

Course Outline

School:	Hospitality Tourism & Culinary
Department:	Hospitality and Tourism
Course Title:	Introduction to Hospitality Operations
Course Code:	HOSP 111
Course Hours/Credits:	42
Prerequisites:	N/A
Co-requisites:	N/A
Eligible for Prior Learning, Assessment and Recognition:	Yes
Originated by:	Jennifer Mueller
Creation Date:	Fall 2019
Revised by:	Annisa Mohammed and Jennifer Elliott
Revision Date:	Summer 2021
Current Semester:	Fall 2024
Approved by:	

S. Michelle Caine, Associate Dean/Dean,
Hospitality Tourism & Culinary

Students are expected to review and understand all areas of the course outline.

Retain this course outline for future transfer credit applications. A fee may be charged for additional copies.

This course outline is available in alternative formats upon request.

Acknowledgement of Traditional Lands

Centennial is proud to be a part of a rich history of education in this province and in this city. We acknowledge that we are on the treaty lands and territory of the Mississaugas of the Credit First Nation and pay tribute to their legacy and the legacy of all First Peoples of Canada, as we strengthen ties with the communities we serve and build the future through learning and through our graduates. Today the traditional meeting place of Toronto is still home to many Indigenous People from across Turtle Island and we are grateful to have the opportunity to work in the communities that have grown in the treaty lands of the Mississaugas. We acknowledge that we are all treaty people and accept our responsibility to honor all our relations.

Course Description

Hospitality is one of Canada's largest industries and globally represents a potent economic activity. This course will provide a comprehensive overview of the various facets that come under the "Tourism Umbrella" establishing hospitality as an economic activity with constituent parts, and understanding the relationship between the various components of hospitality, with emphasis on Hotels, Restaurants and Resorts.

This course will examine career opportunities in the various sectors of the Hospitality Industry as well as the various components such as the structure of the operation of Hotels, Restaurants and Resorts. Global market trends and key issues that effect the industry in the future will also be examined.

External Standard Information (ESI)

N/A

Program Outcomes

Successful completion of this and other courses in the program culminates in the achievement of the Vocational Learning Outcomes (program outcomes) set by the Ministry of Colleges and Universities in the Program Standard. The VLOs express the learning a student must reliably demonstrate before graduation. To ensure a meaningful learning experience and to better understand how this course and program prepare graduates for success, students are encouraged to review the Program Standard by visiting <http://www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/>. For apprenticeship-based programs, visit <https://www.skilledtradesontario.ca/about-trades/trades-information/>.

Course Learning Outcomes

The student will reliably demonstrate the ability to:

1. Explore the scope and scale of the various sectors within the hospitality industry, including significant brands in each.
2. Examine the meaning and impact of the Tourism industry.
3. Analyze the nature of services and the differences in service levels within hospitality.
4. Compare restaurant sectors and their characteristics - including price, size, location and target market.
5. Categorize the various accommodation types and evaluate facilities, service levels and benefits.
6. Outline roles and responsibilities within the restaurant and hotel sectors and compare

organizational structures.

Essential Employability Skills (EES)

The student will reliably demonstrate the ability to*:

7. Analyze, evaluate, and apply relevant information from a variety of sources.
9. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.

**There are 11 Essential Employability Skills outcomes as per the Ministry Program Standard. Of these 11 outcomes, the following will be assessed in this course.*

New Essential Skills (NES)

N/A

Global Citizenship and Equity (GC&E) Outcomes

N/A

Methods of Instruction

Online Delivery

Text and Other Instructional/Learning Materials

Online Resource(s):

available through eCentennial

Material(s) Required for Completing this Course:

available through eCentennial

Evaluation Scheme

- ✦ Test 1 - Nature of Service and Tourism: Students will complete a written test on the scope of the hospitality industry, the nature of services and tourism.
- ✦ Restaurant Research Assignment: Students will, in groups, research a large restaurant company. Students will look at the service levels, scope, marketing and employer branding of these companies
- ✦ Test 2 - Restaurant industry: This written test will assess knowledge of the restaurant types, service levels and characteristics.
- ✦ Hotel Research Assignment: Students will, in groups, apply knowledge of the accommodation types and service levels to evaluate a particular hotel brand.
- ✦ Test 3 - Accommodations: This written test will assess knowledge of the hotel industry, brands, characteristics and service levels.
- ✦ Test Your Knowledge: Modules 1 - 4
Module 5
Modules 9 - 10
- ✦ Spa Assignment: Research the top-rated spas in North America and Mexico and reflect on which one you would like to visit and why.

