

HOSPITALITY AND TOURISM MANAGEMENT (HTM)

HTM*1070 Responsible Tourism Policy and Planning Fall Only (LEC: 3) [0.50]

This course focuses on the various aspects of tourism policy, planning and development with a heavy emphasis on responsible choices. Tourism is reviewed in a global context and its role, both positive and negative, in socio-economic development, poverty alleviation, climate change, and other topics of current importance are explored.

Restriction(s): HTM*2170. This is a Priority Access Course. Enrolment may be restricted to particular programs or specializations or semester levels during certain periods. Please see the department for more information.

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

HTM*1160 Lodging Operations Winter Only (LEC: 3) [0.50]

This course introduces the lodging industry with the inclusion of terminology, organizational structures, and departmental responsibilities. The current global structure of the lodging environment including an analysis of major organizations and forecasts, the future of lodging with a reliance on a critical analysis of existing studies, consulting reports, and up-to-date lodging news is covered. Decision-making from the role of a lodging manager is investigated with a focus on safety, security, profitability, and ethical management.

Restriction(s): HTM*2100. This is a Priority Access Course. Enrolment may be restricted to particular programs or specializations or semester levels during certain periods. Please see the department for more information.

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

HTM*1700 Foodservice Management Fall Only (LEC: 3) [0.50]

This course introduces students to the many facets of the foodservice industry in Canada. Emphasis will be placed on three areas of study; the foodservice industry and organizations, how foodservice relates to greater food systems and how issues in these areas effect the industry.

Restriction(s): This is a Priority Access Course. Enrolment may be restricted to particular programs or specializations or semester levels during certain periods. Please see the department for more information.

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

HTM*2010 Hospitality and Tourism Business Communications Fall and Winter (LEC: 3) [0.50]

This course is designed to enhance students' confidence and professionalism in the hospitality and tourism industry by improving their communication skills. The focus is primarily on writing, but also includes effective speaking and presentation skills. The assignments are based on hospitality and tourism issues.

Prerequisite(s): 4.00 credits

Restriction(s): Restricted to students in BCOMM.HAFA, BCOMM.HAFA:C, BCOMM.HTM, BCOMM.HTM:C or BCOMM.TMGT.

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

HTM*2020 The Business of Sport and Event Tourism Winter Only (LEC: 3) [0.50]

This course provides an introduction to the multi-faceted sports and event tourism industry from a business perspective. It focusses on a range of major sporting events such as the Olympics, national and international championships, and their influence on the sport tourism market in Canada. Students will understand components of sport management, event logistics, sponsorship, hospitality and licensing agreements.

Prerequisite(s): 2.00 credits including (MGMT*1000 or MGMT*2150)

Restriction(s): This is a Priority Access Course. Enrolment may be restricted to particular programs or specializations. See department for more information.

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

HTM*2030 Control Systems in the Hospitality Industry Fall and Winter (LEC: 4) [0.50]

This is a study of the policies and procedures required to control food, beverage and other products, payroll and other operating costs. Areas examined include such topics as cost behaviour and analysis, menu analysis, budget preparation and the interpretation of data. The course will also stress the application of analytical techniques. Examples from all industry segments will be used.

Offering(s): Also offered through Distance Education format.

Prerequisite(s): 4.00 credits

Restriction(s): Restricted to students in BCOMM.HAFA, BCOMM.HAFA:C, BCOMM.HTM, BCOMM.HTM:C, BCOMM.TMGT or BASC.AHN

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

HTM*2070 Event Management Winter Only (LEC: 3) [0.50]

This course takes a holistic approach to the sales, servicing and management of the meetings, events, conventions, exhibitions, and incentive travel industries. Emphasis is placed on both the supply (product and service providers) and demand (meeting and event managers) elements of the industry. The course focuses on the unique operational and managerial functions of a significant sector of the tourism and hospitality industry.

Prerequisite(s): 1 of HTM*1000, HTM*1160, HTM*1700, HTM*2020

Restriction(s): This is a Priority Access Course. Enrolment may be restricted to particular programs or specializations. See department for more information.

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

HTM*2220 Communication and Media Strategy in Sport and Events Fall Only (LEC: 3) [0.50]

All successful communication and media strategies in sport and events must take into account the complexities of this diverse and dynamic market of sport-related goods and services. This course examines sport and event communications through the investigation of internal and external factors that shape consumer demand in related industry sectors with an emphasis on digital media applications. Specifically, it will analyze the social, cultural and economic factors influencing the marketing of products, services and ideas.

