

**BC Tourism Management Programs
Articulation Meeting Agenda
British Columbia Council on Admissions and Transfers
(BCCAT)**

May 2 & 3, 2017 Capilano University

Meeting Facilitators:

Chair: Stephanie Wells, Capilano University
Co-Chair: Morgan Westcott, BCIT
System Liaison Person: Dave Twynam, Vancouver Island University

Attached:

- I. Call to order/Welcome**
- II. Approval of minutes from last meeting**
- III. Tuesday May 2, 12:30pm- 4:30pm**
 - a) Chair's report
 - b) 2016 Institution Update (90sec snapshot)
 - c) Core Learning Outcomes - Rob Ferguson- VIU
- IV. Wednesday May 3, 9:00am – 11:30am**
 - a) Core Learning Outcomes- discussion (if needed)
 - b) Core Grid update
 - c) High School Tourism 11/12 Curriculum Workshop
 - d) BEAC-TEC Conference location 2018- Okanagan College
 - e) Articulation dates for 2018
 - f) Articulation meeting agenda ideas
- V. Adjournment**

INSTITUTIONAL REPORT

BRITISH COLUMBIA COUNCIL on ADMISSIONS AND TRANSFER (BCCAT)

May 2-3, 2017

Capilano University
North Vancouver BC

Name: Lee Aitchison email: aitchison@camosun.bc.ca

1. Departmental Changes/Updates

- Continue to offer both the Diploma program in Hospitality Management and the Post Degree Diploma in Applied Tourism and Hospitality.
- International enrollment in the Diploma continues to be capped at 33%.
- The PDD continues to attract primarily international students. The current intake originates from Japan, India, Turkey, China, Korea, Spain, Mexico, Russia and the Ukraine along with our domestic students.
- Enrolment – Diploma = +/-90 and the PDD = +/- 45

2. Staffing Changes

- Stephen Scott has been moved to a full time continuous faculty member. He specializes in Accounting, planning and Control. Stephen will also be stepping into Program Leader Position replacing Lee Aitchison, who is retiring.
- Sara-Joy Kallos is our new Employment Facilitator for all program work experiences; David Armstrong continues to be the Co-op Internship Coordinator
- Carl Everitt to continue as the Department Chair for Tourism and Hospitality Management
- David Pritchard has been offered a 50% continuous faculty position. David's specialization is Food and Beverage Operations
- Continued expansion of learning support roles.
 - All international students are provided specific time in their timetable to meet with a support person/mentor. Specific times are designated for each cohort and course. While it is still "early days" in terms of our expansion of International seats, the supports seem to have greatly assisted with international student integration and retention.

3. Program/Course Update

- 2nd intake of Applied Hospitality and Tourism Post Degree Diploma has been completed with positive results and feedback. Feedback from both the PAC and first graduates is now being used to propose some adjustments.
 - New courses are being considered for addition to the basket of electives. One course in Indigenous tourism is being added for fall 2018. More are expected to follow.
 - An assessment of whether or not to lengthen the credential from 16 months to 24 months is also being considered
- The diploma program review is ongoing and due to wrap up in summer 2017. This will result in revisions being introduced for the fall 2018 intake.
- Co-op placements continue to expand with enrolment. Approximately 80 students will go on supervised work terms between May and September 2017. This is an increase of roughly 30% over 2016
- Several new community and international projects are being implemented or considered.
 - A joint program with the Culinary Department and the Songhees First Nation will see a Food and Beverage Operations program launch for First Nations students.
 - A three year contract to assist Kenya Coast National Polytechnic in Mombasa, Kenya develop new Hospitality and Tourism training was just received. Initial site visits are to take place within the next month.

4. Other Items of Interest

- One of our recent graduates from the Diploma program was recently recognized by BC Business as a “Top 30 Under 30” award winner. Alex Relf (grad 2009) is the co-founder of Peaked Pies –with locations in Whistler and Vancouver.

INSTITUTIONAL REPORT

BRITISH COLUMBIA COUNCIL on ADMISSIONS AND TRANSFER (BCCAT)

May 2-3 2017

Capilano University
North Vancouver BC

INSERT Name: Stephanie Wells MSc.

email:swells@capilanou.ca

1. Departmental Changes/Updates

- Students/Enrollments & Section Allocations: Approximately 300 students in the diploma/degree. Softer domestic enrollments and stronger international enrollments.
- Department Staffing Changes: Stephanie Wells and Caroline Depatie voted in as Co-Chairs of School of Tourism Management/School of Outdoor Recreation Management. New staff changes include Suzanne Norman as Divisional Supervisor (replacing Dawn Morrison) and Dixie Golins Divisional Assistant (replacing Shari Bergman).

2. Program/Course Update

- Curriculum Developments: Approval and launch of two Post-Baccalaureate Diplomas:
 - a. Hotel and Resort Management
 - b. Tourism Marketing & ManagementSeptember start and if numbers are strong, may include a May intake as well.
- Changes Approved or Pending: The BTM is under program review for the upcoming 2017- 2018 academic year.

3. Other Items of Interest

- Events:
 - a. Strong year for the tourism department and student initiatives through TRECSA (Tourism and Outdoor Recreation Student Association):
 - i. World Tourism Day lunch & learn
 - ii. Stuff the Bus Charity event
 - iii. RISE III- Alumni/Industry networking event
 - b. PATA Student Chapter Vancouver Canada- launched in March 2017 focused on connecting students to a global network.
- Institutional Changes: Paul Dangerfield is the new President.

INSTITUTIONAL REPORT

BRITISH COLUMBIA COUNCIL on ADMISSIONS AND TRANSFER (BCCAT)

May 2-3 2017

Capilano University
North Vancouver BC

Name: College of the Rockies (Grant Unger)

e-mail: unger@cotr.bc.ca

1. Departmental Changes/Updates

- Students/Enrollments & Section Allocations
 - a. First year Tourism and Recreation Management Program (TRMP) students approximately 55
 - b. Second year TRMP students approximately 18
 - c. Approximately 30% of both first and second year students are studying exclusively in the online program
- Department Staffing Changes
 - a. Steve Kamps is continuing on as the TRMP Coordinator for the 2017-18 academic year
 - b. Becky Pelkonen was hired as a new instructor for the 2016-17 academic year. We are hoping to see Becky return for the 2017-2018 academic year.
- Issues
 - a. The Tourism and Recreation Management Program at College of the Rockies is continuing to deal with an increase in International student enrolment and the ongoing challenges created by this increase.

2. Program/Course Update

- Curriculum Developments
 - a. We are anticipating updating our curriculum to reflect the finalized Tourism Management Diploma Core Curriculum review to be presented in May 2017.
 - b. The TRMP will operate with no significant changes for the 2017-2018 academic year
- Changes Approved or Pending
 - a. College of the Rockies is anticipating major changes to the TRMP for the 2018-2019 academic year. We have changes pending to develop three distinct tourism related program streams within a new Department of Business Management. The new streams will

include a separate and distinct Tourism Management Program (Cranbrook Campus face to face delivery), Recreation Management Program (Online delivery housed at the Cranbrook Campus) and Hospitality Management Program (Invermere Campus).

3. Other Items of Interest

- Events
- Institutional Changes



INSTITUTIONAL REPORT

BRITISH COLUMBIA COUNCIL on ADMISSIONS AND TRANSFER (BCCAT)

May 2-3 2017

Capilano University
North Vancouver BC

INSERT Name: Nazmi Kamal email: Nazmi@etoncollege.ca

1. Departmental Changes/Updates

- 110 students enrolled on an annual basis
- New library and student area in Vancouver campus
- First cohort of Powell River students to start in September 2017. 7 students listed
- Push for new markets including Latin American
- Hired new faculty and staff members, including:
 - a. Practicum Coordinator
 - b. Marketing Coordinator
 - c. Admin Support
 - d. Travel & Tourism instructor
 - e. Flight Preparation Instructor

2. Program/Course Update

- Anticipated curriculum change include possible course change in Travel and Tourism from current Destination Marketing to Adventure Tourism related course
- Hospitality program textbooks are being revised in effort to move away from AHLA texts
- International Hotel Management course in HOSP will be replaced by “Leadership and Management in the Hospitality Industry” this year
- Business English Communications stopped and reintroduced again
- Constant updates and revisions to our Flight Attendance Manual with PAC member help from Air Canada

3. Other Items of Interest

- Staff and faculty Pro-D day scheduled for May 15-16 in Powell river campus including tour and orientation.
- Ongoing community support to stakeholders including non-profit organizations and senior center
- Campus wide sports day to be held in June-July period
- Last graduation event was the biggest in Eton’s history

INSTITUTIONAL REPORT

BRITISH COLUMBIA COUNCIL on ADMISSIONS AND TRANSFER (BCCAT)

May 2-3 2017

Capilano University
North Vancouver BC

INSERT Name: Nazmi Kamal email: Nazmi@etoncollege.ca

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INSTITUTIONAL REPORT

BRITISH COLUMBIA COUNCIL on ADMISSIONS AND TRANSFER (BCCAT)

May 2-3 2017

Red River College
Winnipeg, MB

INSERT Name:

email:

1. Departmental Changes/Updates

- Students/Enrollments & Section Allocations
 - a. September intake of 70 students in joint Hospitality/ Tourism program. These student will select either Tourism or Hospitality as their diploma major.
 - b. Split in two sections
 - c. 25-30% international students
- Department Staffing Changes
 - a. Recently hired another Tourism instructor for our the Tourism major
- Issues
 - a. Continues to be the certificate exit. International students exit after one year with a certificate and have not intentions of working in the field. Other students are not motivated tow work with these students.
 - b. Previous administration decisions have damaged the reputation of our school so programs have suffered. We are working our way back from that.

2. Program/Course Update

- Curriculum Developments
 - a. Recently redeveloped the second year specialized courses for Tourism. Specifically:
 - i. Event planning and management – student will plan school wide one day event for student professional development and then execute it.
 - ii. Community Development and Entrepreneurship – student will complete a basic community development plan for a local rural community and then business plans for business concepts that fit within the community development plan.
- Changes Approved or Pending
 - a. none

3. Other Items of Interest

- Events – Hosting Canadian Skills competition and Canada Summer Games.
- Institutional Changes
 - a. Change in government has caused concern over funding

INSTITUTIONAL REPORT

BRITISH COLUMBIA COUNCIL on ADMISSIONS AND TRANSFER (BCCAT)

May 2-3 2017

Capilano University
North Vancouver BC

Name: Selkirk College School of Hospitality and Tourism
email: bfalle@selkirk.ca

1. Departmental Changes/Updates

- Students/Enrollments & Section Allocations – **Strong Enrollment in Post Grad Hospitality Program (100% International as Planned)** Ski Resort Operations and Management program filled to 25 of 30 seats however applications are strong for 2017/18. On Line Golf Club Operations Certificate remains cost recoverable with approximately 68 course enrollments (fall/winter). Resort and Hotel Management Diploma remains stable although dependent on 50% international Enrollment. Cook 1 enrolled 20 out of 24 funded seats. Cook 2, 12 out of 16. Did not offer Cook 3 this year.
- Department Staffing Changes: **New Instructor** joined the Resort and Hotel and Post Grad Hospitality programs along with a new Instructional Assistant for our dining room and banquets. Harry Pringle will be retiring from the Resort and Hotel program in January of 2018 and will be replaced at 100% . We will be recruiting for Harry's replacement internally but will also be searching for an additional Culinary Instructor/Assistant for the New Post Grad Culinary program.
- Issues: **Working with cultural, study skills and language support** for the increase in international students in our School of Hospitality and Tourism. Working on new sessions for both for students and Instructors.