Evaluation Name	CLO(s)	EES Outcome(s)	NES Outcome(s)	GCE Outcome(s)	Weight/100
Test 1 - Nature of Service and Tourism	1, 2, 3				15
Restaurant Research Assignment	4, 6	7, 9			15
Test 2 - Restaurant industry	4, 6				15
Hotel Research Assignment	5, 6	9			20
Test 3 - Accommodations	3, 5, 6				15
Test Your Knowledge	1				15
Spa Assignment	1	7			5
Total					100%

If students are unable to write a test they should immediately contact their professor or program Associate Dean for advice. In exceptional and well documented circumstances (e.g. unforeseen family problems, serious illness, or death of a close family member), students may be able to write a make-up test.

All submitted work may be reviewed for authenticity and originality utilizing College approved plagiarism prevention software. Students who do not wish to have their work submitted to College approved plagiarism prevention software must, by the end of the second week of class, communicate this in writing to the instructor and make mutually agreeable alternate arrangements.

When writing tests, students must be able to produce official Centennial College photo identification or they may be refused the right to take the test or test results will be void.

Tests or assignments conducted remotely may require the use of online proctoring technology where the student's identification is verified and their activity is monitored and/or recorded, both audibly and visually through remote access to the student's computer and web camera. Students must communicate in writing to the instructor as soon as possible and prior to the test or assignment due date if they require an alternate assessment format to explore mutually agreeable alternatives.

Student Accommodation

The Centre for Accessible Learning and Counselling Services (CALCS) (<http://centennialcollege.ca/calcs>) provides programs and services which empower students in meeting their wellness goals, accommodation and disability-related needs. Our team of professional psychotherapists, social workers, educators, and staff offer brief, solution-focused psychotherapy, accommodation planning, health and wellness education, group counselling, psycho-educational workshops, adaptive technology, and peer support. Walk in for your first intake session at one of our service locations (Ashtonbee Room L1-04, Morningside Room 190, Progress Room C1-03, The Story Arts Centre Room 285, Downsview Room 105) or contact us at calcs@centennialcollege.ca, 416-289-5000 ext. 3850 to learn more about accessing CALCS services.

Use of Dictionaries

- Any dictionary (hard copy or electronic) may be used in regular class work.

Program or School Policies

N/A

Course Policies

n/a

College Policies

Students should familiarize themselves with all College Policies that cover academic matters and student conduct.

All students and employees have the right to study and work in an environment that is free from discrimination and harassment and promotes respect and equity. Centennial policies ensure all incidents of harassment, discrimination, bullying and violence will be addressed and responded to accordingly.

Academic Honesty

Academic honesty is integral to the learning process and a necessary ingredient of academic integrity. Forms of academic dishonesty include cheating, plagiarism, and impersonation, among others. Breaches of academic honesty may result in a failing grade on the assignment or course, suspension, or expulsion from the college. Students are bound to the College's AC100-11 Academic Honesty and Plagiarism policy.

To learn more, please visit the Libraries information page about Academic Integrity

<https://libraryguides.centennialcollege.ca/academicintegrity> and review Centennial College's Academic Honesty Module:

https://myappform.centennialcollege.ca/centennial/articulate/Centennial_College_Academic_Integrity_Module_%202/story.html

Use of Lecture/Course Materials

Materials used in Centennial College courses are subject to Intellectual Property and Copyright protection, and as such cannot be used and posted for public dissemination without prior permission from the original creator or copyright holder (e.g., student/professor/the College/or third-party source). This includes class/lecture recordings, course materials, and third-party copyright-protected materials (such as images, book chapters and articles). Copyright protections are automatic once an original work is created, and applies whether or not a copyright statement appears on the material. Students and employees are bound by College policies, including AC100-22 Intellectual Property, and SL100-02 Student Code of Conduct, and any student or employee found to be using or posting course materials or recordings for public dissemination without permission and/or inappropriately is in breach of these policies and may be sanctioned.

For more information on these and other policies, please visit www.centennialcollege.ca/about-centennial/college-overview/college-policies.

Students enrolled in a joint or collaborative program are subject to the partner institution's academic policies.

PLAR Process

This course is eligible for Prior Learning Assessment and Recognition (PLAR). PLAR is a process by which course credit may be granted for past learning acquired through work or other life experiences. The PLAR process involves completing an assessment (portfolio, test, assignment, etc.) that reliably demonstrates achievement of the course learning outcomes. Contact the academic school to obtain information on the PLAR process and the required assessment.

