

# TOURISM AND HOSPITALITY

The School of Hospitality, Food and Tourism Management offers programs of study leading to the MSc degree and Graduate Diploma. Graduates will appreciate how their practical knowledge, competencies and analytical skills can be applied through research to the identification of optimal solutions and justifiable recommendations for employers, customers or researchers.

## Administrative Staff

### Director

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### Graduate Program Coordinator

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## Graduate Faculty

*This list may include Regular Graduate Faculty, Associated Graduate Faculty and/or Graduate Faculty from other universities.*

### Hwan-Suk (Chris) Choi

BA Chung-Ang (Seoul, Korea), MTA George Washington, PhD Texas A&M - Professor  
Graduate Faculty

### Statia Elliot

B.Comm. St. Mary's, MA McMaster, PhD Carleton - Professor and Director  
Graduate Faculty

### Joan Flaherty

BA, MA, MSc Guelph - Associate Professor  
Graduate Faculty

### Lianne Foti

B.Comm. Guelph, MBA EDHEC, DBA Bradford - Associate Professor  
Graduate Faculty

### Mark Holmes

B.Comm., MSA Ryerson, PhD York - Associate Professor  
Graduate Faculty

### WooMi Jo

BS Kansas, MS Houston, PhD Kansas - Associate Professor  
Graduate Faculty

### Marion Joppe

BA Waterloo, MA, PhD Univ.d'Aix-Marseille III (France) - Professor  
Graduate Faculty

### Nadège Levallet

Diplome Grenoble (France), MBA Ottawa, PhD Queen's - Assistant Professor  
Graduate Faculty

### Bruce McAdams

B.Comm., MA Guelph - Associate Professor  
Graduate Faculty

### William C. Murray

BA Carleton, MBA Guelph, PhD Saint Mary's - Assistant Professor  
Graduate Faculty

### Norm O'Reilly

B.Sc. Waterloo, MBA Ottawa, PhD Carleton - Dean, Maine School of Business, University of Maine  
Associated Graduate Faculty

### Simon Somogyi

BWM, PhD Adelaide - Professor  
Graduate Faculty

### Erna van Duren

BA Waterloo, M.Sc., PhD Guelph - Professor  
Graduate Faculty

## MSc Program

The objective of the program is to develop a solid academic background and underpinning in the field of tourism, alongside research, critical reasoning, problem solving and data analysis skills. The intention is to equip students with the necessary skills to identify optimal solutions and justifiable recommendations for employers, customers or other researchers. In so doing, graduates will develop demonstrable competence in the assessment of existing literature, research conceptualization and design, quantitative and qualitative research methods and data analysis techniques. Completion of the program can serve as a foundation for the pursuit of a PhD.

## Admission Requirements

All students entering the MSc are required to hold an undergraduate honour's degree with a minimum B+ or equivalent, from a recognized post-secondary institution (see also Graduate Diploma in Tourism Research (GDip) for alternate admission requirements). In addition, they should have a GMAT score of 550 or better or a minimum GRE score of 150 (Verbal) and 159 (Quantitative) (On the previous scale: Minimum 1200 (with a minimum verbal score of 450 or better).

Applicants also need to have an academic or industry background in tourism, the social sciences, humanities or professional/business related programs in allied areas such as hospitality, travel, human resources, sports management, food management, marketing or consumer studies. For applicants who did not major in these areas in their undergraduate degree or diploma, additional prerequisites may be required.

MSc applicants who believe their experiential learning may compensate for a lack of academic standing and thus not meet the University's minimum requirements may contact the Graduate Program Coordinator regarding alternative admissions criteria, which normally would require at least 5 years in a research or equivalent position in industry.

## Program Requirements

All students will complete six courses (three core courses and three restricted electives), plus the thesis proposal and defence. The thesis is expected to be sufficiently meritorious to warrant publication in reputable refereed journals within the student's field and area of specialization. The three core courses cover topics dealing with the theories, contemporary issues, and research applications in tourism and hospitality. The three restricted electives include: one quantitative methods course; one qualitative methods course; and one topic course. All are to be chosen

in consultation with the School's Graduate Program Coordinator. It is intended that the topic will be related to and/or lead to the student's thesis proposal and subsequent research.

