

TOURISM AND HOSPITALITY

The MSc in Tourism and Hospitality equips students with practical knowledge, competencies and analytical skills that can be applied through research to support managerial decision making and justifiable recommendations to employers and customers. This degree requires completion of a thesis or Major Research Project (MRP) under the guidance and supervision of a member of the graduate faculty.

Administrative Staff

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Graduate Faculty

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

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Kelsey Taylor

BA Guelph, MES, PhD Western - Assistant Professor
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Erna van Duren

BA Waterloo, M.Sc., PhD Guelph - Professor
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MSc Program

Admission Requirements

Applicants must hold a four-year honour's undergraduate degree (from a college or university) or its equivalent in Hospitality, Food, Tourism, or General Business, with a minimum average of at least B (73%) in the last two years of study*.

Applicants with a 4-year business degree (e.g., B.Comm, BBA), a business minor, or a professional designation (e.g., CPA, CFA, PMP) may be eligible for a waiver of certain program requirements, at the discretion of the Tourism and Hospitality Graduate Program Coordinator.

Students applying to the Thesis option will be required to submit a writing sample as part of their application, to demonstrate their readiness for the research-focused nature of the program.

Additionally, all applicants must meet the University of Guelph's English Language Proficiency requirements for admission. If an applicant's first language is not English, or their undergraduate degree was not taught at an English-language institution, an English Language Proficiency test will be required.

*Alternate admission may be offered to applicants with a three-year general degree, diploma and/or an acceptable professional designation who demonstrate a strong record of relevant prior work experience.

Learning Outcomes

By the end of the MSc in Tourism and Hospitality, students should be able to:

1. Critically analyze a body of literature that reflects current scholarship and industry expertise that is relevant to the respected field to formulate research questions that address existing gaps, inconsistencies or transferability of knowledge.
2. Select and apply research methods (quantitative and / or qualitative) to primary and secondary data that are most appropriate for a research project.
3. Analyze, evaluate and interpret research results and apply them to current issues in tourism and hospitality.
4. Demonstrate an understanding of the global nature of the tourism and hospitality sectors and their diverse constituents (e.g., workforces, communities, businesses, NGOs, governments).
5. Define ethical values and principles and explain how they differ from laws, policies, and codes of conduct. Take into consideration ethical values and principles and apply them to ethical decision-making in both research and industry contexts.

6. Communicate research findings to academic and professional audiences in the form of clear, well-organized documents and presentations.

Program Requirements

Students in the MSc in Tourism and Hospitality follow slightly different paths to program completion depending on their chosen option—Thesis or Course Work and Major Research Project (MRP). Both options share a common set of three core courses as follows:

Core Courses

Code	Title	Credits
TRMH*6100	Foundations of Tourism and Hospitality	0.50
TRMH*6200	Contemporary Issues in Tourism	0.50
TRMH*6290	Research Methods for Tourism and Hospitality	0.50

Thesis

The thesis option is designed for students seeking to undertake in-depth, original research that contributes to the academic body of knowledge in hospitality and/or tourism. Students must complete and defend an acceptable thesis of publishable quality. Completion of the thesis can serve as a foundation for the pursuit of a PhD.

In the thesis option, students complete 2.50 credits of coursework and successfully defend an acceptable thesis, typically over a two-year timeline, as follows:

Code	Title	Credits
Core courses		1.50
One quantitative research methods course ¹		0.50
One qualitative research methods course ¹		0.50
TRMH*6400	Thesis Research Proposal	0.00

Students must write and defend a research thesis. ²

¹ To be selected in consultation with Graduate Program Coordinator.

² A master's thesis is generally considered to be the equivalent of 2.0 credits.

Course Work and Major Research Project (MRP)

The major research project option provides an opportunity to apply research skills to a practical or applied problem, generating insights relevant to industry and policy contexts.

In the MRP option, students complete 4.50 credits within a one-year timeline, as follows:

Code	Title	Credits
Core courses		1.50
TRMH*6250	Tourism and Sustainable Development	0.50
TRMH*6240	Hospitality and Tourism Revenue Management	0.50
MGMT*6200	Leadership Assessment and Development	0.50
TRMH*6410	Major Research Project	1.00
One elective course ¹		0.50

¹ To be selected in consultation with Graduate Program Coordinator.

Note: Students in the MSc Tourism and Hospitality who successfully complete at least 2.50 credits of course work, with a minimum 70%

overall average, and no less than a grade of 65% in any single course within the 2.50 credits, may be eligible to receive a Graduate Diploma in Tourism Studies, if they choose to withdraw from the MSc program.

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*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*6240 Hospitality and Tourism Revenue Management Winter Only [0.50]

This course is an advanced exploration of revenue management concepts, tools and application. The objective of the course is to provide a solid foundation in revenue management for careers in tourism, services and hospitality management. Offered in conjunction with HTM*4250. Extra work is required for graduate students.

Restriction(s): Credit may only be obtained for one of TRMH*6240 or HTM*4250.

Department(s): 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 [0.00]

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, and TRMH*6290

Restriction(s): Restricted to MSc Tourism and Hospitality students in the thesis option.

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

Location(s): Guelph

TRMH*6410 Major Research Project Unspecified [1.00]

This course is available to individuals or groups of graduate students registered in MSc Tourism and Hospitality - MRP option. Students complete a set of readings and an associated paper as approved by designated faculty.

Prerequisite(s): TRMH*6100, TRMH*6200 and TRMH*6290

Restriction(s): Restricted to MSc Tourism and Hospitality students in the coursework/MRP option.

Department(s): 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