

HOSPITALITY AND TOURISM MANAGEMENT CO-OP (HTM:C)

School of Hospitality, Food and Tourism Management, Gordon S. Lang
School of Business and Economics

The Hospitality and Tourism Management (HTM) major prepares students to assume positions of responsibility within the world's largest industry.

In the first two years of study, students are introduced to foundational business skills and knowledge; and provided with an in-depth overview of the industry's three sectors:

- hotel and lodging;
- restaurant and foodservice; and
- tourism

By the end of the second year, students must choose one of those sectors as their area of emphasis. For the remainder of the program, the courses and learning opportunities that students encounter have one goal: to help them cultivate the knowledge, skills and understanding required of a managerial leader in their chosen area.

Topics of study for all three areas of emphasis includes:

- human resources management;
- marketing;
- accounting;
- communications

The hotel and lodging area includes:

- operations;
- event management;
- design

The restaurant and foodservice area includes:

- food systems;
- restaurant management;
- beverage management

The tourism area includes:

- planning and development;
- sustainability;
- international tourism

The principal aim of the Hospitality and Tourism Management Co-op program is to facilitate the transition of students from academic studies to a professional work life by enhancing the integration of theory and practice. The focus on experiential learning means that theory is balanced with practice. Students are encouraged to participate in guided learning opportunities outside the conventional classroom, such as independent study courses, study abroad and numerous networking events with industry leaders. Team work is a significant part of the core courses.

Elective options enable students to select courses that support or complement their primary field of study. Examples:

1. Students may use a combination of courses from their major, liberal education and free electives to earn the Certificate in Leadership. For information about this certificate and its course requirements, see <http://www.leadershipcertificate.com/>
2. Students interested in languages and/or participating in study abroad programs may use a combination of their liberal education or free electives to study one or more of the various languages taught at the University or to take courses while abroad.
3. Students interested in independent study courses (e.g. HTM*4500 Special Study in Hospitality and Tourism, HTM*4130 Current Management Topics, HTM*4140 Current Management Topics, HTM*4150 Current Management Topics) may use a combination of their restricted or free electives to study one or more of these special topic courses. For more information regarding current offerings, students should consult the Faculty Advisor.

Learning Outcomes

By the end of the Bachelor of Commerce program, graduates will be able to:

- Demonstrate the ability to think critically by identifying, evaluating and integrating relevant information from a variety of sources to solve complex business problems
- Demonstrate an ability to work effectively in teams, through the application of appropriate knowledge and skills such as responsible decision-making and personal accountability
- Identify and professionally respond to team issues and develop a new approach to enhance team performance
- Discuss and apply principles of corporate social responsibility to business issues and operations.
- Communicate effectively in a business context through written documents to a variety of audiences
- Communicate effectively in a business context through oral communication to a variety of audiences
- Demonstrate competency and understanding of core business knowledge and concepts.
- Demonstrate proficiency in the ability to integrate knowledge and understanding within specific majors through analysis and recommendation of solutions to 'major specific' business problems and business decision-making.

Hospitality and Tourism Management major graduates will also be able to:

- Develop an understanding of customer segments and key marketing concepts, and apply this knowledge to increase revenue and brand value in an ethical and sustainable way for the hospitality industry
- Evaluate and develop personal and professional competencies associated with hospitality leaders.
- As members of a team, through a group project, evaluate a hospitality operation and present acceptable findings and/or solutions considering the implications for multiple stakeholders
- Reflecting the three areas of emphasis within the BComm: HTM major, Hotel & Lodging (HAL); Restaurant & Foodservice (RAS); and Tourism (TMGT) students will be able to:

- HAL: Demonstrate effective management techniques through planning, executing and evaluating lodging operations. Relevant course: HTM*3060, HTM*4060
- RAS: Demonstrate effective management techniques through planning, executing and evaluating foodservice operations. Relevant course: HTM*3090, HTM*4110
- TMGT: Demonstrate an understanding of tourism destination development, marketing and management in the domestic and global context.

Program Requirements

Note: admission, including internal or external transfer, to the Hospitality and Tourism Management major has been suspended. For more information, please contact the School of Hospitality, Food and Tourism Management.

The Co-op program in Hospitality and Tourism Management is a five year program, including three work terms. Students must follow the academic work schedule as outlined below (also found on the Co-operative Education website: <https://www.recruitguelph.ca/cecs/>).

Hospitality and Tourism Management Academic and Co-op Work Term Schedule

Year	Fall	Winter	Summer
1	Academic Semester 1	Academic Semester 2	Off
2	Academic Semester 3 COOP*1100	Academic Semester 4	COOP*1000 Work Term I
3	COOP*2000 Work Term II	COOP*3000 Work Term III	Off
4	Academic Semester 5	Academic Semester 6	Off
5	Academic Semester 7	Academic Semester 8	N/A

Please refer to the Co-operative Education program policy with respect to work term performance grading, work term report grading and program completion requirements.

For additional program information students should consult with their Co-op Co-ordinator and Co-op Faculty Advisor, listed on the Co-operative Education web site.

Credit Summary

(21.50 Total Credits)

Code	Title	Credits
Required Core Courses		13.50
Area of Emphasis (Restricted Electives)		3.50
Liberal Education Electives		1.50
Free Electives		1.50
Co-op Work Terms		1.50
Total Credits		21.5

The recommended program sequence is outlined below.

