

# HOSPITALITY AND TOURISM MANAGEMENT (HTM)

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

The Hospitality and Tourism Management (HTM) major, available as a four-year major and a five-year co-operative education 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

An integral part of the HTM major is experiential learning, which 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.

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.

Elective options enable students to select courses that support or complement their area of emphasis. 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\*4130 Current Management Topics, HTM\*4140 Current Management Topics, HTM\*4150 Current Management Topics, HTM\*4500 Special Study in Hospitality and Tourism) 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.

## Major 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.

The Certificate in Hospitality Studies is offered online from the University of Guelph's School of Hospitality, Food and Tourism Management, Gordon S. Lang School of Business and Economics. It is comprised of five courses taken via distance education and is designed to provide an overview of the hospitality industry, an understanding of human resources management principles and financial management skills. It is perfect for individuals needing additional formal education to assume greater management responsibilities.

## Major Requirements (Honours)

This is a major within the degree: Bachelor of Commerce.

### Credit Summary

(20.00 Total Credits)

Code	Title	Credits
Required Core Courses		13.50
Area of Emphasis (Restricted Electives)		3.50
MGMT*1100	Business Career Preparation	0.00
Liberal Education Electives		1.50
Free Electives		1.50
<b>Total Credits</b>		<b>20</b>

#### Additional information:

- 1200 hours of verified work experience in the hospitality and tourism industry is required for students to be eligible for graduation.
- 700 hours of hospitality and tourism work experience must be completed before a student enrolls in HTM\*4080 Experiential Learning and Leadership in the Service Industry.

### Recommended Program Sequence

Code	Title	Credits
<b>Semester 1</b>		
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
<b>Semester 2</b>		
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 restricted electives		0.50
<b>Semester 3</b>		
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
MGMT*1100	Business Career Preparation	0.00
ECON*2740	Economic Statistics	0.50
or STAT*2060	Statistics for Business Decisions	

#### Semester 3 or 4

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

#### Semester 5 or 6

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

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
<b>Semester 4, 6 or 8</b>		
HTM*2070	Event Management	0.50
<b>Semester 5 or 7</b>		
HTM*3060	Lodging Management	0.50
<b>Semester 7</b>		
HTM*4090	Hospitality Development, Design and Sustainability	0.50
<b>Semester 8</b>		
HTM*4060	Advanced Lodging Management	0.50
Select 1.50 credits from 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	Introduction to Real Estate	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
<b>Semester 4, 5 or 6</b>		
HTM*2700	Understanding Foods	0.50
<b>Semester 5 or 6</b>		
HTM*3090	Restaurant Operations Management	1.00
<b>Semester 8</b>		
HTM*4110	Advanced Food Service Operations	0.50
Select 1.50 credits from 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
<b>Semester 6</b>		
GEOG*3490	Tourism and Sustainability	0.50
HTM*3160	Destination Management and Marketing	0.50
<b>Semester 8</b>		
FARE*4360	Marketing Research	0.50
HTM*4170	International Tourism	0.50
Select 1.50 credits from 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

## Co-op Requirements (Honours)

This is a major within the degree: Bachelor of Commerce.

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/>).

### 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
<b>Total Credits</b>		<b>21.5</b>

### Recommended Program Sequence

Code	Title	Credits
<b>Semester 1 - Fall</b>		
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
<b>Semester 2 - Winter</b>		
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

<b>Summer Semester</b>		
No academic semester or work term		
<b>Semester 3 - Fall</b>		
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
<b>Semester 4 - Winter</b>		
MCS*2020	Information Management	0.50
ECON*2740	Economic Statistics	0.50
or STAT*2060	Statistics for Business Decisions	
<b>Semester 3 or 4 - Fall or Winter</b>		
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
<b>Summer Semester</b>		
COOP*1000	Co-op Work Term I	0.50
<b>Fall Semester</b>		
COOP*2000	Co-op Work Term II	0.50
<b>Winter Semester</b>		
COOP*3000	Co-op Work Term III	0.50
<b>Summer Semester</b>		
No academic semester or work term		
<b>Semester 5 or 6 - Fall or Winter</b>		
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
<b>Summer Semester</b>		
No academic semester or work term		
<b>Semester 7 or 8 - Fall or Winter</b>		
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.

<b>Hotel and Lodging</b>		
Code	Title	Credits
<b>Semester 4, 6 or 8 - Winter</b>		
HTM*2070	Event Management	0.50
<b>Semester 5 or 7 - Fall</b>		
HTM*3060	Lodging Management	0.50
<b>Semester 7 - Fall</b>		
HTM*4090	Hospitality Development, Design and Sustainability	0.50
<b>Semester 8 - Winter</b>		
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	Introduction to Real Estate	0.50
REAL*2820	Real Estate Finance	0.50
REAL*3810	Real Estate Market Analysis	0.50
REAL*3890	Property Management	0.50

<b>Restaurant and Foodservice</b>		
Code	Title	Credits
<b>Semester 4, 5 or 6 - Fall or Winter</b>		
HTM*2700	Understanding Foods	0.50
<b>Semester 5 or 6 - Fall or Winter</b>		
HTM*3090	Restaurant Operations Management	1.00
<b>Semester 8 - Winter</b>		
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

<b>Tourism</b>		
Code	Title	Credits
<b>Semester 6 - Winter</b>		
GEOG*3490	Tourism and Sustainability	0.50
HTM*3160	Destination Management and Marketing	0.50
<b>Semester 8 - Winter</b>		

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

## Certificate Requirements

The Certificate requires the five courses listed below:

Code	Title	Credits
<b>Required Courses</b>		
ACCT*2230	Management Accounting	0.50
HROB*2090	Individuals and Groups in Organizations	0.50
HROB*2290	Human Resources Management	0.50
HTM*2030	Control Systems in the Hospitality Industry	0.50
MGMT*2150	Introduction to Canadian Business Management	0.50

For more information, please visit the Open Learning and Educational Support (<https://opened.uoguelph.ca/student-resources/Certificate-in-Hospitality-Studies/>) website.