2. Program/Course Update

- Curriculum Developments: **Program Learning Outcomes** have been developed for most of the programs in the School of Hospitality and will complete the process by fall 2017. Extremely valuable reflection on curriculum relevance and the different evaluation methods used. Involved Program Advisory Committees and Instructors in a facilitated process working with our College's Teaching and Learning Coordinator..
- Changes Approved or Pending: **New Post Graduation Diploma in Culinary Management (100% International)** begins May 8, 2017. Spawned from the successful Post Graduate Diploma in Hospitality Management. Extremely high demand from employers for all students in our programs (grads and work terms).

3. Other Items of Interest

- **Events: Full slate of banquets and special events working with the local community for fund raising initiatives as well as soccer, hockey association banquets.**
- **Institutional Changes: New Dean of the Nelson Campuses, Pat Bidart, joined us in August 2016. Retirements pending in our School (Chair 2018), Vice President of Students Engagement/Registrar Summer 2017, Vice President of Administration Fall 2017, Bursar Fall 2017.**
- **Continue working with the Ski Resort Industry on Training programs for Ski Lift Mechanics, Ski Resort Risk management on line. New course content being developed in collaboration with the BC Safety Authority and the Canada West Ski Areas Assoc.**
- **Signed two MOU's in China to collaborate on delivering Ski Industry Education as China prepares to host the 2022 Winter Olympics and to service the over 500 ski areas in China.**



INSTITUTIONAL REPORT

BRITISH COLUMBIA COUNCIL on ADMISSIONS AND TRANSFER (BCCAT)

May 2-3 2017

Thompson Rivers University
Kamloops, BC

Name: Lian Dumouchel email: ldumouchel@tru.ca

1. Departmental Changes/Updates

- Students/Enrollments & Section Allocations – **no updated information available at this time; enrolment trends indicate slow decline in domestic enrolment and increase in international enrolment.**
- Department Staffing Changes – Lian Dumouchel, incoming chair of the Tourism Management Department as of June 1, 2017; 2016-17 Dean search failed . . . Rob Hood serving as Interim.
- Issues – **Impact of enrolment trends and improving student retention**

2. Program/Course Update

- Curriculum Developments – **Formal articulation of program learning outcomes and program mapping complete; will undertake next phase linking/harmonizing program outcomes to course level learning outcomes to identify learning progression, overlap, and gaps.**
- Changes Approved or Pending – **Pending completion of learning outcomes review.**

3. Other Items of Interest

- **First group of double degree graduates expected June 2017: TRU BTM and NHTV Breda, NL**
- Events
 - a. **The Tourism Education Futures Initiative's ninth international conference (TEFI 9), June 26-29, 2016 - <http://inside.tru.ca/2016/04/13/tourism-conference/>**
 - b. **Big air event, January 20, 2017**
 - i. <https://youtu.be/1QEldbypmtw>
 - ii. <http://inside.tru.ca/2017/01/12/tourism-launches-big-air-event/>
 - c. **Intercultural event: Powwow Prevue Party with DJ Shub, March 10, 2017 - <http://inside.tru.ca/2017/03/03/ambitious-tourism-students-bringing-dj-shub-to-campus/>**
 - d. **Fundraising for Non-Profit Organizations course assignment engaged in crowdfunding to a total of \$2500 for the Sun Peaks Adaptive Ski Program <http://adaptivesportsatsunpeaks.org/tru-department-tourism-students-develop-crowdfunding-campaign-adaptive-sports-sun-peaks/>**
 - e. **September 2017: 20-year anniversary celebration of BTM program launch!**

INSTITUTIONAL REPORT

BRITISH COLUMBIA COUNCIL on ADMISSIONS AND TRANSFER (BCCAT)

May 2-3 2017

**Université de Saint-Boniface
Winnipeg, MB**

Name: Roselle Turenne email: turenne@ustboniface.ca

1. Departmental Changes/Updates

- Students/Enrollments & Section Allocations: Approximately 20 students over 2 year program. These are very good numbers compared to past years.
- Department Staffing Changes: Roselle has been on 75% academic leave, will return at 75% teaching in the Fall. There may be a new department coordinator in the Sept 2017 (to be determined).

2. Program/Course Update

- Curriculum Developments: Slight changes in curriculum for 2017-2018.
 - Addition of TO1111 – Planification du tourisme urbain and TO1181 Tourisme durable.
 - Removal of TO112 – Attraites touristiques: Manitoba et Canada and TO116 – Destinations et attraites populaires
 - The following optional courses are no longer available: CM131 & CM132 Design pour le Web I et II.
 - The following options have been added: MK201 Marketing II & MK 203 Les nouvelles technologies du marketing.
- Changes Approved or Pending
 - The plan is to integrate new course offerings as of September 2018. The courses have been approved, but implementation is pending changes within the Business Administration program (Tourism Management falls under the Business Admin department).
 - USB and Red River College have been communicating to ensure that there are similarities between our programs as they both evolve in hopes to adopt the core curriculum to facilitate future articulation.

3. Other Items of Interest

- Institutional Changes: International enrollment has dropped slightly as the institution has imposed stricter guidelines for approval (language and overall GPA). The passing grade has gone from D to C+ for a full two years now; this proved to be a positive change for our program and the college at large.

INSTITUTIONAL REPORT

BRITISH COLUMBIA COUNCIL on ADMISSIONS AND TRANSFER (BCCAT)

May 2-3 2017

**Recreation and Tourism Management
Vancouver Island University - Nanaimo, BC**

Name: Amanda Johnson email: amanda.johnson@viu.ca

1. Departmental Changes/Updates

- Students/Enrollments & Section Allocations
 - a. Recreation and Sport Management Diploma (~70 students over 2 years)
 - b. Tourism Studies Diploma (~70 students over 2 years)
 - c. Bachelor of Tourism Management (~70 students over 2 years)
 - d. MA Sustainable Leisure Management (20 students in 2016/2017)
 - e. Event Management Certificate (online delivery)
 - f. Certificate in Adventure Tourism and Recreation (place-based delivery with an Indigenous focus)
- Department Staffing Changes
 - a. Department Chair: Amanda Johnson beginning June 15, 2017
 - b. Graduate Chair: Pete Parker beginning June 15, 2017
 - c. Department Advisor: Jackie Oncescu as of August 15, 2016
 - d. Ongoing Dean Search for Faculty of Management
 - i. Bryan Webber acting Dean beginning May, 2017
- Issues

2. Program/Course Update

- Curriculum Developments
 - a. Curriculum changes in diploma programs and BTM
 - b. New Major in Recreation Management (within BTM)
- Changes Approved or Pending
 - a. Minor in Tourism Events proposed

3. Other Items of Interest

- Events
- Institutional Changes

Bachelor of Tourism Management Program Learning Outcomes Report



INTRODUCTION

During the Fall of 2016, Tourism Management and Adventure Studies faculty members, within the Faculty of Adventure, Culinary Arts, and Tourism, undertook the process of formally articulating the existing program learning outcomes for the Bachelor of Tourism Management (BTM). The Centre for Excellence in Learning and Teaching (CELT) Teaching Fellows provided support and assisted by facilitating the process.

Program Learning Outcomes (PLOs) are typically employed in three areas:

1. Quality assurance;
2. Teaching and learning; and
3. Transfer credit.

For students, employers, and other stakeholders, PLOs communicate what students should know, value, or be able to accomplish after successfully completing their program.

For faculty, they act as a guide for education planning, teaching, and assessment.

In addition to presenting the PLOs for the BTM, this document describes the process used to articulate and approve the existing PLOs and presents resulting curriculum map showing how these learning outcomes are achieved throughout the program.

PROCESS

The existing PLOs for the BTM were articulated through a facilitated collaborative process. Following an initial introductory meeting, faculty members of the Tourism Management and Adventure Studies departments were invited to communicate individually the existing PLOs for their program anonymously through a Fluid Survey. The data collected was used as the foundation for a series of department workshops channelling faculty members to collectively produce the PLOs presented in this report.

Facilitators - CELT Fellows: Christine Petersen and Lian Dumouchel

Consultation Record	Dates
Introductory meetings: Adventure Studies Department Tourism Management Department	October 13, 2016 October 19, 2016
Data collection via Fluid Survey	October 26 to November 4, 2016
Faculty workshops and curriculum mapping	November 9, 2016 December 9, 2016 January 6, 2017 February 21, 2017

APPROVAL RECORD

The PLOs for the [program name] were approved as follows:

Approval Level	Dates
Department Tourism Management	January 25, 2017
Faculty Curriculum Committee	April 12, 2017
Faculty Council	April 12, 2017
EPC	Pending

PROGRAM LEARNING OUTCOMES

1. Context of Tourism	<ul style="list-style-type: none">○ Contextualize tourism within broader cultural, environmental, political, and economic dimensions of society.○ Critique tourism practices for their implications locally and globally.
2. Knowledge of Tourism	<ul style="list-style-type: none">○ Interpret and evaluate tourism as a phenomenon and as a business system.○ Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision.○ Identify and assess relationships and networks relative to building tourism capacity.
3. Professional Skills	<ul style="list-style-type: none">○ Apply relevant technology for the production and management of tourism experiences.○ Plan, lead, organize and control resources for effective and efficient tourism operations.○ Create, apply, and evaluate marketing strategies for tourism destinations and organizations.○ Develop and evaluate tourism policy and planning initiatives.
4. Ethics & Values	<ul style="list-style-type: none">○ Demonstrate commitment to ethical practices of tourism.○ Actively engage in the world as global citizens.○ Practice empathy and respect for diversity and multicultural perspectives.○ Apply principles of sustainability to the practice of tourism in the local and global context.

5. Research	<ul style="list-style-type: none"> ○ Acknowledge one or more philosophical perspectives to knowledge creation ○ Evaluate and apply various research methods commonly used in the context of tourism. ○ Propose and conduct a research project to inform tourism practice.
6. Communication	<ul style="list-style-type: none"> ○ Select and deploy task-appropriate forms of oral, written, digital, and graphic communication. ○ Value and practice active listening, critical thinking, and critical reading. ○ Distinguish and produce forms of communication relevant to academia, business, government, and industry. ○ Assess, evaluate, and employ appropriate communication tools for discussions within and between teams and members, various audiences, decision-making teams, and corporate communication tasks.
7. Critical Thinking & Problem Solving	<ul style="list-style-type: none"> ○ Apply problem solving and critical analysis within diverse contexts.
8. Leadership & Teamwork	<ul style="list-style-type: none"> ○ Work collaboratively in groups, both as a leader and a team member, in diverse environments, learning from and contributing to the learning of others.

