves or by the faculty member for a review of textual similarity to Turnitin.com. Further information about Turnitin can be found on the Turnitin.com Web site.

# Learning Plan

The Learning Plan is a planning guideline. Actual delivery of content may vary with circumstances.

Students will be notified in writing of changes that involve the addition or deletion of learning outcomes or evaluations, prior to changes being implemented, as specified in the Course Outline Policy and Procedure at Durham College.

Week/ Module	Hours:	3	Delivery:	In Class				
1	Course Lea	rning Outcomes						
	CLO1							
	Essential E	mployability Skills						
	Taught:	EES6, EES7		Practiced:				
	Intended Le	earning Objectives/To	opics					
	<ul> <li>Program Overview Orientation         <ul> <li>Recognize how the program courses contribute to the Program Learning Outcomes</li> <li>Understand the relationship between HHS programs and the building environment</li> <li>Become familiar with volunteer opportunities and how to find them</li> </ul> </li> <li>Course Introduction         <ul> <li>Recognize how Introduction to Tourism and Hospitality contributes to the outcomes of the program.</li> <li>Identify student and faculty expectations for the learning environment.</li> <li>Describe the outcomes and evaluation process for this course; review course outline.</li> <li>Define tourism and recognize factors that attract individuals to tourism careers.</li> </ul> </li> </ul>							
	-Understand the intangibility and perishability of industry. Handout: Career Research Assignment (Parts 1 and 2)							
	Intended Le	earning Activities						
	Lecture Discussion Class Activity							
	Resources and References DC Connect							
	Evaluation Online Acti	ivity: MM-00142 Acade	emic Integrity					

Week/ Module	Hours:	3	Delivery:	In Class					
2	Course Learr	Course Learning Outcomes							
	CLO1, CLO2, CLO3, CLO4, CLO5								
	Essential Em	ployability Skills							
	Taught:	EES1, EES2, EES7,	EES11	Practiced:	EES7				
	Intended Lea	rning Objectives/Top	oics						
	-State the br -Summarize	Tourism e five NAICS sectors of oad target markets of social, economical, po use hospitality and tour	the tourism in olitical and env	ironmental impa	cts of tourism.				
	NAICS SECTOR: Travel Services - Understand the difference between travel agency, tour operator and tour wholesaler. - Explain the role of a DMO, CVB, BIA, BOT/CoC - Identify examples of travel services products (eg. tours, "experiences", etc.)								
	Assigned: Di	iscussion / Activity 1							
	Intended Lea	Intended Learning Activities							
	Lecture Discussion Class Activity								
	Resources an	Resources and References							
	DC Connect								
	Evaluation Assignment:	Career Research Ass	signment		<b>Weighting</b> 10				

Hours:	3	Delivery:	In Class				
Course Lear	ning Outcomes						
CLO1, CLO2, CLO3, CLO4, CLO5							
Essential En	nployability Skills						
Taught:	EES7		Practiced:	EES1, EES5, EES7, EES11			
Intended Lea	arning Objectives/	lopics					
NAICS SEC	TOR: Travel Servic	es (con't)					
<ul> <li>-Create a "destination campaign" to promote local tourism</li> <li>-Explore relevant local, provincial, national and international organizations and associations.</li> <li>-Analyze and discuss trends, challenges, and opportunities to develop a growth mindset.</li> <li>-Explore positions and career paths and develop plans to gain the technical and transferable skills required.</li> </ul>							
Intended Lea	arning Activities						
Lecture Discussion Class Activity							
Resources and References							
DC Connect							
Evaluation In Process:	Discussions and Ac	tivities		<b>Weighting</b> 5			
	Course Lear CLO1, CLO Essential En Taught: Intended Lea NAICS SEC -Create a "C -Explore rel -Analyze an -Explore po required. Intended Lea Lecture Discussion Class Activi Resources a DC Connec	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO Essential Employability Skills Taught: EES7 Intended Learning Objectives/T NAICS SECTOR: Travel Servic -Create a "destination campaigr -Explore relevant local, provinci -Analyze and discuss trends, ch -Explore positions and career parequired. Intended Learning Activities Lecture Discussion Class Activity Resources and References DC Connect Evaluation	Course Learning Outcomes CLO1, CLO2, CLO3, CLO4, CLO5 Essential Employability Skills Taught: EES7 Intended Learning Objectives/Topics NAICS SECTOR: Travel Services (con't) -Create a "destination campaign" to promote loc -Explore relevant local, provincial, national and i -Analyze and discuss trends, challenges, and op -Explore positions and career paths and develop required. Intended Learning Activities Lecture Discussion Class Activity Resources and References DC Connect	Course Learning Outcomes         CLO1, CLO2, CLO3, CLO4, CLO5         Essential Employability Skills         Taught:       EES7         Intended Learning Objectives/Topics         NAICS SECTOR: Travel Services (con't)         -Create a "destination campaign" to promote local tourism         -Explore relevant local, provincial, national and international orga         -Analyze and discuss trends, challenges, and opportunities to de         -Explore positions and career paths and develop plans to gain the required.         Intended Learning Activities         Lecture         Discussion         Class Activity         Resources and References         DC Connect			