Prerequisite(s): HTM*2020, MCS*1000

Restriction(s): This is a Priority Access Course. restricted to students in BCOMM.SPMT, BCOMM.SPMT:C. Enrolment may be restricted to particular programs or specializations. See department for more information

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

HTM*2700 Understanding Foods Fall and Winter (LEC: 3, LAB: 2) [0.50]

This course explores the chemistry behind food preparation, food safety and handling; and the impact of different cooking methods on the colour, flavour and texture of food. Students will apply knowledge by cooking and assessing a series of prepared products.

Restriction(s): This is a Priority Access Course. Restricted to students in BCOMM.HAFA, B.COMM.HAFA:C, BCOMM.HTM, BCOMM.HTM:C, BCOMM.TMGT or BASC.AHN. Enrolment may be restricted to particular programs or specializations. See department for more information.

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

Location(s): Guelph

HTM*2740 Cultural Aspects of Food Fall Only (LEC: 3) [0.50]

Students are provided with an opportunity to learn about numerous cultural factors that influence food selection, preparation, and consumption patterns. Food history, religions, geographic location and culture are studied to develop an understanding of the impact of these factors on food related behaviours.

Prerequisite(s): 2.00 credits

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

Location(s): Guelph

HTM*3020 The Impact of Business on Sport Industry Fall Only (LEC: 3) [0.50]

To understand the role of a sports manager, students will apply financial decision making concepts to evaluate the continually evolving sports industry. Students will explore how globalization trends, technological advancements, and demographic changes are impacting the sports industry and their effect on supply, demand, pricing, commercialization, labour policy, and revenue in the sports industry.

Prerequisite(s): HTM*2020, (ECON*2560 or FIN*2000)

Restriction(s): This is a Priority Access Course. Enrolment may be restricted to particular programs or specializations. See department for more information.

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

Location(s): Guelph

HTM*3030 Beverage Management Fall Only (LEC: 2, LAB: 2) [0.50]

Students will examine the beverage industry, including bottled water, energy drinks, coffee, tea and alcoholic beverages. In addition to the laws regulating production, labelling and marketing of these products, the course discusses the active components of beverages and their impact on the human body, consumption risks and recommended uses.

Prerequisite(s): 9.00 credits

Restriction(s): Students must be of legal drinking age in Ontario. This is a Priority Access Course. Enrolment may be restricted to particular programs or specializations. See department for more information.

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

Location(s): Guelph

HTM*3060 Lodging Management Fall Only (LEC: 3) [0.50]

This course explores the principles and practices of lodging management and related activities. Students will use a systematic approach to lodging front office operations by detailing the flow of hotel business. Topics include rooms forecasting, reservations, registration, occupancy & revenue management, account settlement, a computer-based property management system (PMS), guest relations, and interdepartmental relationships. The essential internal and external information of lodging properties and the industry will be also overviewed and analyzed through multiple-set of industry performance reports.

Prerequisite(s): 9.00 credits including HTM*2010, (HTM*1160 or HTM*2100)

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

Location(s): Guelph

HTM*3080 Marketing Strategy for Hospitality Managers Fall and Winter (LEC: 3) [0.50]

This course focuses on major marketing decisions that hospitality managers face in generating and sustaining demand for their products and services through creating value for, and establishing strong relationships with their customers. Course content covers key elements of strategic marketing including, segmentation and target marketing, positioning and branding, pricing, promotions, personal selling, and distribution system decisions within the context of the hospitality and tourism industry.

Prerequisite(s): 9.00 credits including HTM*2010, MCS*1000

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

Location(s): Guelph

HTM*3090 Restaurant Operations Management Fall and Winter (LEC: 2, LAB: 4) [1.00]

This course covers the application of managerial functions to restaurant and foodservice operations with the emphasis on teamwork and the principles of food production and service in a sustainable commercial restaurant setting. Students gain hands-on understanding of scheduling, purchasing, costing, nutritional analysis, and food safety while operating a student run restaurant.

Prerequisite(s): HTM*2030, HTM*2700

Restriction(s): FARE*3310. Restricted to students in BCOMM.HAFA, BCOMM.HAFA:C, BCOMM.HTM_RAF, BCOMM.HTM:C_RAF, AHN_DIET

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

Location(s): Guelph

HTM*3120 Service Operations Analysis Fall and Winter (LEC: 3) [0.50]

This course presents an overview of strategic analysis of operations management in service industries. Tools and concepts are introduced for planning and evaluating initiatives to support service design, productivity and delivery. Topics include layout, location, productivity, service design and yield management while further developing spreadsheet skills in analytical contexts.