CURRICULUM MAP

See next page

Program Matrix_March2017.xlsx		GENERAL																														
Theme	Program Learning Outcomes	Lower-Level Required (16 COURSES)															Upper-Level Core (6 COURSES)						Concentration (6 COURSES)					Themes (4 COURSES)		Electives		
		CNMS 1810	LOUR 2060	MATH 1100	SEOG 2700	TNMG 1140	TNMG 1160	TNMG 1150	HNMG 2120 (a)	ACCT 1000	TNMG 2010	ECON 1220	ECON 2220	TNMG 1110	TNMG 2250	TNMG 2060	TNMG 2610	ADVG 2300	CNMS 3020	TNMG 3020	TNMG 3050	TNMG 4080	TNMG 3030 (b)	(c)	(c)	(c)	(c)	(c)	Global Persp	Culture & Place	Exp Design	(8 COURSES)
Context of Tourism	Contextualize tourism within broader cultural, environmental, political, and economic dimensions of society.																															
	Critique tourism practices for their implications locally and globally.																															
Knowledge of Tourism	Interpret and evaluate tourism as a phenomenon and as a business system.																															
	Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision.																															
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Briefing Note on the Tourism/Hospitality Management Learning Outcomes Project 2016-17

This short document outlines the progress made on the Contract for the Tourism/Hospitality Management Diploma Learning Outcomes project 2016-17 funded by BC Council on Admissions and Transfer.

Submitted by:

Rob Ferguson & Nicole Vaugeois – contracted for the activity at Vancouver Island University

Steering Committee

Mark Elliott (Douglas College), Stephanie Wells (Capilano University) and Rob Ferguson (Vancouver Island University) Morgan Westcott (BCIT), Judith Chomitz (Thompson Rivers University), Lee Aitchison (Camosun College), Deborah Forsyth (North Island College), and Michael Tittel (Vancouver Community College).

Stage 1: Environmental scan

The first stage of the project was to conduct an environmental scan on the evolution and current realities of the tourism and hospitality management programs in BC. This was conducted by:

1. Reviewing secondary documents such as;
 - a. BC Tourism and Hospitality Education: 2013 Status Report
 - b. Handbooks for Hospitality Management Degree Programs (2010-11), Hospitality Diploma Programs (2007), Tourism Management Degree Programs (2007), and Tourism Management Diploma Program (2007).
 - c. Career Zone: Tourism and Hospitality, BC Ministry of Education (2016).
 - d. BC and Federal Tourism Strategy documents
 - e. Minutes of Articulation Meetings held between Institutions offering Hospitality and Tourism Management programs in BC (2007-2015);
2. Reviewing and updating the Core (themes) and specializations offered among the institutions across the province;
 - a. By doing a web based scan of the program web-sites;
 - b. By sending out the former themes (and courses) to Program Chairs to ask about changes made (and changes in progress);
3. Surveying the Chairs of programs on;
 - a. What forces have impacted their programs over the past 5 years (as referenced in the 2013 status report);
 - b. How they have responded to these forces in both, a) changes to content, and b) changes to delivery (either completed or in progress);
 - c. Changes in enrollments in both a) numbers in each program, and b) distribution between international and domestic students;
 - d. Student mobility in terms of: a) transfers from diploma to degree – numbers transferring out and to where? b) transfers in – numbers transferring in and from where?
 - e. Experiences with current transfer arrangements – what is working and what could be enhanced?
 - f. Use of program advisory committees to provide input? Do institutions have them and what input has been received by industry?

Stage 2: Consultation with Educators and Industry

Education:

After the initial environmental scan was complete, results were shared with the participants of the Articulation Meetings held in Nanaimo at the Tourism Educators Conference May 4-6th, 2016. The focus of these conversations were on:

1. Sharing the outcomes of the environmental scan;
2. Providing opportunity for discussion on the following questions:
 - Are the core (topics or themes) relevant given the external environment and changing composition of students?
 - Are there changes that should be considered to enhance the core?
3. Confirming or refining a framework of core (themes or topics) for each program.

Industry:

After the input from educators was received, the framework and learning outcomes was revised and shared with industry stakeholders to seek validation. This is currently in process and is being done by:

1. Preparation of a short document that will be reviewed by each program's advisory or industry committee and to select industry associations between November 2016 and March 2017.
2. An online survey tool to seek input and support for the framework of learning outcomes.

Stage 3: Finalize learning outcomes and seek approval

Based on the input received during the consultation state, a finalized framework of the core (themes or topics) and set of learning outcomes will be prepared and approved. This will include:

1. Summary document of core (themes or topics) for each program including a matrix table of how these themes are delivered within the coursework offered in each institution, and a description of the specializations that exist within the system of institutions delivering each program;
2. A presentation at the 2017 TEC Conference to share the documents and identify future follow-up activities post project.

Currently, the steering committee feels that the project is on track and is revealing useful discussions and input on the existing learning outcomes. We anticipate that the process will result in a revised set of modernized learning outcomes that are supported by industry and committed to by the institutions across the province.

Additional attachments include:

- A. The revised learning outcomes documents sent out for review by industry for both the Tourism and Hospitality diplomas
- B. Updated PHAC & PTAC Course Transfer Grids (Diploma)
- C. Consolidated current TOURISM and HOSPITALITY block transfer agreements (as per BC Transfer Guide)

BC PROVINCIAL

TOURISM MANAGEMENT DIPLOMA PROGRAM

STANDARDIZED CORE CURRICULUM HANDBOOK

Fourth Edition

2016 Draft November 29, 2016

SENT OUT FOR INDUSTRY FEEDBACK AND VALIDATION

DIPLOMA PROGRAM OUTLINE

CORE COURSES/TOPIC AREAS

BUSINESS COURSES

1. Accounting I
2. Business Communications and/or English*
3. Technology applications in tourism
4. Marketing
5. Organizational Behavior
6. Entrepreneurship

TOURISM COURSES

1. Introduction to Tourism
2. Cross-Cultural Tourism
3. Sustainable Tourism
4. Risk Management & Liability in Tourism

INTERNSHIP, COOP, OR PRACTICUM (500+ HRS WORK EXPERIENCE)

SPECIALTY COURSES

Tourism students are strongly encouraged to consider the study of a second language. Other specialty course subjects offered in the diploma can include but are not limited to the following topics:

- Conference/event management
- Business simulations
- Economics
- Facility/ski/golf management
- Services marketing
- Adventure business development
- International marketing
- Human resource management
- Database management
- Marketing
- Applied research

TOPICS AND LEARNING OUTCOMES

BUSINESS COURSES

ACCOUNTING I

Prerequisites: none Credits: 3

Overview: This course introduces students to the basic terminology, concepts and principles of accounting in the **tourism industry**. Accounting 1 focuses on preparing, analyzing and interpreting financial statements.

Topics include: accounting as an information system, introduction to accounting theory, income measurement, traditional record keeping procedures, special journals, cash and investments, balance sheet equations, the accounting cycle, and preparing **financial statements**.

Participants will work through the full accounting cycle.

LEARNING OUTCOMES:

Upon successful completion of this course, learners will be able to:

1. **Articulate** the fundamental purpose of accounting used in tourism management.
2. Define and describe important accounting principles and concepts.
3. Describe the accounting process and indicate the roles that bookkeepers and accountants play in collecting and presenting financial information.
4. Explain the balance sheet equation.
5. Complete an accounting cycle.
 - 5.1. Record business transactions, post to accounts, prepare a trial balance, prepare adjusting entries and complete working papers.
 - 5.2. Describe and use special journals and subsidiary ledgers.
 - 5.3. Prepare a bank reconciliation.
 - 5.4. Calculate depreciation/amortization using straight-line, accelerated and usage methods.
 - 5.5. Explain and use inventory valuation methods including FIFO, LIFO, weighted- average and calculate Cost of Goods Sold.
 - 5.6. Prepare an income statement and balance sheet in proper format **using excel**.
6. Describe accounting practices related to an accounting system used in a **tourism** business.
7. Perform basic payroll preparation including determination of deductions.
8. Discuss the value and use of a Uniform System of Accounts.

2. BUSINESS COMMUNICATIONS

Prerequisites: none Credits: 3

Overview: This course deals with both written and oral communication skills. Topics include: writing formal reports and other business correspondence, making effective presentations, meeting management, and understanding the role of media and public relations. Selected topics assist students in developing the skills necessary for successful management communications in the tourism industry.

LEARNING OUTCOMES:

Upon successful completion of this course, students will be able to:

1. Describe the importance of effective written and oral communications to managerial effectiveness.
2. Articulate the importance of both formal and informal communication systems in achieving the goals of the organization.
3. Describe the flow of information that ensures effective communications in three directions – downward, upward and laterally.
4. Identify and discuss the components and importance of nonverbal communication.
5. Identify strategies for ensuring effective communication in a multi-cultural environment.
 - 5.1. Demonstrate sensitivity of cultural differences in communication patterns.
6. Prepare effectively written communication including emails, letters, memos, newsletters and informational and analytical business reports.
7. Demonstrate effective oral presentation skills using visual aids (e.g. Powerpoint, Prezi, video, Photoshop).
8. Demonstrate leadership skills in organizing, facilitating and moderating a meeting.
 - 8.1. Adhere to an agenda, keep minutes, delegate tasks and do follow-up.
9. Identify and discuss how technological developments impact the efficiency and effectiveness of business communications.
10. Demonstrate proficiency and etiquette in use of modern communication techniques (e.g. email, cells phones, social media).

2A. ENGLISH

Prerequisites: none Credits: 3

Note for Coordinator/Instructor: Although not recommended, for scheduling reasons some institutions may choose to substitute English for Business Communications.

Overview: The content of English courses varies at different post-secondary institutions. It is important, however, that any course chosen by students provide transfer credits and is equivalent to a first year university course. It should teach students to prepare essays and reports at the university level. The knowledge and skills acquired will transfer to the areas of critical thinking. The course should centre on the following areas:

- Introduction to English Literature
- College Composition
- Literature: prose and fiction
- Poetry
- Theatre/drama
- Linguistics
- Composition and Grammar
- Library research and Citing
- Formatting reports and essays

3. TECHNOLOGY APPLICATIONS IN TOURISM

Prerequisites: Basic computer literacy and keyboarding Credits: 3

This course is an introduction to **technology applications used in tourism management**. Content focuses on the use of technology in the **tourism context**. Students will be required to demonstrate competency by completing assignments using selected computer and mobile device applications commonly used in the tourism industry.

LEARNING OUTCOMES:

Upon successful completion of this course, learners will be able to:

1. Describe **technology** related terminology; hardware, software, operating systems and applications.
2. Identify and discuss innovations in **technology and their application and impacts in** the tourism industry.
3. Demonstrate understanding of the variety of software applications used in business for: word processing, spreadsheets, electronic presentations, creating and maintaining databases, graphics manipulation, accounting, web design, and **social media**.
4. Apply generic software programs currently available on the market (with specific tourism applications) in industry specific settings.
5. Select appropriate applications for specified operations based on nature of the business problem.
 - 5.1. Create and format complex text documents and reports.
 - 5.2. Develop professional **visual** presentations.
 - 5.3. Understand and create spreadsheets and databases.
 - 5.4. Create and manipulate digital images and text.
 - 5.5. Conduct **thorough online research using the internet**.
 - 5.6. Demonstrate **effective usage** of web based applications including creation and maintenance of websites.
6. Understand the security risks posed by malicious programs and hackers articulate steps to minimize these risks.
7. **Identify** and apply trouble-shooting techniques/responses (e.g., crashes, backups, necessary paper trails).

Note for Coordinator/Instructor:

It is not intended that all of the above learning outcomes will necessarily be covered in one course, as this is often dependent on the program objectives, and the individual knowledge and skill levels of students. Completion of other courses in the program, such as information systems, website design and/or graphics manipulation will also likely be required to meet some of these learning outcomes.