Week/ Module	Hours:	3	Delivery:	In Class			
4	Course Learning Outcom	ies					
	CLO1, CLO2, CLO3, CLO	04, CLO5					
	Essential Employability S	Skills					
	Taught:			Practiced:	EES1, EES11		
	Intended Learning Object	tives/Topio	cs				
	Sector Test 1: Travel Ser	vices					
	NAICS SECTOR: Accom	modations					
	<ul> <li>-Recount a brief summary of the history of the industry.</li> <li>-Discuss the scope of the accommodations industry.</li> <li>-List examples of businesses in the accommodations sector.</li> <li>-Explain vertical and horizontal integration.</li> <li>-State the rating systems used globally and their relevance.</li> <li>-Identify types of hotels, using proper terminology, and distinguish between service plans and classes of hotels.</li> <li>-Distinguish among franchise, company-owned, management contracts and REITs.</li> <li>-Learn and use hospitality and tourism industry specific terminology.</li> <li>-Explore relevant local, provincial, national and international organizations and associations.</li> <li>-Analyze and discuss trends, challenges, and opportunities to develop a growth mindset.</li> <li>-Explore positions and career paths and develop plans to gain the technical and transferable skills required.</li> </ul>						
	Assigned: Discussion / A	ctivity 2					
	Intended Learning Activity	ties					
	Lecture Discussion Class Activity Resources and References						
	DC Connect						
	<b>Evaluation</b> Test: Sector Test 1: Trave	el Services			<b>Weighting</b> 15		

Week/ Module	Hours:		3	Delivery:	In Class				
5	Course Learr	Course Learning Outcomes							
	CLO1, CLO2, CLO3, CLO4, CLO5								
	Essential Em	Essential Employability Skills							
	Taught:	EES5, EES7	7		Practiced:	EES7, EES11			
	Intended Lea	rning Object	ives/Topic	s					
	NAICS SECTOR: Accommodations (Continued from previous week)								
	Intended Learning Activities Lecture Discussion Class Activity								
	Resources ar DC Connect		S						
	Evaluation In Process: I	Discussions a	nd Activitie	es		<b>Weighting</b> 5			

Week/ Module	Hours:	3	Delivery:	In Class				
6	Course Learning Outcomes							
	CLO1, CLO2, CLO3, CLO4, CLO5							
	Essential Employability Skills							
	Taught:			Practiced:	EES1, EES2, EES5, EES7, EES11			
	Intended Learning	Objectives/Topi	cs					
	Sector Test 2: Acc	ommodations						
	NAICS SECTOR: Transportation							
	<ul> <li>-Describe the distinguishing characteristics of various modes of transportation as they relate to the industry.</li> <li>-Explain why travellers choose one mode over another and the impact of those choices.</li> <li>-Learn and use hospitality and tourism industry specific terminology.</li> <li>-Explore relevant local, provincial, national and international organizations and associations.</li> <li>-Analyze and discuss trends, challenges, and opportunities to develop a growth mindset.</li> <li>-Explore positions and career paths and develop plans to gain the technical and transferable skills required.</li> </ul>							
	Intended Learning Activities							
	Lecture Discussion Class Activity							
	Resources and References							
	DC Connect							
	Evaluation Test: Sector Test 2	2: Accommodation	าร		<b>Weighting</b> 15			

Week/ Module	Hours:		3	Delivery:	In Class				
7	Course Lear	ning Outcom	es						
	CLO1, CLO2	2, CLO3, CLO	4, CLO5						
	Essential Employability Skills								
	Taught:	EES1, EES2	2		Practiced:	EES1, EES2, EES6, EES11			
	Intended Lea	arning Object	ives/Topic	cs					
	Sector Test	3: Transportat	tion						
	Hold: Guest	Speaker							
	Intended Lea	arning Activiti	ies						
	Lecture Discussion Class Activi	ty							
	Resources a	nd Reference	s						
	DC Connec	t							
	Evaluation					Weighting			
	Test: Sector	Test 3: Trans	portation			10			

Week/ Module	Hours:	3	Delivery:	In Class			
8	Course Learning Outcomes						
	CLO1, CLO2, CLO3, CLO4, CLO5						
	Essential Employability Skills						
	Taught:	EES1, EES5, EES7		Practiced:	EES1, EES2		
	Intended Lea	arning Objectives/Topi	cs				
	NAICS SEC	CTOR: Food and Bevera	age				
	<ul> <li>-Discuss the impact the food service industry has on tourism</li> <li>-Explain briefly the history of the food service industry</li> <li>-Differentiate between the two major divisions of food service: commercial and non-commercial.</li> <li>-Explain various styles of food service and restaurant types</li> <li>-Learn and use hospitality and tourism industry specific terminology.</li> <li>-Explore relevant local, provincial, national and international organizations and associations.</li> <li>-Analyze and discuss trends, challenges, and opportunities to develop a growth mindset.</li> <li>-Explore positions and career paths and develop plans to gain the technical and transferable skills required.</li> </ul>						
	Intended Learning Activities						
	Lecture Discussion Class Activi	ty					
	Resources and References						
	DC Connec	t					
	Evaluation Online Activ	vity: PCMA Student Mem	bership		Weighting 5		