Major

Code	Title	Credits
Semester 1 - Fall		
ECON*1050	Introductory Microeconomics	0.50
HTM*1700	Foodservice Management	0.50
MCS*1000	Introductory Marketing	0.50
MGMT*1000	Introduction to Business	1.00
Semester 2 - Winter		
ACCT*1220	Introductory Financial Accounting	0.50
ECON*1100	Introductory Macroeconomics	0.50
HTM*1160	Lodging Operations	0.50
MATH*1030	Business Mathematics	0.50
0.50 electives or areas of emphasis		0.50
Semester 3 - Fall		
COOP*1100	Introduction to Co-operative Education	0.00
HTM*1070	Responsible Tourism Policy and Planning	0.50
MCS*3040	Business and Consumer Law	0.50
Semester 4		
MCS*2020	Information Management	0.50
ECON*2740	Economic Statistics	0.50
or STAT*2060		Statistics for Business Decisions
Semester 3 or 4 - Fall or Winter		
ACCT*2230	Management Accounting	0.50
HROB*2090	Individuals and Groups in Organizations	0.50
HTM*2030	Control Systems in the Hospitality Industry	0.50
MCS*2000	Business Communication	0.50
1.00 electives or areas of emphasis		1.00
Summer Semester		
COOP*1000	Co-op Work Term I	0.50
Fall Semester		
COOP*2000	Co-op Work Term II	0.50
Winter Semester		
COOP*3000	Co-op Work Term III	0.50
Semester 5 or 6 - Fall or Winter		
FIN*2000	Introduction to Finance	0.50
HROB*2290	Human Resources Management	0.50
HTM*3080	Marketing Strategy for Hospitality Managers	0.50
HTM*3120	Service Operations Analysis	0.50
MGMT*3020	Corporate Social Responsibility	0.50
MGMT*3320	Financial Management	0.50
2.00 electives or areas of emphasis		2.00
Semester 7 or 8 - Fall or Winter		
HTM*4080	Experiential Learning and Leadership in the Service Industry	0.50
HTM*4190	Hospitality and Tourism Industry Consultation	0.50
HTM*4250	Hospitality Revenue Management	0.50
MGMT*4000	Strategic Management	0.50
3.00 electives or areas of emphasis		3.00

Areas of Emphasis

Students in the Hospitality and Tourism Management (HTM) major choose one of the three areas of emphasis: Hotel and Lodging; Restaurant and Foodservice; or Tourism. Students should declare an area of emphasis by semester 4 in order to facilitate course selection for their chosen area. See the HTM Academic Advisor to declare your area of emphasis.

Hotel and Lodging

Code	Title	Credits
Semester 4, 6 or 8 - Winter		
HTM*2070	Event Management	0.50
Semester 5 or 7 - Fall		
HTM*3060	Lodging Management	0.50
Semester 7 - Fall		
HTM*4090	Hospitality Development, Design and Sustainability	0.50
Semester 8 - Winter		
HTM*4060	Advanced Lodging Management	0.50
Select 1.50 credits of the following:		
EDRD*3140	Organizational Communication	0.50
FARE*4360	Marketing Research	0.50
HROB*3010	Compensation Systems	0.50
HROB*3070	Recruitment and Selection	0.50
HTM*3160	Destination Management and Marketing	0.50
HTM*3180	Casino Operations Management	0.50
MCS*2600	Fundamentals of Consumer Behaviour	0.50
MGMT*4260	International Business	0.50
REAL*1820	Real Estate and Housing	0.50
REAL*2820	Real Estate Finance	0.50
REAL*3810	Real Estate Market Analysis	0.50
REAL*3890	Property Management	0.50

Restaurant and Foodservice

Code	Title	Credits
Semester 4, 5 or 6 - Fall or Winter		
HTM*2700	Understanding Foods	0.50
Semester 5 or 6 - Fall or Winter		
HTM*3090	Restaurant Operations Management	1.00
Semester 8 - Winter		
HTM*4110	Advanced Food Service Operations	0.50
Select 1.50 credits of the following:		
ENVS*2130	Eating Sustainably in Ontario	0.50
FARE*4360	Marketing Research	0.50
FOOD*3700	Sensory Evaluation of Foods	0.50
GEOG*3320	Food Systems: Issues in Security and Sustainability	0.50
HROB*3010	Compensation Systems	0.50
HROB*3070	Recruitment and Selection	0.50
HTM*2070	Event Management	0.50
HTM*2740	Cultural Aspects of Food	0.50
HTM*3030	Beverage Management	0.50
HTM*3780	Managing Food in Canada	0.50

HTM*4050	Wine and Oenology	0.50
MCS*3010	Quality Management	0.50

Tourism

Code	Title	Credits
Semester 6 - Winter		
GEOG*3490	Tourism and Sustainability	0.50
HTM*3160	Destination Management and Marketing	0.50
Semester 8 - Winter		
FARE*4360	Marketing Research	0.50
HTM*4170	International Tourism	0.50
Select 1.50 credits of the following:		
ECON*2100	Economic Growth and Environmental Quality	0.50
ECON*2650	Introductory Development Economics	0.50
ECON*4830	Economic Development	0.50
EDRD*3400	Sustainable Communities	0.50
EDRD*3500	Recreation and Tourism Planning	0.50
EDRD*4010	Tourism Planning in the Less Developed World	0.50
GEOG*1220	Human Impact on the Environment	0.50
GEOG*2210	Environment and Resources	0.50
HTM*2070	Event Management	0.50
HTM*3180	Casino Operations Management	0.50
LARC*2820	Urban and Regional Planning	0.50
MCS*3030	Research Methods	0.50