4. ORGANIZATIONAL BEHAVIOUR

Prerequisites: none Credits: 3

Overview: Human behavior and organizational culture have a profound effect on the success of tourism operations. This course focuses on how individuals function effectively by examining behaviour from individual, small group, inter-group and organizational perspectives. Topics include: motivational techniques, group dynamics and behaviour, stress management, organizational structure and change, teambuilding, conflict management and leadership . Students will learn how to lead and become effective members of groups by working together towards common goals.

LEARNING OUTCOMES:

Upon successful completion of this course, learners will be able to:

1. Explain the organizational behavioral challenges in the Canadian work environment.
2. Analyze the importance and function of human behaviour within organizations.
 - a. Illustrate the impact of perception, personality and emotions.
 - b. Articulate the impact of values, attitudes and the influence of diversity.
3. Describe models of communication, barriers to communication, and solutions to ineffective communication.
 - a. Summarize the communication channels and their barriers.
 - b. Explain communication flow and how delegation of tasks and management styles are reflected in organizational structures.
4. Articulate the implications of organization behavior on the process of management.
 - a. Describe and assess the basic design elements of organizational structure and evaluate their impact on employees.
 - b. Differentiate between work groups and work teams and the models of team development.
 - c. Explain how organizational change and culture affect working relationships within organizations.
5. Identify different motivational theories and evaluate motivational strategies used in a variety of organizational settings.
 - a. Identify the basic theories of employee motivation and the factors that influence effectiveness, change behavior and job performance.
6. Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations.
 - a. Describe and apply effective conflict resolution strategies.
7. Explain the need for ethical behavior and the implications of those standards on clients and workers.

5. MARKETING FOR TOURISM

Prerequisites: none Credits: 3

Overview: This course is an introduction to marketing in tourism. Students will study terminology of traditional marketing as well as the unique characteristics of the tourism product. Students will learn about the structure and function of the tourism marketing system including destination marketing and management organizations. Course topics include traveler behavior (e.g. explorer quotient), path to purchase, niche markets, tourism products, competitive analysis, positioning, marketing plans and the role of market research. The course develops skills in opportunity scoping, problem solving, decision making, market analysis and planning. Basic principles of customer service are introduced.

LEARNING OUTCOMES:

Upon successful completion of this course, learners will be able to:

1. Define and use marketing terms.
 - 1.1. Describe the roles and functions of the tourism marketing system.
 - 1.2. Articulate the importance of integrated marketing communications.
2. Distinguish between marketing products and tourism services.
3. Explore consumer behaviour and the decision processes that customers use.
 - 3.1. Illustrate the path to purchase used by tourism markets.
 - 3.2. Explain the importance of market segmentation and market research (e.g. psychographic segmentation).
4. Discuss the role and function of sales, advertising media, public relations and social media in integrated marketing communications.
5. Define the benefits of and process for competition analysis and positioning strategies.
6. Assess the components and benefits of a marketing plan.
 - 6.1. Discuss the role of strategic and tactical marketing plans.
 - 6.2. Identify and describe the components of a marketing plan and the importance of each.
 - 6.3. Describe the steps in developing and implementing marketing strategies and discuss the importance of each step for a tourism operation.
 - 6.4. Identify the importance and process of tourism packaging and product development.
7. Assess the role of research and evaluation in each step of a tourism marketing system.

6. ENTREPRENEURSHIP

Prerequisites: Accounting 1 Credits: 3

Overview: This course is designed to introduce students to entrepreneurship and its application to the tourism industry. Students will examine the role and nature of entrepreneurship as a mechanism for creating new **tourism products** and ventures. Based on the premise that planning is essential to successful entrepreneurship, a planning approach will be used to study the activities involved in the entrepreneurial, **product development** and business launch process.

LEARNING OUTCOMES:

Upon successful completion of this course, learners will be able to:

1. Discuss the importance of entrepreneurship and its role in **the tourism sector** and society.
 - 1.1. Assess critical factors influencing the development of entrepreneurship in the tourism sector.
2. Evaluate and apply relevant theories and concepts of entrepreneurship in the tourism context.
 - 2.1. Identify the role of enterprise, **creativity and innovation** in the development of new tourism business
 - 2.2. Articulate the characteristics and motivations of entrepreneurs.
3. **Analyze and evaluate the business environment and opportunities for entrepreneurship development in the tourism sector.**
 - 3.1. Identify and describe how entrepreneurs are responding to tourism markets.
 - 3.2. Articulate the role and process of tourism product development.
4. Describe the business start-up process and discuss business start-up requirements.
5. Describe the strategic planning process and explain the uses of a business plan.
6. Identify and evaluate different strategies used to enter markets.
7. Prepare and present a business plan for a proposed new venture.
 - 7.1. Prepare budgets and financial outlays for business development

Note for Coordinator/Instructor: Entrepreneurship is sometimes positioned as an upper level (Year 3 or 4) course as it requires prerequisite accounting and financial management courses.

TOPICS AND LEARNING OUTCOMES

TOURISM COURSES

1. INTRODUCTION TO TOURISM

Prerequisites: none Credits: 3

Overview: This course provides an overview of the global tourism industry, examining the interrelationships between industry sectors and the economic, environmental, cultural, and social impact of tourism. Topics include: sectors of the tourism industry; size, scope and infrastructure; trends and current issues; travel motivators; career opportunities; tourism as a community-based industry; the geography of tourism in the British Columbia, Canada and **international context** and the role of tourism organizations.

LEARNING OUTCOMES:

Upon successful completion of this course, learners will be able to:

1. Define and describe the characteristics of tourism.
 - 1.1. Articulate the size and significance of the tourism industry and factors responsible for its growth.
 - 1.2. Identify travel motivators, key visitor markets, and travel purchase behavior.
 - 1.3. Describe how tourism functions at the local, provincial and national levels highlighting the interrelationship of the sectors in the industry.
2. Identify tourism-related products at local, provincial, national and international level and describe their impacts.
3. Assess the impact of tourism as a worldwide economic, environmental, cultural, political and social force.
4. Discuss the role and structure of tourism related regional, national and international associations.
 - 4.1. Describe the role, function and linkages in industry, education and government organizations in tourism.
5. Identify career paths, sources of career path information and career opportunities in tourism.
 - 5.1. Explore personal attributes and abilities to identify employment opportunities in tourism.
 - 5.2. Identify, discuss, and apply tourism professional code of ethics.
6. Describe the importance of the guest and effective guest services policies.
7. Identify evolving issues and trends in the tourism industry and discuss their implications.

2. CROSS CULTURAL TOURISM

Prerequisites: none Credits: 3

This course is aimed at increasing participant cultural awareness and sensitivity through an examination of their own and other's values and values systems. This course develops knowledge and demonstrable skills competence in cross-cultural communication in a variety of settings through an interactive examination of both culture-general and culture specific fundamentals within the context of tourism activity. Issue related to cultural sustainability are introduced in preparation for more advanced study and work in this area.

LEARNING OUTCOMES:

Upon successful completion of this course, learners will be able to:

1. Understand and work with differing values, attitudes, beliefs and behaviours, including their own.
2. Identify, explain, and develop strategies related to all major components of culture which have direct and indirect impact on clients, co-workers, and staff in both the culture-general and culture-specific.
3. Demonstrate an understanding of cultural diversity and values, attitudes, beliefs and behaviours as they impact on tourism activities.
4. Describe and explain impacts of ethnocentrism, prejudice, racism, stereotypes, internationalization, indigenisation, globalization, culture shock, reverse culture shock, cultural adaptation strategies, and cultural sustainability and develop strategies to deal with these impacts.*
5. Describe cross-cultural problems and conflicts in the workplace and describe culturally specific problem-solving strategies to resolve these*
6. Describe how knowledge of various cultural dimensions such as contextualization, time, cognitive style, individualism and collectivism, power distance, tolerance of ambiguity, and gender relate to understanding client needs and behaviours.
7. Develop communication approaches that acknowledge culturally variable learning styles using the knowledge of culturally variable cognitive styles
8. Apply knowledge of cultural expectation of themselves and others to the tourism workplace.
9. Acquire and utilize knowledge of and cross-cultural communication skills in the provision of tourism services. This includes language, dialect, sender/receiver variables, non-verbal communication, and communication strategies.
10. Demonstrate an understanding of the need to design culturally sensitive tourism products.*
11. Understand and enact strategies for becoming interculturally competent.
12. Practice cultural research and interpretation strategies and skills embedded in an in-depth study of a culture relevant to the student's current or future job/career in the tourism industry.

** Note for Coordinator/Instructor: Topics such as cultural sustainability, cross-cultural ethics, indigenisation, globalization, cross-cultural workplace conflict and culturally-sensitive tourism products are introduced at an introductory level in the diploma program, but are covered in more depth at the degree level.*

3. SUSTAINABLE TOURISM

Prerequisites: none Credits: 3

This course examines the relationship between tourism and the economy, the environment and society. It introduces the concept of sustainable tourism including tourism impacts, community based tourism, triple bottom line, resilience, stewardship and strategies to maximize benefits and minimize impacts to ecosystems, communities and visitors.

LEARNING OUTCOMES:

Upon successful completion of this course, students will be able to:

1. Describe the principles, concepts and applications of sustainability as applied to tourism.
 - 1.1. Identify and evaluate a variety of philosophies that relate to human behaviour with respect to the natural and cultural environment.
 - 1.2. Explore ethical dimensions of sustainability and the tourism industry's responsibility for ethical conduct of businesses and visitors.
2. Explain the impacts of human use on natural areas and socio/cultural contexts and describe planning and management approaches to mitigate these impacts.
 - 2.1. Explore concepts such as the triple bottom line to assess the positive and negative impacts of tourism on communities, cultures, the economy and the environment.
 - 2.2. Identify and discuss the importance of culturally sensitive tourism development (e.g. aboriginal tourism).
 - 2.3. Identify tools that can be used to measure and mitigate environmental impacts.
 - 2.4. Critically evaluate management responses to the impacts of tourism in different contexts.
 - 2.5. Describe the importance of management's need to involve staff in sustainability issues.
3. Identify stakeholders involved in sustainable tourism and explain their role in planning and management.
 - 3.1. Articulate the importance of and strategies to engage stakeholders in tourism planning and management;
 - 3.2. Explain the structure and roles of federal and provincial government ministries involved in sustainable tourism management.
 - 3.3. Describe the broad spectrum of legislation, regulation, non-legislated and self-regulating bodies that impact tourism operations.

4. RISK MANAGEMENT & LIABILITY IN TOURISM

Prerequisites: none Credits: 3

Overview: This course will familiarize students with concepts of risk management and legal liability as they apply to the business of tourism. Various concepts of Canadian Law and where potential legal problems may arise for the tour operators and other businesses will be introduced at an introductory level. Students will also learn about ways to minimize, deal with and resolve exposure to such problems.

They will also learn to prepare a risk management plan and portfolio. This course serves as a primer for a more in depth business law course later on in their studies.

LEARNING OUTCOMES:

Upon successful completion of this course, learners will be able to:

1. Identify major areas of risk associated with the business of tourism.
2. Identify the legal responsibilities of managers and operators in the tourism industry.
3. Describe basic concepts of Canadian law and legal systems as they relate to the tourism industry.
4. Discuss and analyze recent case law in tourism operations.
5. Identify and discuss current statutes relevant to the tourism industry and demonstrate how to find them.