Week/ Module	Hours:		3	Delivery:	In Class			
9	Course Learn	ning Outcome	s					
	CLO1, CLO2, CLO3, CLO4, CLO5							
	Essential Em	ployability SI	cills					
	Taught:	EES1			Practiced:	EES1, EES7, EES11		
	Intended Learning Objectives/Topics							
	NAICS SECTOR: Food and Beverage (Continued from previous week)							
	Intended Lea	rning Activiti	es					
	Lecture Discussion Class Activit	у						
	Resources and References							
	DC Connect							
	<b>Evaluation</b> In Process: Discussions and Activities					<b>Weighting</b> 5		
Week/ Module	Hours:		3	Delivery:	In Class			
10	Course Learn	ning Outcome	s					
	CLO1, CLO2, CLO3, CLO4, CLO5							
	Essential Employability Skills							
	Taught:				Practiced:	EES1, EES2, EES5, EES7, EES11		
	Intended Lea	rning Objecti	ves/Topic	cs				
	Sector Test	4: Food & Bev	erage					
	Hold: Guest	Speaker						
-	Intended Learning Activities							
	Lecture Discussion Class Activit	у						
	Resources a	nd Reference	S					
	DC Connect							
	Evaluation Test: Sector	Test 4: Food	& Beveraç	je		<b>Weighting</b> 15		

/eek/ odule	Hours:	3	Delivery:	In Class			
1	Course Learning Outcomes						
	CLO1, CLO2, CLO3, CLO4, CLO5						
	Essential Employability Skills						
	Taught: EES	2, EES7		Practiced:	EES1, EES5		
	Intended Learning	Objectives/Topi	ics				
	NAICS SECTOR:	Recreation & Ent	tertainment				
	Events -Differentiate between social and corporate events -Understand who the common stakeholders are in typical events -List the overall steps in the event planning cycle and related aspects						
	Recreation (Attractions) -Explain the importance of attractions to the tourism industry -Define the scope and variety of tourist attractions -Discuss how public, private and non-profit attractions differ						
	Adventure Tourism and Outdoor Recreation -Describe adventure tourism and provide examples of both hard and soft activities -Outline the role played by Environment Canada and Parks Canada in this industry -Explain the impact of tourism on the environment and how businesses can be sustainable						
	-Learn and use hospitality and tourism industry specific terminology. -Explore relevant local, provincial, national and international organizations and associations. -Analyze and discuss trends, challenges, and opportunities to develop a growth mindset. -Explore positions and career paths and develop plans to gain the technical and transferable skills required.						
	Intended Learning Activities						
	Lecture Discussion Class Activity						
	Resources and References						
	DC Connect						
_	Evaluation						

Week/ Module	Hours:	3	Delivery:	In Class				
12	Course Learning Outcomes							
	CLO1, CLO2, C	LO3, CLO4, CLO5						
	Essential Emplo	yability Skills						
	Taught: E	ES1		Practiced:	EES1, EES7, EES11			
	Intended Learni	ng Objectives/Topi	cs					
	NAICS SECTOR: Recreation & Entertainment (continued from previous week)							
	Intended Learni	ng Activities						
	Lecture Discussion Class Activity							
	Resources and References							
	DC Connect							
	Evaluation							
Week/ Module	Hours:	3	Delivery:	In Class				
13	Course Learning	g Outcomes						
	CLO1, CLO2, CLO3, CLO4, CLO5							
	Essential Employability Skills							
	Taught:			Practiced:	EES2, EES5, EES7, EES11			
	Intended Learni	ng Objectives/Topi	cs					
	Sector Test 5: Recreation & Entertainment							
	Career Plan Assignment - Part 2 Final due date							
	Intended Learning Activities							
	Test Reflection							
	Resources and References							
	DC Connect							
		st 5: Recreation & E reer Research Assig			Weighting 20			

Week/ Module	Hours:	3	Delivery:	In Class			
14	Course Learning Ou	tcomes					
	CLO1, CLO2, CLO5						
	Essential Employab	ility Skills					
	Taught:			Practiced:	EES2, EES7, EES11		
	Intended Learning C	bjectives/Top	ics				
	Virtual or In-Person	Field Trip					
	Intended Learning Activities						
	Site Tour						
	Resources and Refe	rences					
	DC Connect						
	Evaluation						