

TOURISM AND HOSPITALITY (TRMH)

TRMH*6080 Qualitative Research Methods Winter Only [0.50]

This course examines qualitative research methods used in food, tourism, and sport, as well as related hospitality and service management areas. Topics include types of qualitative methods, their theoretical foundations, project design, data collection, and analysis procedures and strategies, as well as appropriate communication of results.

Prerequisite(s): TRMH*6290

Department(s): School of Hospitality, Food and Tourism Management

Location(s): Guelph

TRMH*6100 Foundations of Tourism and Hospitality Fall Only [0.50]

The course is designed to discuss theoretical concepts and theories which provide an understanding of societal, managerial and strategic aspects of tourism and hospitality. An emphasis will also be placed on key theories and concepts of relevant disciplines which may affect tourism and hospitality research.

Restriction(s): Restricted to Tourism Research Graduate Diploma, Tourism and Hospitality MSc and Management PhD students.

Department(s): School of Hospitality, Food and Tourism Management

Location(s): Guelph

TRMH*6110 Foundations of Food Industry Management Fall Only [0.50]

This course introduces students to the theories and practices of the food industry, including global and regional food system, with an examination of food policies that frame supply chains. Students discuss topics that influence food systems such as ethics, supply chains, food product marketing, consumer choice, food literacy, and the food service sector.

Restriction(s): Restricted to Tourism and Hospitality MSc students.

Department(s): School of Hospitality, Food and Tourism Management

Location(s): Guelph

TRMH*6120 Foundations of Sport Management Unspecified [0.50]

This course introduces students to the vast, growing, and varied literature and conceptual foundations that are directly and indirectly associated with sport management. A decisionmaking frame will be adopted and key stakeholders, applications, and concepts reviewed. Key areas of sport management literature (sponsorship, sport finance, sport communications) will be emphasized.

Restriction(s): Restricted to Tourism and Hospitality MSc students.

Department(s): School of Hospitality, Food and Tourism Management

Location(s): Guelph

TRMH*6200 Contemporary Issues in Tourism Winter Only [0.50]

The course will acquaint students with the tourism industry. An overview of the scale and scope, involved stakeholders, and the organization of the industry will be examined and critiqued. An emphasis will be placed on the sustainable development and management of tourism resources and organizations.

Prerequisite(s): TRMH*6100

Restriction(s): Restricted to Tourism Research Graduate Diploma, Tourism and Hospitality MSc and Management PhD students.

Department(s): School of Hospitality, Food and Tourism Management

Location(s): Guelph

TRMH*6250 Tourism and Sustainable Development Fall Only [0.50]

The course introduces students to the issues affecting planning and development of tourism by understanding tourism planning and sustainable development. Core elements include a discussion on tourism impacts (economic, social, cultural and environmental), issues of sustainability, carrying capacity, 'eco-tourism' and other 'alternative forms' of tourism.

Restriction(s): Restricted to Graduate Diploma Tourism Research, MSc Tourism and Hospitality and PhD Management students.

Department(s): School of Hospitality, Food and Tourism Management

Location(s): Guelph

TRMH*6270 Data Mining Practicum Winter Only [0.50]

An applied course introducing popular concepts, methods and applications of data mining utilizing data warehoused at the government agencies and user friendly software and cases. This course covers various topics in data mining association rule, clustering, logistic regression, decision tree and artificial neural network.

Prerequisite(s): TRMH*6100 and PSYC*6060

Restriction(s): Restricted to Graduate Diploma Tourism Research, MSc Tourism and Hospitality.

Department(s): School of Hospitality, Food and Tourism Management

Location(s): Guelph

TRMH*6290 Research Methods for Tourism and Hospitality Fall Only [0.50]

This course looks at selected analytical techniques in tourism and hospitality research, both empirical and subjective, as well the nature of research questions and theory. The course is intended to help students make informed judgements about selected research tools and designs, and draw logical and substantive conclusions.

Department(s): School of Hospitality, Food and Tourism Management

Location(s): Guelph

TRMH*6310 Research Applications in Tourism and Hospitality Winter Only [0.50]

This course is designed to enhance the student's analytical capability, using both basic and advanced analytical techniques and tools of tourism and hospitality research. They learn to critically evaluate, enabling them to make effective judgments, choose proper statistical techniques, and draw logical and substantive conclusions.

Prerequisite(s): TRMH*6100 and one of TRMH*6290, MCS*6050, SOC*6130 or PSYC*6060

Restriction(s): Restricted to Graduate Diploma Tourism Research, MSc Tourism and Hospitality and PhD Management students.

Department(s): School of Hospitality, Food and Tourism Management

Location(s): Guelph

TRMH*6400 Thesis Research Proposal Summer, Fall, and Winter [1.00]

The students engage in seminars to share experiences and reflections on the research process. This course is a development of the proposal: framing a research question, developing a methodological plan within a challenging interdisciplinary area such as tourism and hospitality, data planning and more.

Prerequisite(s): TRMH*6100, TRMH*6200, TRMH*6310, one of TRMH*6290, MCS*6050, SOC*6130 or PSYC*6060 and one of ANTH*6140, MCS*6080, FRAN*6020 or SOC*6140

Restriction(s): Restricted to MSc Tourism and Hospitality students.

Department(s): School of Hospitality, Food and Tourism Management

Location(s): Guelph

TRMH*6630 Special Topics in Tourism Unspecified [0.50]

Advanced course for those specializing in tourism. Deals with theories of tourism generators, multi-markets, tourism multipliers, current and future trends, regulatory environments, and distributions systems.

Department(s): School of Hospitality, Food and Tourism Management

Location(s): Guelph