Examples include:

- The Good Samaritan Act
 - Human Rights Legislation
 - Employment Standards Act
 - Freedom of Information and Privacy
 - Provincial and Federal Health Acts
 - Workers Compensation Act*
 - Local Licensing and Bylaws
 - The Hotel Keeper's Act
 - Travel Agent Regulation & Licensing
6. Discuss principles of unintentional and intentional torts and recognize their impact on tourism business ventures.
 7. Describe the concept of insurable risks and understand the role of insurance for business in tourism.
 8. Understand the role of contracts and learn basics of effective contracting forms and functions.
 9. Identify different business structures for the tour operator and the role of incorporation in limiting liability.
 10. Describe the purpose and usage of waivers, disclaimers, indemnities and releases.
 11. Understand the unique risks and legal challenges associated with Tourism Business operations in the United States and abroad.
 12. Explain the importance of risk management planning and techniques.
 13. Prepare a risk management plan.

*Note to Coordinator/Instructor: * also covered in Human Resources Management*

INTERNSHIP, CO-OP OR PRACTICUM

Minimum 500 hours

Overview: The internship/co-op/practicum provides workplace-based learning opportunities in an industry placement. The experience allows students to practice the principles and skills learned during classroom study and develop industry competencies. Internships connect the learner with industry managers and employees, building employment linkages and establishing the foundations of an individual's career. In a workplace environment educators can provide students with skills that are essential to their future success. The work experience is key to developing industry competencies.

LEARNING OUTCOMES:

Practicum, Cooperative Education and Internship programs enable students to demonstrate the application of:

1. Concepts and skills basic to at least one area of management.
2. Concepts in human resource management, including:
 - Respecting cultural differences.
 - Approaching conflict situation in an appropriate manner.
 - Completing an evaluation of her/his performance.
 - Interpreting and applying terms of employer policy and/or collective agreement to work setting.
3. Computer software to one tourism business application.
4. Job search skills to identify potential employment opportunities in tourism.
5. Professional responsibility and accountability in a tourism work setting.

Students will become aware of:

- Seasonal requirements and issues (e.g. adventure tourism)
- Employment options, potential for advancement, spin-off benefits, contacts and connections.
- Preparation required before entering into co-op.

Program coordinators are encouraged to utilize the following resources:

1. Careers and Work Experience, Chapter 13 of the "Introduction to Tourism and Hospitality in BC"
<https://opentextbc.ca/introdtourism/chapter-13-careers-and-work-experience/>
2. Program Guide for Ministry Authorized Work Experience Courses (learning outcomes related to workplace safety) www.bced.gov.bc.ca/careers/work_experience

HOSPITALITY MANAGEMENT DIPLOMA PROGRAM

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Fourth Edition 2016

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SENT TO INDUSTRY FOR FEEDBACK AND VALIDATION

The Diploma is composed of at least twenty 3-credit courses (minimum 45 hours of instruction each), composed of thirteen common core courses plus a selection of concentration, specialty or elective courses that reflect the emphasis of the individual programs. A co-op, work experience, or practicum is also an essential part of the program.

CORE COURSES

1. Accounting I
2. Business Communications
3. The Business of Tourism
4. Human Resources Management in the Hospitality Industry
5. Hospitality Law
6. Management Accounting
7. Marketing I
8. Organizational Behaviour
9. Accommodations I
10. Food and Beverage Cost Control
11. Beverage Operations
12. Food Production Principles
13. Food and Beverage Service

Industry Work Experience Internship, Co-op or Practicum (Minimum 500 hours' work experience)

OPTIONAL ELECTIVES

In addition to courses in the core curriculum, a complement of courses totaling 21 credits must be completed:

- Food Operations Management
- Accommodations II
- Marketing II: Hospitality Sales & Advertising
- Hospitality Computer Applications
- Conferences/conventions/ events.
- Business simulations
- Mathematics (business/finance)
- Principles of Service Management
- Front Office Accounting
- Food Science and Nutrition
- Restaurant operations
- Entrepreneurship
- Employability Skills/Co-op Preparation
- Team Building Skills
- Micro Economics
- Macro Economics
- Second languages
- Statistics
- English composition

LEARNING OUTCOMES

1. ACCOUNTING

Prerequisites: none Credits: 3

This course introduces students to the basic terminology, concepts and principles of accounting **in the hospitality industry**. Accounting focuses on preparing, analyzing and interpreting financial statements **in excel**. Topics include: accounting as an information system, introduction to accounting theory, income measurement, traditional record keeping procedures, special journals, cash and investments, balance sheet equations, the accounting cycle, preparing working papers and accounting software. Participants will work through the full accounting cycle.

LEARNING OUTCOMES

Upon successful completion of this course, learners will have demonstrated the ability to:

1. State the fundamental purpose of accounting **in hospitality management**.
 - 1.1. Define and describe the more important accounting principles and concepts.
 - 1.2. Describe the concept of cash flow and how cash flows in and out of a **hospitality** business.
 - 1.3. Describe comparative analysis and use it for balance sheet and income statement analysis.
 - 1.4. Describe information from financial statements and communicate aspects of financial statements.
2. Complete an accounting cycle.
 - 2.1. Post to accounts, prepare a trial balance, prepare adjusting entries to the accounts and complete working papers so that the income statement and a balance sheet can be prepared.
 - 2.2. Perform bank reconciliation.
 - 2.3. **Prepare income statements** and balance sheets in proper format **using excel**.
3. Describe accounting practices related to an accounting system for a **hospitality** business.
 - 3.1. List and briefly describe and use some of the various analysis techniques and tools common to the hospitality industry.
 - 3.2. Calculate depreciation/amortization using straight-line, accelerated, and usage methods.
 - 3.3. Explain and use inventory valuation methods including FIFO, LIFO and weighted- average methods to calculate Cost of Goods Sold.
 - 3.4. Prepare a simple departmental income statement in standard form.
 - 3.5. Perform basic payroll preparation including determination of deductions.
 - 3.6. Describe and use special journals and subsidiary ledgers i.e. guest folios and City Ledger accounts.
 - 3.7. Discuss the value and use of the Uniform system of Accounts for Hotels, for Restaurants, and for Clubs.

2. BUSINESS COMMUNICATIONS

Prerequisites: none Credits: 3

This course deals with both written and oral communication skills. Topics include: writing formal reports and other business correspondence, making effective presentations and preparing for and chairing meetings. Selected topics assist students in developing skills necessary for successful management communications in the hospitality industry.

LEARNING OUTCOMES:

Upon successful completion of this course, learners will have demonstrated the ability to:

1. Communicate the importance of effective written and oral communication to managerial effectiveness.
 - 1.1. Identify the importance of both formal and informal communication systems in achieving the goals of the organization.
 - 1.2. Describe the flow of information that ensures effective communication.
 - 1.3. Apply sensitivity to cultural differences in communication patterns.
 - 1.4. Identify strategies for ensuring effective communications in a multi-cultural workforce.
 - 1.5. Describe the basics of clear effective communications and evaluate text for style, structure, and impact.
 - 1.6. Demonstrate good listening skills, posture and body language.
2. Complete written communications.
 - 2.1. Produce letters, memos, informational and analytical business reports.
 - 2.2. Produce a short report evaluating a business situation or opportunity.
 - 2.3. Demonstrate an understanding of letters of solicitation and proposals.
 - 2.4. Describe the steps involved and an understanding of speech writing.
 - 2.5. Demonstrate proficiency in the use of excel.
3. Complete effective oral communications.
 - 3.1. Demonstrate leadership skills in organizing, facilitating and moderating a meeting.
 - 3.2. Prepare and present a short training presentation.
 - 3.3. Perform a short oral presentation using visual aids.

3. THE BUSINESS OF TOURISM

Prerequisites: none Credits: 3

This course reviews the role and scope of the tourism industry, explores the components of tourism industry and then reviews the challenges of the future of the industry.

LEARNING OUTCOMES:

Upon successful completion of this course, learners will have demonstrated the ability to:

1. Define key tourism terms.
 - 1.1. Define and explain tourism, trip, excursionist and tourist.
 - 1.2. Explain the differences between domestic and foreign tourists.
 - 1.3. Explain the concepts of leakage and multiplier effect.
 - 1.4. Distinguish between push and pull factors.
 - 1.5. Provide a brief history of tourism.
2. Describe the motivational, demographic and psychographic characteristics of major groups of guests.
 - 2.1. Discuss the barriers to satisfying the motivations of various visitor profiles.
 - 2.2. Explain how different demographic profiles relate to the demand for different tourism products.
3. Identify and describe the sustainable characteristics of and the economic, social and environmental impact of the five (formerly eight) industry groups of the tourism sector:
 - *Transportation*
 - *Accommodation*
 - *Food And Beverage Services*
 - *Recreation and Entertainment*
 - *Travel Services*
 - 3.1. Discuss how the negative impacts can be mitigated.
4. Identify the roles of non-sector stakeholders in the success of the tourism industry.
 - 4.1. Describe the roles of the various levels of government in the development, operation, and promotion of tourism.
 - 4.2. Discuss the roles of professional and industry organizations and their impact on tourism.
5. Identify the horizontal and vertical career paths and opportunities related to the industry.

Resource:

Introduction to Tourism and Hospitality in BC: <https://opentextbc.ca/introtourism/>

- Chapter 1 – History and Overview

4. HUMAN RESOURCES MANAGEMENT IN THE HOSPITALITY INDUSTRY

Prerequisites: none Credits: 3

Human resources management has a profound effect on the success of tourism operations. An understanding of fundamental human resources theory and practices is necessary in the service sector where the link between the tourism operation and the guest is so critical. Innovative approaches to human resources management are necessary to recruit and retain the right people in the industry. This course focuses on the critical issues that concern managers in the tourism industry, employee relations, recruiting and selection, challenges and trends and employment standards.

LEARNING OUTCOMES:

Upon successful completion of this course, learners will have demonstrated the ability to:

1. Describe the importance of human resources management practices to organizational effectiveness, especially as they relate to the service sector.
 - 1.1. Describe current human resources department's principles and practices.
 - 1.2. Describe the various functions of human resources management.
 - 1.3. Describe current human resources management issues.
 - 1.4. Describe the human resources planning process.
 - 1.5. Describe how the human resource function may be impacted by ethnic pluralism and identify management principles & practices applicable to managing the multi-cultural hospitality workforce.
 - 1.6. Articulate an understanding of how the labour market impacts the human resource management cycle.
2. Describe recruitment and selection and identify related legal issues.
 - 2.1. Describe current recruitment and selection issues.
 - 2.2. Write job descriptions.
 - 2.3. Use and apply current national tourism occupational standards (Canadian Tourism Human Resource Council).
 - 2.4. Describe various internal and external recruitment methods.
 - 2.5. Demonstrate competency in preparing for and conducting a job interview.
 - 2.6. Describe methods to evaluate and select candidates.
 - 2.7. Explain how the human rights act and the employment standards act impact the human resource function.
3. Describe performance management procedures.
 - 3.1. Describe the components of orientation and onboarding programs.
 - 3.2. Describe the components of a training program.
 - 3.3. Describe employment development programs.
 - 3.4. Describe the role of discipline in performance management.
 - 3.5. Describe termination procedures and legalities.
 - 3.6. Identify the basics of an employee performance planning and review program.
4. Identify compensation practices.
 - 4.1. Assess the importance of compensation planning to sound human resources practices.
 - 4.2. Distinguish between different types of benefit plans and describe legally required benefits.
5. Describe the occupational and safety policies relevant to the hospitality industry.
 - 5.1. Identify general strategies to minimize workplace hazards and prevent workplace injuries.
 - 5.2. Identify workplace health and safety rights and responsibilities of employers, managers, supervisors, and workers (e.g. due diligence, right to refuse)
6. Identify the importance of a harassment-free environment covering provincial standards.
 - 6.1. Describe the role of managers in ensuring the workplace is free of violence and harassment.
7. Describe the role of a union and outline laws regarding labour relations and union activities.