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Topical Outline (subject to change):

ORIGINAL TOPICAL

Week	Topics	Readings/Materials	Weekly Learning Outcome(s)	Instructional Strategies	Evaluation Name and Weight	Evaluation Date
1	Getting Started, Introductions and Sectors of the Hospitality Industry	as assigned	1.Explore the scope of the hospitality industry as it relates to their program. 2.Describe the interrelated nature of hospitality and tourism. 3.Describe the characteristics of the hospitality industry. 4.Determine and prepare yourself for a career path in the hospitality and tourism industry	Online reading and internet videos	Weekly Knowledge Checks begins - 15% total	
2	Tourism and Introduction and Nature of Service	as assigned	1.Understand the role of tourism and how it impacts areas around the world. 2.List and define the different types of tourism. 3.Explore the role of destination management in organizations. 4.Identify various types of attractions. 5.4.Explain why service is so important to success in the hospitality industry and how to perfect it	Online reading and internet videos		
3	Tourism and Attractions Intro to Private Clubs and Spas	as assigned	1.Name and differentiate the sectors of the hospitality industry. 2.Define tangibility and perishability of service. 3.Understand the role of tourism and how it impacts areas in the world. 4.Define heritage tourism. 5.Identify various types of attractions. 6.1.Explain what private clubs are and distinguish different types of clubs. 2. Identify the key players in the club industry	Online reading and internet videos	Spa Assignment - 5%	
4	Private Clubs and Spas cont'd and Cruises and Casinos	as assigned	Online reading and videos	Online reading and internet videos		
5	Test 1	as assigned	Assess knowledge of the Tourism, Private clubs and Cruise industries.	Complete Test 1	TEST 1 - 15%	
6	Restaurant Industry	as assigned	1.Classify restaurant types. 2.Discuss characteristics of the two main	Online reading and internet videos		

Week	Topics	Readings/Materials	Weekly Learning Outcome(s)	Instructional Strategies	Evaluation Name and Weight	Evaluation Date
			categories of restaurants: independent and chain. 3. Review franchise structure in restaurants — advantages and disadvantages and the roles of the franchisee and franchisor. 4. Describe the characteristics of fine-dining restaurants, family dining, casual dining, quick-service/fast-food and fast-casual restaurants. 5. Explain food trends and practices. 6. Describe managed services in the airlines, airports, military, schools, health care, business and industry, leisure and recreation segments. 7. Identify key aspects of a restaurant manager's job 8. Describe restaurant operations for front of the house (FOH) 9. Outline back-of-the-house (BOH)			
7	Restaurant Assignment	Module 7 as assigned	1. Research a restaurant company. 2. Discuss the type and characteristics of a restaurant. 3. Review restaurant marketing strategies and career 1. Research a restaurant company. 2. Discuss the type and characteristics of a restaurant. 3. Review restaurant marketing strategies and career opportunities of a restaurant group	Online research	Restaurant research Group Assignment due - 15%	
8	Test 2 Introduction to Accommodation	Module 8 As assigned	Assess knowledge of the Restaurant industry 1. Define various accommodation types. 2. Summarize the concepts of hotel franchising, management contracts, and real estate investment trusts. 3. Describe the rating and classifications systems of hotels	Complete Test 2 On-line reading and videos	Test 2 15%	
9	Accommodations cont'd	Module 9 as assigned	1. Define various accommodation types. 2. Summarize the concepts of hotel franchising, management contracts, and real estate investment trusts. 3. Describe the rating and classifications systems of hotels.	On-line reading and videos		

Week	Topics	Readings/Materials	Weekly Learning Outcome(s)	Instructional Strategies	Evaluation Name and Weight	Evaluation Date
10	Hotel Categories and Characteristics	Module 10 as assigned	1.Classify hotel categories and understand characteristics of each type.	On-line reading and videos		
11	Organizational Structures in Hotels	Module 11 as assigned	1.Identify roles and responsibilities in hotels while building organizational structures for various hotel types.	On-line reading and videos		
12	Hotel Research Assignment	Module 12 as assigned	1.Define various types of accommodation. 2.Classify hotels by category and type. 3.Understand organizational structures of various types of hotels	On-line research		
13	Hotel Assignment due	Module 13	Hotel Assignment due	Online research	Hotel Research Assignment - 20%	
14	Final Test	n/a	Assess knowledge of hotel industry	written assessment	Test 3 - 15%	