Prerequisite(s): (ACCT*1220 or ACCT*2220), (1 of ECON*2740, PSYC*1010, STAT*2040, STAT*2060, STAT*2080)

Restriction(s): FARE*3310. Restricted to students in BCOMM.HAFA, BCOMM.HAFA:C, BCOMM.HTM, BCOMM.HTM:C, BCOMM.SPMT, BCOMM.SPMT:C or BCOMM.TMGT.

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

Location(s): Guelph

HTM*3160 Destination Management and Marketing Fall Only (LEC: 3) [0.50]

This course examines the attractiveness of communities (urban and rural; domestic and international) for visitors and the implications that result from the development of a tourism industry. Methods to encourage visitation are explored as are the attempts to create and manage the development of the community and the tourism industry in a sustainable manner.

Prerequisite(s): 1 of HTM*1070, HTM*2020, HTM*2170

Restriction(s): Restricted to students in BCOMM.HAFA, BCOMM.HAFA:C, BCOMM.HTM, BCOMM.HTM:C, BCOMM.SPMT, BCOMM.SPMT:C, BCOMM.TMGT, or BA.EURS Area of Emphasis in European Business.

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

Location(s): Guelph

HTM*3180 Casino Operations Management Winter Only [0.50]

This course examines the application of business management principles and procedures within casinos. Major topics include: the global and Canadian casino industries, regulation and control, casino accounting and statistics, casino marketing, security and surveillance, human resources, customer service, and specific casino operational management components.

Offering(s): Offered through Distance Education format only. Offered in even-numbered years.

Prerequisite(s): (1 of BUS*2090, HROB*2090, HROB*2100, ACCT*2230)

Restriction(s): This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information. Students must be legal age of 19 or over.

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

Location(s): Guelph

HTM*3220 Sales, Sponsorship and Stakeholder Engagement in Sport Winter Only (LEC: 3) [0.50]

This course introduces key tactical applications and practical concepts for future professionals in sport management and covers the major topics of sales, sponsorship and stakeholder engagement in the sport and event industry. The topic of sales includes learning sales techniques and processes related to tickets, suites, sponsorship, merchandise, and other products in the industry. The course delves deeper into sponsorship to build an understanding of this promotional tool. This course addresses engagement is one of the key success factors in the sport business today.

Prerequisite(s): 9.00 credits, HTM*2020

Restriction(s): This is a Priority Access Course. Restricted to students in BCOMM.SPMT, BCOM.SPMT:C. Enrolment may be restricted to particular programs or specializations. Please contact the department for more information.

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

Location(s): Guelph

HTM*3780 Managing Food in Canada Fall Only (LEC: 3) [0.50]

This course examines management issues in the Canadian food system. Topics such as supply chain management, food legislation and regulation, food safety, consumer food-related behaviour, and food product development are studied from the perspective of managers in various organizations comprising the food system.

Offering(s): Offered through Distance Education format only.

Prerequisite(s): 1 of FOOD*2010, HTM*1700, HTM*2700

Restriction(s): FARE*3320

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

Location(s): Guelph

HTM*4020 Advanced Concepts in Sport and Event Management Winter Only (LEC: 3) [0.50]

Students will apply advanced sport and event business concepts in an interactive setting, using principles and concepts of sport and event management to develop strategic planning and organizational skills. The course applies these concepts towards effective decision-making for stakeholders in relation to financial resource management, contracting, networks, digital elements, revenue generation, operations and emerging issues in the sport and event industry.

Prerequisite(s): 14.00 credits, including HTM*3020, HTM*4080

Restriction(s): This is a Priority Access Course. Restricted to students in BCOMM.SPMT, BCOMM.SPMT:C. Enrolment may be restricted to particular programs or specializations. Please contact the department for more information

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

Location(s): Guelph

HTM*4050 Wine and Oenology Winter Only (LEC: 2, LAB: 2) [0.50]

This course provides students with knowledge about the wine industry and will emphasize knowledge about product, purchasing, pricing, and service.

Prerequisite(s): 9.00 credits

Restriction(s): This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information. Students must be of legal drinking age in Ontario.

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

Location(s): Guelph

HTM*4060 Advanced Lodging Management Winter Only (LEC: 3) [0.50]

This course integrates knowledge and skills in lodging operation, restaurant management, marketing and sales, managerial accounting and finance, revenue management and human resources management. Students will formulate and implement strategic business plans and budgets and evaluate business performance utilizing a hotel simulation program. This course particularly emphasizes development of analytical decision-making and problem solving skills.