5. HOSPITALITY LAW

Prerequisites: none Credits: 3

This course outlines Canadian Law applicable to the hospitality industry, identifies areas where there may be potential legal problems and discusses rights and liabilities of relationships within the hospitality industry. Topics include constitutional law, the common law of contract, forms of business organization, property law dealing with the sale of goods, methods of securing debt, human rights, working conditions, labour relations, liquor, health and licensing, definition of hotels and related establishments, and the safety of guests.

LEARNING OUTCOMES:

Upon successful completion of this course, learners will have demonstrated the ability to:

1. Describe the legal responsibilities of managers in the hospitality industry.
 - 1.1. Identify the part of the Canadian criminal code pertaining to hospitality operations and describe applications of the Canadian criminal code to various hospitality situations.
 - 1.2. Relate recent examples of lawsuits against hospitality operations.
 - 1.3. Describe the hospitality operator's duty to ensure the safety of guests and to take care of their property referencing occupier's liability act and hotelkeepers act.
 - 1.4. Define the legal aspects of the sale of food and non- alcoholic beverages.
 - 1.5. Use legal terminology relating to the hospitality industry.
2. Describe the origin of common law and the difference between it and statutory law.
 - 2.1. Explain the acts and the impact of the government acts on hospitality operations
 - 2.2. Communicate the provincial regulations and the legal aspects of the sale of alcoholic beverages in British Columbia.
 - 2.3. List and explain the types of licenses and current practices and procedures in licensing.
 - 2.4. Describe the principles of tort law.
3. Explain the elements of a contract at law.
 - 3.1. Identify and discuss components of a contract that must be present for that contract to be enforceable.
 - 3.2. Identify the differences between explicit and implicit contracts.
 - 3.3. Identify when written contracts should be used in the hospitality industry.
4. Describe major forms of business organization including sole proprietorship, partnerships, corporations including the major business and legal implications of each.
5. Describe the uses of insurance.
 - 5.1. Describe insurable and uninsurable risk and the implications.
 - 5.2. Describe liability insurance and property insurance.
 - 5.3. Describe workers compensation insurance and the costs of worker injuries.
6. Explain the importance of risk management planning and techniques.
 - 6.1. Prepare a risk management plan.
7. Describe human rights legislation and its implication for the hospitality industry.
 - 7.1. Evaluate labour concerns, such as personal and sexual harassment.
 - 7.2. Discuss the implications of human rights legislation regarding guest service and employment practices.
8. Discuss the impact of other legislation relevant to the hospitality industry including:
 - *Employment Standards Act, BC Labour Law, Freedom Of Information And Privacy Act, Canada Health Act, Licensing And Local Bylaws*

6. MANAGEMENT ACCOUNTING

Prerequisites: Accounting 1, Food, Beverage and Labour Cost Control Credits: 3

This course focuses on developing an understanding of financial practices used in management positions in the hospitality industry. Topics include the basic control procedures used in the industry, food and beverage costing, labour cost analysis, pricing methods, internal controls and computer applications. Students will apply concepts, principles and skills gained in Accounting and Food, Beverage and Labour Cost Control to case studies in the hospitality industry.

LEARNING OUTCOMES:

Upon successful completion of this course, learners will have demonstrated the ability to:

1. Describe basic principles of controls and list areas of control for which the middle manager is responsible.
 - 1.1. Describe the purpose of internal control and the basic
 - 1.2. principles of good internal control and describe implementation of internal controls in deliveries, receiving and inventory, cash handling, accounts payable and payroll, food and beverage and front office.
 - 1.3. Explain how control interacts with other management functions.
 - 1.4. List and describe the five documents used to control purchases.
 - 1.5. Explain how control can be established for cash receipts and disbursements.
 - 1.6. Describe general purchasing procedures and explain the importance of the purchasing function.
2. Identify important considerations in pricing.
 - 2.1. Identify management techniques to control long-term and current asset costs.
 - 2.2. Identify considerations and difficulties in pricing individual menu items.
 - 2.3. Assess the importance of the organization's objectives, elasticity of demand, cost structure and competition in pricing.
 - 2.4. Examine control of food and beverages using a standard cost percentage approach.
 - 2.5. Analyze how labour costs are different from other costs.
 - 2.6. Explain and analyze the various types of cost.
3. Assess the advantages and disadvantages of a computer system.
 - 3.1. Describe a computer system's use in managing purchasing functions, controlling inventory, analyzing business and determining personnel requirements, controlling labour costs, generating daily report and costs of sales for management and budgeting and preparing financial statements.
 - 3.2. Discuss need for manual backup systems for power or equipment failures.
4. Describe financial practices used by management in the hospitality industry.
 - 4.1. Identify the important aspects and techniques of cash.
 - 4.2. Explain the advantages and disadvantages of different methods of financial statement analysis.
 - 4.3. Exercise variance analysis to assess differences between budget and actual financial statement results.
 - 4.4. Perform the necessary calculations to forecast the annual revenue required for a restaurant to cover its forecasted costs given a meal period average check and seat turnover figures and for a hotel given occupancies, average room rates and forecasted costs.
 - 4.5. Explain and use simple investment decision analysis techniques including simple ROI and payback period using relevant costs.
 - 4.6. Describe types of budgeting such as departmental, capital, fixed and flexible and zero based.

7. MARKETING

Prerequisites: none Credits: 3

This course is an introduction to hospitality services marketing. Students will study the concept of marketing using services and tourism examples. The course develops skills in analysis and problem solving, and decision making while learning the principles and approaches used in marketing.

LEARNING OUTCOMES:

Upon successful completion of this course, learners will have demonstrated the ability to:

1. Utilize marketing terms.
 - 1.1. Define and use marketing terminology such as: competitive analysis, marketing plan, the P's of marketing, personal selling, price objectives, product review, promotional plan, public relations, situational analysis, segmentation, target market, product differentiation, and service marketing.
 - 1.2. Define RevPar, ADR/ARR, FMS & AMS
 - 1.3. 3 Analyze a marketing situation, present recommendations for appropriate strategies/tactics to rectify the current situation, using SWOT (strength, weakness, opportunity, and threat) analysis and defend those recommendations.
2. Explain the basics of consumer purchase behaviour.
 - 2.1. Differentiate needs, wants, problems and demands.
 - 2.2. Discuss motivational theory and the impact on product design.
 - 2.3. Discuss purchase theory models.
 - 2.4. Discuss the impact of internal marketing on purchase behaviour.
3. Prepare basis for a marketing plan **specific to hospitality and tourism.**
 - 3.1. Identify sources of information for determining target markets; segmenting target market according to demographics, psychographics, geography and use frequency, and identifying segments offering most desirable potential for business.
 - 3.2. Discuss the appropriate marketing mix including product analysis, pricing strategy, promotional strategies and distribution plan.
 - 3.3. **Identify appropriate hospitality distribution channels.**
4. Discuss the elements of a communication strategy.
 - 4.1. Identify benefits of the various promotional tools, including personal selling.
 - 4.2. Create a sales presentation.
 - 4.3. Describe the relative strengths and weaknesses of personal selling, public relations, publicity, merchandising and advertising as they apply to the hospitality industry.

8. ORGANIZATIONAL BEHAVIOUR

Prerequisites: none Credits: 3

This course focuses on how individuals function effectively in organizations by examining behaviour from individual, small group, inter-group and organizational perspectives. A participatory model using experiential exercises will illustrate how groups help or hinder the organization. Topics include: communication models, strategies for effective leadership, leadership styles, motivational techniques, group dynamics and behaviour, stress management, delegation, organizational structure and change, values and attitudes and team-building. Students will learn how to become effective members of groups by working together towards common goals.

LEARNING OUTCOMES:

Upon successful completion of this course, learners will have demonstrated the ability to:

1. Describe the organization and structure of work situations in the hospitality industry.
 - 1.1. Identify organizational structure within the hospitality industry and describe possible areas of friction or conflicts of interest.
 - 1.2. Identify the organizational differences between being involved in a service industry as opposed to a product-based industry and discuss implications for managers.
 - 1.3. Assess the importance of an effective hospitality team.
2. Identify the structure and function of human behaviour within organizations.
 - 2.1. Explain how official and unofficial lines of communication flow and how delegation of tasks and management style are reflected in organizational charts.
 - 2.2. Assess the importance of professional socialization in achieving the goals of the organization.
 - 2.3. Evaluate several communication models and discuss how they affect organizational effectiveness.
3. Identify organizational behaviour problems and issues.
 - 3.1. Identify the basic theories of motivation and identify the factors that influence motivational effectiveness.
 - 3.2. Articulate theories of leadership and styles of leadership.
 - 3.3. Compare and contrast leadership and management.
 - 3.4. Describe how career development programs, coaching and team-building retain human resources.
4. Explain the roles of the individual in teams.
 - 4.1. Outline the steps new teams evolve through as they develop effectiveness.
 - 4.2. Outline problem solving and conflict resolution techniques.
 - 4.3. Outline strategies for managing personal stress.
 - 4.4. Describe your leadership style.
 - 4.5. Describe team building strategies.
 - 4.6. Articulate the impact of toxic behavior in the workplace.
5. Explain the need for and role of ethics.
 - 5.1. Explain and justify practical ethical standards of behaviours toward guests, suppliers, employees and employers.

9. ACCOMMODATIONS 1

Prerequisites: none Credits: 3

Accommodations I is an introductory course. Topics include travel patterns affecting the lodging industry, different types of lodging, functions of the various departments within a lodging operation, human resource management issues specific to hotel operations and management, current trends in guest services, competitive tactics that hotels use in their services and amenities, service philosophy and psychology, principles of front desk management and relevant operational procedures.

LEARNING OUTCOMES

Upon successful completion of this course, learners will have demonstrated the ability to:

1. Describe the different uses of lodging for business travellers, conventioners and travelling families and tourists.
 - 1.1. Describe the different types of lodging categorized by location and service mix.
 - 1.2. Differentiate resort hotels from other kinds of hotels.
 - 1.3. Describe how value and function are determined in the different kinds of hotels.
2. Identify and describe the organizational structure of the accommodations sector.
 - 2.1. Describe the roles and responsibilities of the support departments or those departments such as sales, marketing and engineering that offer no direct guest services.
 - 2.2. Describe the routes for advancement in the hotel industry in - front office, sales, and marketing, accounting, and food and beverage - and advantages and disadvantages of each.
3. Identify current trends in guest services.
 - 3.1. Describe competitive tactics that hotels use in their services and amenities: food service, concierge service, super floors, fitness facilities and personal amenities.
 - 3.2. Describe and differentiate levels of service provided by economy, mid-scale, up-scale, and luxury accommodation.
4. Describe the procedures and equipment used by the front office through the guest cycle, from the original reservation to departure and guest history.
 - 4.1. Apply terminology and basic concepts related to front desk operations.
 - 4.2. Describe the function of all the departments in a hotel and the role of the front desk in their coordination.
 - 4.3. Describe reservation systems and procedures.
 - 4.4. Execute property management skills on current property management system (PMS).
 - 4.5. Discuss the process of “walking” a guest.
5. Identify and discuss property and revenue management systems related to managing the front desk.
 - 5.1. Describe front desk staff’s role in the application of yield management principles and practices.
 - 5.2. Discuss methods of upselling and upgrading a guest.