### Core Courses

Code	Title	Credits
TRMH*6100	Foundations of Tourism and Hospitality	0.50
TRMH*6200	Contemporary Issues in Tourism	0.50
TRMH*6310	Research Applications in Tourism and Hospitality	0.50
TRMH*6400	Thesis Research Proposal	1.00

### Restricted Electives

Code	Title	Credits
Select one of the following quantitative research method courses:		
TRMH*6290	Research Methods for Tourism and Hospitality	0.50
SOC*6130	Quantitative Research Methods	0.50
PSYC*6060	Research Design and Statistics	0.50
GEOG*6090	Geographical Research Methods I (with permission)	0.50

Select one of the following qualitative research method courses:

TRMH*6080	Qualitative Research Methods	0.50
MCS*6080	Qualitative Methods: Consumer Research	0.50
ANTH*6140	Qualitative Research Methods	0.50
SOC*6140	Qualitative Research Methods	0.50
FRAN*6020	Qualitative Research Methods	0.50

Select one of the following topic courses:

TRMH*6110	Foundations of Food Industry Management	0.50
TRMH*6120	Foundations of Sport Management	0.50
TRMH*6250	Tourism and Sustainable Development	0.50
TRMH*6270	Data Mining Practicum	0.50
TRMH*6630	Special Topics in Tourism	0.50

Or other courses as appropriate depending on availability

Note: Students in the MSc Tourism and Hospitality who successfully complete at least 2.5 credits of course work, with a minimum 70% overall average, and no less than a grade of 65% in any single course within the 2.5 credits, may be eligible to receive a Graduate Diploma in Tourism Studies, if they choose to withdraw from the MSc program.

## Graduate Diploma Program in Tourism Research

The objective of the Graduate Diploma (GDip) is to provide highly focused training in tourism research, including theoretical concept assessment, conceptual model development, methodology selection, research design, data analysis, and presentation of results. The intention is to equip students with the necessary skills to identify optimal solutions and justifiable recommendations for employers, customers or other researchers. The diploma program is designed to meet the needs of students who want to extend their knowledge of tourism research beyond the level they obtained while taking their undergraduate degree. It also offers alternate entry criteria and the opportunity to transfer to the MSc in Tourism and Hospitality, depending on individual academic performance in courses and an application.

## Admission Requirements

Applicants for the GDip in Tourism Research are required to have completed a four-year honours degree with a minimum of B+ average or equivalent, from a recognized post-secondary institution.

All applicants should have a GMAT score of 550 or better or a minimum GRE score of 150 (Verbal) and 159 (Quantitative) (On the previous scale: Minimum 1200 with a minimum verbal score of 450 or better).

Applicants also need to have an academic or industry background in tourism, the social sciences, humanities or professional/business related programs in allied areas such as hospitality, travel, human resources, marketing, food management, sports management or consumer studies. For applicants who did not major in these areas in their undergraduate degree or diploma, additional prerequisites may be required.

Any applicant who believes that their experiential learning may compensate for a lack of academic standing and thus not meet the University's minimum requirements may contact the Graduate Program Coordinator regarding alternative admissions criteria, which normally would require at least 5 years in a research or equivalent position in industry.

## Program Requirements

All students must complete three core courses and three restricted electives. The three core courses cover topics dealing with the theories, contemporary issues, and research applications in tourism and hospitality. The three restricted electives include: one quantitative methods course; one qualitative methods course; and one topic course. All are to be chosen in consultation with the School's Graduate Program Coordinator.

### Core Courses

Code	Title	Credits
TRMH*6100	Foundations of Tourism and Hospitality	0.50
TRMH*6200	Contemporary Issues in Tourism	0.50
TRMH*6310	Research Applications in Tourism and Hospitality	0.50

### Restricted Electives

Code	Title	Credits
Select one of the following quantitative research methods courses:		
MCS*6050	Research Methods in Marketing and Consumer Studies	0.50
SOC*6130	Quantitative Research Methods	0.50
PSYC*6060	Research Design and Statistics	0.50
TRMH*6290	Research Methods for Tourism and Hospitality	0.50
GEOG*6090	Geographical Research Methods I (with permission)	0.50

Select one of the following qualitative research methods courses:

TRMH*6080	Qualitative Research Methods	0.50
MCS*6080	Qualitative Methods: Consumer Research	0.50
ANTH*6140	Qualitative Research Methods	0.50
SOC*6140	Qualitative Research Methods	0.50
FRAN*6020	Qualitative Research Methods (with permission)	0.50

Select one of the following topic courses:

TRMH*6110	Foundations of Food Industry Management	0.50
TRMH*6120	Foundations of Sport Management	0.50
TRMH*6250	Tourism and Sustainable Development	0.50
TRMH*6270	Data Mining Practicum	0.50

Or other courses as appropriate depending on availability

## Transfer to MSc in Tourism and Hospitality

Students admitted to the GDip in Tourism Research who wish to transfer to the MSc in Tourism and Hospitality once they have commenced their program of study, must achieve a minimum grade of 75% in the three compulsory courses, and no grade less than 70% across all courses.

## Courses

### 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