Hospitality and Tourism Management

Ontario College Graduate Certificate (1 Year - 2 Semesters) (1076)
705.759.6700 : 1.800.461.2260 : www.saultcollege.ca : Sault Ste. Marie, ON, Canada

PROGRAM OVERVIEW

This Ontario College Graduate Certificate has been designed for those who currently have a degree or diploma and wish to continue their education in the Hospitality and Tourism industry. The Hospitality and Tourism Management graduate program focuses on key areas of the hospitality and tourism industry including human resources, marketing, strategic and business planning and leadership.

Graduates of this program will gain administrative and leadership skills that prepare for management careers in a variety of exciting and worldwide hospitality and tourism operations.

PROGRAM OUTCOMES

The graduate has reliably demonstrated the ability to:

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.
2. Use qualitative and quantitative metrics to recommend services marketing and sales strategies in a global context.
3. Inform financial decision making that complies with jurisdictional practices.
4. Recommend strategies to maintain efficient, safe, secure, accessible and healthy hospitality and tourism operations that reduce risk and comply with jurisdictional legislation and legal obligation.
5. Support business development through the implementation of corporate sustainability, corporate social responsibility, and ethics principles.
6. Evaluate existing business and marketing programs to generate recommendations for local and global initiatives that support the strategic alignment of the organization’s business plan.
7. Use project management principles, tools, and techniques to define timelines and project deliverables for all members of cross-functional, intercultural, and multi-disciplinary teams.
8. Support the development of a service delivery model and implementation plan to account for practices within global settings.
9. Optimize negotiation and communication frameworks to win support within various organizations across jurisdictions and cultural settings.
10. Prepare verbal, written and digital materials for the procurement of local and global services and commodities.

ADMISSIONS

MINIMUM ACADEMIC REQUIREMENTS

Ontario College Diploma, Ontario College Advanced Diploma, Bachelor’s Degree (or equivalent).

Applicants, whose first language is not English, must provide proof of English proficiency. Sault College accepts the TOEFL, or IELTS, or equivalent test to satisfy our English admission requirements.

CAREER PATHS
Graduates will be prepared for management positions in:

- Convention or conference centre
- Destination marketing
- Hotel industry
- Restaurant industry
- Tourism operation
- Tourist attraction

**MANDATORY FEES**

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These fees are for the 2019-2020 academic year (year 1 of study) and are subject to change. Please visit your Student Portal to view your Schedule of Fees.

**OTHER INFORMATION**

The first intake of this program will be Fall 2019. This is an Ontario College Graduate Certificate program.

This program is currently not available for domestic students to apply to on www.ontariocolleges.ca (OCAS). Pending ministry funding approval, this program will become available on OCAS.

International students may have received a Letter of Acceptance to Hospitality Management prior to the name change. The only change to the program is the title itself. All learning outcomes remain the same.

For more information contact Program Coordinator Sarah Birkenhauer at 705.759.2554 ext 2588 or email sarah.birkenhauer@saultcollege.ca.

**PROGRAM OF STUDY**

**SEMESTER 1**

CMM510-2 Professional Communication
HTM101-3 Principles of Hospitality and Tourism
HTM102-3 Hospitality and Tourism Operations
HTM103-3 e-Business and Technology Systems for the H & T Industry
HTM104-3 Hospitality and Tourism Sales and Marketing
HTM105-3 Ethics, Social Responsibility and Sustainable Tourism
HTM106-3 Hospitality and Tourism Human Resource Management

**SEMESTER 2**

CUL253-4 Food and Wine Pairing
CUL254-3 Special Event Management
HTM201-3 Operations Finance and Revenue Management in H & T
HTM202-3 Hospitality Law and Risk Management
HTM203-3 Hospitality and Tourism Strategic Management and Leadership
HTM204-4 Hospitality and Tourism Capstone Project

**Course Descriptions**
Semester 1

Professional Communication (CMM510) (2 credits)
This course helps students develop professional communication skills required for success in the Hospitality and Tourism industry. Assignments involve various modes of communication, including writing, with a focus on program-related materials and expectations. With opportunities to use computers and other media, students create effective job search documents, develop interview skills, and identify career pathway possibilities. Emphasis is placed on integrating positive and inclusive language, listening to client needs, and developing error-free, effective communications.

Principles of Hospitality and Tourism (HTM101) (3 credits)
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.