10. FOOD AND BEVERAGE COST CONTROLS

Prerequisites: Accounting 1

Credits: 3

This course focuses on the principles and procedures involved in an effective system of food, beverage and labour controls used in the hospitality industry. Topics include: the basic control procedures used in food and beverage costing, labour cost analysis, pricing methods, internal controls and computer applications.

LEARNING OUTCOMES:

Upon successful completion of this course, learners will have demonstrated the ability to:

1. Describe the concepts of financial and internal controls in the **food and beverage sector.**
 - 1.1. Identify basic principles of controls and list areas of control that a manager is responsible for.
 - 1.2. Describe the purpose of internal control and the basic principles of good internal control, such as defining job responsibilities, separating record keeping from control of assets, and dividing responsibilities for related tasks.
 - 1.3. Identify important considerations in pricing, such as an organization's objectives, elasticity of demand, cost structure and the competition.
 - 1.4. Distinguish between cost control and cost reduction.
2. Describe the concepts related to food and beverage sales and the different types of costs pertinent to food and beverage operations.
 - 2.1. Describe an efficient purchasing, receiving, storing, and issuing control system for f & b operations.
 - 2.2. Indicate how to compute and monitor food and beverage costs.
 - 2.3. Describe how to use cost and revenue information to develop a CVP relationship for a f & b operation.
 - 2.4. Identify considerations and difficulties in pricing individual menu items.
 - 2.5. Explain and apply the principles of menu engineering.
 - 2.6. Analyze income statements in terms of average check, cost, and net income per guest calculations.
3. Describe implementation of internal controls in each of the following areas: deliveries, receiving and inventory, cash handling, payroll, and food and beverage service.
 - 3.1. Describe the major steps in the purchasing cycle.
 - 3.2. Describe general purchasing procedures and explain the importance of the purchasing function.
 - 3.3. Describe general inventory control procedures.
 - 3.4. Produce forecasts, staff schedules, and analyze actual labour costs.
4. Identify management techniques to control current asset costs and discuss the important aspects and techniques of cash management and budgeting.
 - 4.1. Understand and apply the basic principles of budgeting.
 - 4.2. Explain why the budgeting procedure is critical to cost control.
 - 4.3. Describe how costs are used to make business decisions.
 - 4.4. Describe control objectives versus guest service objectives that conflict and how the conflicts may be resolved.
 - 4.5. Describe current methods of internal and external in theft and fraud including electronic forms, and methods to stop these.
5. **Administer the fundamentals of cost control in purchasing, receiving, storing and issuing in a commercial food service operation.**
 - 5.1. **Calculate yield, raw food costs and edible portion cost and compute prices based on such information.**

11. BEVERAGE OPERATIONS

Prerequisites: Accounting 1

Credits: 3

This course is a systematic approach to beverage operations with emphasis on management and operational controls. Students will get practical experience in preparing and serving beverages.

LEARNING OUTCOMES:

Upon successful completion of this course, learners will have demonstrated the ability to:

1. Identify the physical components and requirements of a beverage operation.
 - 1.1. Describe the parts of a bar, its physical requirements and factors affecting its atmosphere, image, decor and layout.
 - 1.2. Describe the equipment and tools required to run an efficient and profitable service operation.
2. **Articulate and demonstrate** knowledge of beverage preparation and service.
 - 2.1. Prepare and serve the different kinds of beers, wines, spirits, mixed drinks and garnishes and juices commonly dispensed in bars.
 - 2.2. Describe major characteristics of alcoholic products.
 - 2.3. Describe major characteristics of important non- alcoholic beverages **(e.g. coffee and tea)**.
 - 2.4. Discuss beverage products (beer, wine, and spirits) and how they relate to food.
 - 2.5. Demonstrate wine knowledge in terms of types, styles, grape varieties and important production regions.
3. Describe the managerial controls of a beverage operation.
 - 3.1. Describe the principles and procedures involved in purchasing, receiving, storing and issuing alcoholic beverages.
 - 3.2. Describe how to price beverages, prepare budgets, implement proper controls and track the performance of beverage service operations.
4. Report on the regulatory bodies and statutes pertinent to beverage service operations.
 - 4.1. Describe the principles of responsible beverage service.
 - 4.2. Complete serve it right – licensee certification.
5. Describe the marketing of a beverage operation.
 - 5.1. Identify key trends in marketing and merchandising **(e.g. Happy Hour)**.
 - 5.2. Describe strategies to maximize revenues.

12. FOOD PRODUCTION PRINCIPLES

Prerequisites: none Credits: 3

This course will provide a basic knowledge of food production principles. Topics include terminology, use of equipment, recipe and measurement analysis, cooking terms and concepts, safe food handling and storage procedures. The provincial Food safe I certificate is offered. The course is designed to broaden and deepen students' knowledge and skill with a hands-on experience. It introduces students to both the theoretical and practical basis of food preparation systems. They will acquire the basic skills of food preparation-classifying and preparing soups, stocks, vegetables, pastas, grains, sauces, fish and shellfish, meat, poultry, and dairy products.

LEARNING OUTCOMES:

Upon successful completion of this course, learners will have demonstrated the ability to:

1. Communicate as professionals in the food service industry using proper food related terminology.
 - 1.1. Utilize standard recipes.
 - 1.2. Exposed to the aesthetic factors in food preparation.
2. Execute the basic techniques of food preparation to the standard of a commercial food service operation.
 - 2.1. Demonstrate the safe use of tools and kitchen equipment.
 - 2.2. Identify the name and use of equipment and small wares.
 - 2.3. Demonstrate cooking principles and proper food preparation techniques for protein foods, sauces, pasta, vegetables, desserts and yeast and quick breads.
 - 2.4. Demonstrate principles and procedures for meat, fish, poultry, pastries, pasta, flour mixtures and salad preparation.
3. Successfully complete recognized Food Safe course.

13. FOOD AND BEVERAGE SERVICE

Prerequisites: none Credits: 3

This course focuses on the philosophy and psychology of service as well as technical skills (or the mechanics) of service. Students will experience a combination of service theory reinforced by the actual practice of the concepts learned. Emphasis on the concept of customer relations from its broadest perspective, and the ways it impacts on the customer and on the interpersonal skills needed to manage situations. Students will understand and appreciate the areas of service that are important and critical from a management point of view.

LEARNING OUTCOMES:

Upon successful completion of this course, learners will have demonstrated the ability to:

1. Demonstrate to guests, in a professional manner, the interpersonal and selling skills required in a food and beverage service operation.
 - 1.1. Explain the importance of professionalism including the components of appearance, personal development, positive attitude and knowledge of the establishment.
 - 1.2. Demonstrate professionalism including appearance, positive attitude and knowledge of the establishment.
 - 1.3. Demonstrate the required communication skills, both verbal and nonverbal and appropriate listening skills.
 - 1.4. Perform service recovery skills to resolve guest complaints and concerns in all situations.
 - 1.5. Identify the importance of and demonstrate teamwork skills.
 - 1.6. Assist guests with special needs.
 - 1.7. Demonstrate good sales techniques as a key part of customer service (i.e. suggestive selling, promotions, merchandising).
2. Demonstrate the product knowledge required in a food and beverage operation.
 - 2.1. Identify types and functions of tableware.
 - 2.2. Describe menu terminology and the importance of being able to provide menu information.
 - 2.3. Describe food service knowledge; identify product information needed to describe beverage items; outline guidelines for matching food and wine; identify major types of beer; describe wine classifications; and identify categories of distilled spirits.
 - 2.4. Discuss special dietary needs (i.e. allergies).
3. Perform common service techniques and section management.
 - 3.1. Demonstrate preparation for service.
 - 3.2. Bus and set tables.
 - 3.3. Define service styles and related duties.
 - 3.4. Perform the taking and delivering of orders; perform wine service.
 - 3.5. Perform section management
 - 3.6. Perform closing duties.
4. Follow the required steps for monetary transactions.
 - 4.1. Perform required steps to process order and obtain correct guest check using point-of-sales systems.
 - 4.2. Identify and perform the steps required to handle guest payment and processing of payments including cash, credit/debit card and billing.

INDUSTRY WORK EXPERIENCE

Minimum: 500 hrs.

The work experience provides experiential, workplace-based learning opportunities. The experience builds employable competencies and practices the principles and skills learned during classroom study. It connects the learner with industry managers and employees, building employment linkages and establishing the foundations of an individual's employment history. An effective workplace environment supports educators in developing the student's skills which are essential to their future success.

LEARNING OUTCOMES:

Upon successful completion of this course, learners will have demonstrated the ability to:

1. Practice theories taught in the classroom and reflect on the theory and practice.
2. Acquire technical skills that may not be available through the college.
3. Observe management skills & styles and learn to manage customers in a proactive manner.
4. Gain employment experience and increase their competitive position when applying for a permanent position.
5. Gain insight into the occupation of their choice through meaningful experiences.
6. Become professionally socialized and learn behaviours typical of and appropriate to the profession.
7. Apply conceptual theory related to guest service in a practical setting.
8. Become familiar with experiences related to the process of seeking employment.
9. Develop a sense of responsibility required in the business world.
10. Establish linkages to the business and industry communities.
11. Seek an industry mentor.
12. Have the opportunity to practice the rights and responsibilities under the Ministry Of Education's Program Guide for Ministry-Authorized Work Experience courses.