Prerequisite(s): HTM*3060

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

Location(s): Guelph

HTM*4080 Experiential Learning and Leadership in the Service Industry Fall and Winter (LEC: 3) [0.50]

An integration of the students' academic studies with their work experiences. Emphasis will be placed on applying and evaluating theoretical concepts in different working environments. Students will investigate the concept of workplace fit applying this to their prospective career path.

Prerequisite(s): 14.00 credits and a minimum of 700 hours of verified work experience in the hospitality, sport and tourism industries.

Restriction(s): HTM*3150. Restricted to students in BCOMM.HAFA, BCOMM.HAFA:C, BCOMM.HTM, BCOMM.HTM:C, BCOMM.SPMT, BCOMM.SPMT:C, BCOMM.TMGT. Instructor consent required.

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

Location(s): Guelph

HTM*4090 Hospitality Development, Design and Sustainability Fall Only (LEC: 3) [0.50]

This course focuses on the development, design and management of the hospitality built environment. It explores issues related to the planning and development of hospitality and sporting event properties, provides an introduction to property and asset management as related to the hospitality and sport industry, and examines universal design as applied to the 'servicescape', all within the broad context of sustainability.

Prerequisite(s): 14.00 credits including (1 of HTM*1000, HTM*1160, HTM*2020)

Restriction(s): REAL*3890

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

Location(s): Guelph

HTM*4110 Advanced Food Service Operations Winter Only (LEC: 1, LAB: 7) [0.50]

This course focuses on the management and operation of food service events. Emphasis is placed on event planning and creativity in menu formulation, operational performance, and guest satisfaction. This includes ambience, total service and the dynamic relationship between service and the product of food and beverages.

Prerequisite(s): HTM*3090

Restriction(s): This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information.

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

Location(s): Guelph

HTM*4130 Current Management Topics Unspecified (LEC: 3) [0.50]

Operating problems in the hospitality and tourism industry are analyzed and discussed using actual case studies. Students should check with the School of Hospitality, Food and Tourism Management to determine what topic will be offered during specific semesters, and which prerequisites, if any, are appropriate.

Restriction(s): Instructor consent required.

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

Location(s): Guelph

HTM*4140 Current Management Topics Unspecified (LEC: 3) [0.50]

Operating problems in the hospitality and tourism industry are analyzed and discussed. Students should check with the School of Hospitality, Food and Tourism Management to determine what topic will be offered during specific semesters, and which prerequisites, if any, are appropriate.

Restriction(s): Instructor consent required.

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

Location(s): Guelph

HTM*4150 Current Management Topics Unspecified (LEC: 3) [0.50]

Operating problems in the hospitality and tourism industry are analyzed and discussed. Students should check with the School of Hospitality, Food and Tourism Management to determine what topic will be offered during specific semesters, and which prerequisites, if any, are appropriate.

Restriction(s): Instructor consent required.

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

Location(s): Guelph

HTM*4170 International Tourism Winter Only (LEC: 3) [0.50]

This course encourages students to develop a cross-cultural awareness of the dimensions and issues of tourism, and the trends that shape the various sectors of the industry in every region of the world. Students will gain knowledge of the social, political and economic impacts of tourism globally, the patterns of international travel, regional development and marketing implications.

Prerequisite(s): 14.00 credits including HTM*3160

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

Location(s): Guelph

HTM*4190 Hospitality and Tourism Industry Consultation Fall and Winter (LEC: 3) [0.50]

This is a project-based course that requires students to take a 'systems-thinking' approach to studying current business problems faced by hospitality and tourism organizations. Students are asked to identify issues, determine context, and use evidence-based research and analysis to provide alternative courses of action and recommendations for actual hospitality businesses.

Prerequisite(s): 14.00 credits including ACCT*2230, HTM*3080

Restriction(s): Restricted to students in BCOMM.HAFA, BCOMM.HAFA:C, BCOMM.HTM, BCOMM.HTM:C or BCOMM.TMGT.

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

Location(s): Guelph

HTM*4250 Hospitality Revenue Management Fall and Winter (LEC: 3) [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.

Prerequisite(s): FARE*3310 or HTM*3120

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

Location(s): Guelph

HTM*4500 Special Study in Hospitality and Tourism Unspecified (LEC: 3) [0.50]

The special study option is designed to provide senior undergraduate students with an opportunity to pursue an independent course of study. The topic selected will be determined by agreement between the student and the faculty member with expertise in the area.

Restriction(s): Instructor consent required.

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

Location(s): Guelph