Hospitality and Tourism Operations (HTM102) (3 credits)
This course provides students with an introductory examination into the skills necessary to operate and manage a hospitality and tourism facility. Students will explore the organizational structures that govern businesses in these sectors, and will study the roles, responsibilities and functions of the departments and key positions. Operational procedures and standards, including guest services management, staffing, purchasing, budgeting, cost control, and risk management are examined.

e-Business and Technology Systems for the H & T Industry (HTM103) (3 credits)
This course provides a comprehensive review of the technology systems that add value, generate revenue and become part of an organization’s overall business strategy in the hospitality and tourism industry. Course material will cover digital and mobile ecosystems, e-marketing and e-commerce tools that when applied can result in increased sales, market share and greater quality and cost effectiveness.

Hospitality and Tourism Sales and Marketing (HTM104) (3 credits)
This course provides an examination of the key principles associated with sales and marketing in the hospitality and tourism industry. The course material will cover consumer behaviour, strategic marketing, branding, product development and pricing, market segmentation, customer driven marketing strategies and sales techniques. Students will develop a marketing plan for a selected hospitality and tourism operation.

Ethics, Social Responsibility and Sustainable Tourism (HTM105) (3 credits)
This course provides a comprehensive look at the unique challenges in the hospitality and tourism industry with the opportunities and challenges from globalization, environmental, social, ethical and economic perspectives. Course material will review tourism growth patterns, business evolution, and sustainable, responsible tourism development practices industry sectors.

Hospitality and Tourism Human Resource Management (HTM106) (3 credits)
This course provides an examination of effective human resource management in the hospitality and tourism industry as it relates to the achievement of organizational goals and strategic objectives of the business. Particular attention will be placed on the importance of workforce planning, recruitment, training, retention, performance management and employee relation strategies as it relates to employment legislation, workplace diversity, and health and safety. Students will also be given the opportunity to develop their own customized job search correspondence and participate in mock interviews that help further develop communication and writing skills.

Semester 2

Food and Wine Pairing (CUL253) (4 credits)
Become a wine enthusiast and decipher the many complexities revealed in wine by developing the ability to pair food and wine in today's culinary world. Whether planning to entertain in the comfort of one's home, preparing for a business dinner meeting or developing food and wine menus for restaurants or special events, understanding how to pair food and wine is invaluable and a life skill. This course will explore the significance of food and drink by examining fundamental concepts of wine history, tradition and culture. Students will learn about terroir, wine terminology, production, storage, selection and how wine is properly served.

In conjunction with wine education, culinary students will participate in a variety of hands-on labs that will explore the complexities of wine and its interactions with food. Students will prepare and sample a variety of diverse food and wines and prepare a variety of appetizers to match with selected wines and host a food and wine tasting event.

**Special Event Management (CUL254) (3 credits)**

In this advanced level course, students will acquire knowledge and examine methods for achieving maximum customer satisfaction and profitability for special events. Students will experience first-hand, the knowledge and skills required to successfully propose, organize and execute the delivery of a special event. Students will gain practical experience through the conception, organization, marketing, costing, preparation and service of college events. Students will contribute to the creation of event menu items that reflect proper cost control practices and take into account customer requests, product availability, special dietary requests and restaurant and staff capabilities.

**Operations Finance and Revenue Management in H & T (HTM201) (3 credits)**

This course provides an advanced examination of the responsibilities of the financial manager through a complete accounting cycle in a hospitality context. Course material will explore prudent financial management principles, practical fiscal accountability, and financial resource maximization while helping students develop a managerial perspective of how to record and summarize transactions into financial statements. Cost management, financial statement analysis and budgeting will be also covered.

**Hospitality Law and Risk Management (HTM202) (3 credits)**

This course will describe the legal risk of operations in the hospitality and tourism industry. Course material will provide an overview of Canadian law and will introduce students to the concept of guest liability. Students will use specific reference to tort law, contract law, and the sale of alcohol, the Innkeepers’ Act, the Occupier’s Liability Act, and the responsibilities under the law related to successful management, guest safety and reduced liability.

**Hospitality and Tourism Strategic Management and Leadership (HTM203) (3 credits)**

This course provides an in-depth examination the strategic role of leadership in hospitality and tourism organizations. Students will explore varying styles of leadership and the characteristics of a successful leader, and will be given the opportunity to explore their own style of leadership. Course material will cover effective leadership of individuals and teams, communication skills, conflict resolution, negotiation and problem solving skills in a theoretical and applied approach.

**Hospitality and Tourism Capstone Project (HTM204) (4 credits)**

This course is the final project to demonstrate the core competencies required in the hospitality and tourism industry. In the exploration of a topic, students will research, delineate, apply and develop a strategic plan for a mock hospitality case. A final presentation and submission will include a feasibility study, market analysis, business plan and implementation strategy.