PROGRAM COORDINATORS ARE ENCOURAGED TO UTILIZE THE FOLLOWING RESOURCES:

1. Careers and Work Experience, Chapter 13 of the "Introduction to Tourism and Hospitality in BC"
<https://opentextbc.ca/introdtourism/chapter-13-careers-and-work-experience/>
2. Program Guide for Ministry Authorized Work Experience Courses (learning outcomes related to workplace safety)
www.bced.gov.bc.ca/careers/work_experience

Current TOURISM Block Transfer Agreements (as per BC Transfer Guide)

Accurate as of April 28, 2017

From Institution	Program	To Institution	Program	Academic Year
BCIT	Marketing Management Diploma (All options)	RRU	B.A. (Global Tourism Management)	2013/14 -
BCIT	Marketing Management Diploma (Tourism)	CAPU	B.Tourism Management	2011/12 -
BCIT	Marketing Management Diploma (Tourism, Professional Sales, Entrepreneurship, Marketing Communications)	SFU	Any SFU program	2010/11 -
BCIT	Tourism Marketing Diploma	TRU	B.Tourism Management	2011/12 -
BCIT	Tourism Marketing Diploma	TRU-OL	B.Comm.	2011/12 - 2015/16
BCIT	Tourism Marketing Diploma	TRU-OL	B.Tourism	2011/12 -
BCIT	Tourism Marketing Diploma	VIU	B.Tourism Management	2011/12 -
BCIT	Tourism Marketing Management Certificate	TRU-OL	B.Comm.	2011/12 - 2015/16
CAMO	Business Administration Diploma (Tourism Management Option)	CAPU	B.Tourism Management	2011/12 -
CAMO	Business Administration Diploma (Tourism Management Option)	TRU	B.Tourism Management	2011/12 -
CAMO	Business Administration Diploma (Tourism Management Option)	UNBC	B.A. Nature-Based Tourism Management	2011/12 -
CAMO	Business Administration Diploma (Tourism Management Option)	VIU	B.Tourism Management	2011/12 -
CAMO	Golf Management Diploma	RRU	B.A. (Global Tourism Management)	2013/14 -
CAMO	Hospitality Management Diploma (Internship Designation)	RRU	B.A. (Global Tourism Management)	2013/14 -
CAMO	Hotel & Restaurant Management Diploma	CAPU	B.Tourism Management	2004/5 - 2011/12
CAMO	Hotel & Restaurant Management Diploma	TRU-OL	B.Tourism	2011/12 -
CAPU	Outdoor Recreation Management Diploma	TRU	B.Tourism Management	2011/12 -
CAPU	Outdoor Recreation Management Diploma	VIU	B.Tourism Management	2011/12 -
CAPU	Tourism Management Diploma	TRU	B.Tourism Management	2011/12 -
CAPU	Tourism Management Diploma	TRU-OL	B.A.	2011/12 -
CAPU	Tourism Management Diploma	TRU-OL	B.G.S.	2011/12 -
CAPU	Tourism Management Diploma	TRU-OL	B.Tourism	2011/12 -
CAPU	Tourism Management Diploma	UNBC	B.A. Nature-Based Tourism Management	2011/12 -
CAPU	Tourism Management Diploma	VIU	B.Tourism Management	2011/12 -
CNC	Hospitality Administration Diploma	CAPU	B.Tourism Management	2011/12 - 2013/14
COTR	Adventure Tourism Business Operations Diploma	CAPU	B.Tourism Management	2011/12 -
COTR	Adventure Tourism Business Operations Diploma	RRU	B.A. (Global Tourism Management)	2013/14 -
COTR	Adventure Tourism Business Operations Diploma	RRU	B.A. (International Hotel Management)	2011/12 -
COTR	Adventure Tourism Business Operations Diploma	TRU-OL	B.A.	2011/12 - 2012/13
COTR	Adventure Tourism Business Operations Diploma	TRU-OL	B.G.S.	2011/12 - 2012/13
COTR	Adventure Tourism Business Operations Diploma	VIU	B.Tourism Management	2011/12 -
COTR	Business Administration Diploma (Tourism Management Option)	RRU	B.A. (International Hotel Management)	2011/12 -
COTR	Event Management Certificate	CAPU	B.Tourism Management	2011/12 - 2014/15
COTR	Mountain Adventure Skills Training	TRU	B.Tourism Management	2010/11 - 2013/14
COTR	Recreation Management Diploma (Event Management)	CAPU	B.Tourism Management	2011/12 - 2014/15
COTR	Tourism and Recreation Management Diploma	CAPU	B.Tourism Management	2011/12 -
COTR	Tourism and Recreation Management Diploma	LANG	Bachelor of Recreation Management	2012/13 -
COTR	Tourism and Recreation Management Diploma	RRU	B.A. (Global Tourism Management)	2013/14 -
COTR	Tourism and Recreation Management Diploma	RRU	B.A. (International Hotel Management)	2011/12 -
COTR	Tourism and Recreation Management Diploma	TRU	B.Tourism Management	2011/12 -
COTR	Tourism and Recreation Management Diploma	TRU-OL	B.Tourism	2011/12 -
COTR	Tourism and Recreation Management Diploma	TRU-OL	B.A.	2011/12 -
COTR	Tourism and Recreation Management Diploma	TRU-OL	B.G.S.	2011/12 -
COTR	Tourism and Recreation Management Diploma	VIU	B.Tourism Management	2011/12 -
COTR	Tourism Management Diploma	CAPU	B.Tourism Management	2011/12 - 2014/15
COTR	Tourism Management Diploma	UNBC	B.A. Nature-Based Tourism Management	2011/12 -
CTC	Travel and Tourism Business Management Co-op Diploma	RRU	B.A. (Global Tourism Management)	2013/14 -
DOUG	Hospitality Management Diploma	CAPU	B.Tourism Management	2011/12 -
DOUG	Hospitality Management Diploma	TRU-OL	B.Tourism	2011/12 -
ETON	Business Administration Major in Travel and Tourism Management Diploma	CAPU	B.Tourism Management	2011/12 -
HIA	Tourism and Travel Program - 2 year	FDU	BA - Individualized Studies (Hospitality & Tourism)	2016/17 -
LANG	Recreation Facilities Management Diploma	VIU	B.Tourism Management	2011/12 -
LANG	Recreation Leadership Diploma	CAPU	B.Tourism Management	2011/12 -
LANG	Recreation Leadership Diploma	VIU	B.Tourism Management	2011/12 -
LANG	Recreation Leadership Diploma (Service, Enterprise or Leadership Specialty)	CAPU	B.Tourism Management	2011/12 - 2011/12
LANG	Recreation Program Diploma: Enterprise Stream	VIU	B.Tourism Management	2011/12 -
LANG	Recreation Service Delivery Diploma	VIU	B.Tourism Management	2011/12 -
NEC	Aboriginal Tourism Management Diploma	CAPU	B.Tourism Management	2012/13 -
NEC	Aboriginal Tourism Operations Certificate	CAPU	B.Tourism Management	2012/13 -
NIC	Adventure Tourism Diploma	CAPU	B.Tourism Management	2011/12 - 2012/13
NIC	Adventure Tourism Diploma	UNBC	B.A. Nature-Based Tourism Management	2011/12 -

Current TOURISM Block Transfer Agreements (as per BC Transfer Guide)

Accurate as of April 28, 2017

From Institution	Program	To Institution	Program	Academic Year
NIC	Adventure Tourism Diploma	VIU	B.Tourism Management	2011/12 -
NIC	Food & Beverage Management	CAPU	Tourism Management Co-op Diploma	2011/12 - 2012/13
NIC	Tourism and Hospitality Management Diploma	CAPU	B.Tourism Management	2011/12 -
NIC	Tourism and Hospitality Management Diploma	RRU	B.A. (International Hotel Management)	2011/12 -
NIC	Tourism and Hospitality Management Diploma	RRU	B.Comm. in Entrepreneurial Management	2011/12 -
NIC	Tourism and Hospitality Management Diploma	UVIC	BCOM	2011/12 -
NIC	Tourism and Hospitality Management Diploma	VCC	Bachelor of Hospitality Management	2011/12 -
NIC	Tourism and Hospitality Management Diploma	VIU	B.Tourism Management	2011/12 -
NWCC	Business Administration Diploma (Tourism Management Option)	UNBC	B.Comm.	2011/12 -
NWCC	Events Management Program Certificate	UNBC	B.A. Nature-Based Tourism Management	2011/12 -
OC	Business Administration Diploma (Hospitality and Tourism Management Option)	RRU	B.Comm. in Entrepreneurial Management	2012/13 -
OC	Hotel & Restaurant Management Diploma	CAPU	B.Tourism Management	2011/12 -
SELK	Culinary Management Diploma	RRU	B.A. (Global Tourism Management)	2013/14 -
SELK	Golf Club Management Diploma	CAPU	B.Tourism Management	2011/12 -
SELK	Golf Club Management Diploma	TRU	B.Tourism Management	2011/12 -
SELK	Golf Club Management Diploma	VIU	B.Tourism Management	2011/12 -
SELK	Resort & Hotel Administration Diploma	CAPU	B.Tourism Management	2011/12 -
SELK	Resort & Hotel Administration Diploma	RRU	B.A. (Global Tourism Management)	2013/14 -
SELK	Resort & Hotel Administration Diploma	TRU-OL	B.Tourism	2011/12 -
SELK	Ski Resort Operations and Management Diploma	CAPU	B.Tourism Management	2011/12 -
SELK	Ski Resort Operations and Management Diploma	RRU	B.A. (Global Tourism Management)	2013/14 -
SELK	Ski Resort Operations and Management Diploma	TRU	B.Tourism Management	2011/12 -
SELK	Ski Resort Operations and Management Diploma	TRU-OL	B.Tourism	2011/12 -
SELK	Ski Resort Operations and Management Diploma	VIU	B.Tourism Management	2011/12 -
SELK	Tourism Management Diploma	UNBC	B.A. Nature-Based Tourism Management	2011/12 -
SSC	Business Administration Management - 2 year	FDU	BA - Individualized Studies (Hospitality & Tourism)	2016/17 -
SSC	Hospitality Management 2 Year with COOP	FDU	BA - Individualized Studies (Hospitality & Tourism)	2016/17 -
SSC	Tourism Management 2 year with COOP	FDU	BA - Individualized Studies (Hospitality & Tourism)	2016/17 -
TRU	Adventure Travel Diploma	CAPU	B.Tourism Management	2011/12 -
TRU	Adventure Travel Diploma	VIU	B.Tourism Management	2011/12 -
TRU	Events and Conventions Management Diplomas	CAPU	B.Tourism Management	2011/12 -
TRU	Events and Conventions Management Diplomas	TRU-OL	B.Tourism	2011/12 -
TRU	Events and Conventions Management Diplomas	VIU	B.Tourism Management	2011/12 -
TRU	Resort & Hotel Management Diploma	TRU-OL	B.Tourism	2011/12 -
TRU	Tourism Management Diploma	TRU-OL	B.Tourism	2011/12 -
TRU	Tourism Management Diploma	UNBC	B.A. Nature-Based Tourism Management	2011/12 -
TRU-OL	Tourism Management Diploma	UNBC	B.A. Nature-Based Tourism Management	2011/12 -
VCC	Hospitality Management Diploma	CAPU	B.Tourism Management	2011/12 -
VCC	Hospitality Management Diploma	TRU-OL	B.Tourism	2011/12 -
VIU	Hospitality Management Diploma	CAPU	B.Tourism Management	2011/12 -
VIU	Recreation Service Delivery Diploma	CAPU	B.Tourism Management	2011/12 -
VIU	Tourism Management Diploma	CAPU	B.Tourism Management	2011/12 -
VIU	Tourism Management Diploma	TRU-OL	B.A.	2011/12 -
VIU	Tourism Management Diploma	TRU-OL	B.G.S.	2011/12 -
VIU	Tourism Management Diploma	TRU-OL	B.Tourism	2011/12 -
VIU	Tourism Management Diploma	UNBC	B.A. Nature-Based Tourism Management	2011/12 -
VIU	Tourism Studies Diploma	CAPU	B.Tourism Management	2011/12 -
VIU	Tourism Studies Diploma	TRU	B.Tourism Management	2011/12 -
VPC	Hospitality Management Diploma	CAPU	B.Tourism Management	2011/12 -
YUKO	Tourism Management Diploma	UNBC	B.A. Nature-Based Tourism Management	2011/12 -
YUKO	Tourism Studies and Management Diploma	CAPU	B.Tourism Management	2011/12 -
YUKO	Tourism Studies and Management Diploma	TRU	B.Tourism Management	2011/12 -
YUKO	Tourism Studies and Management Diploma	VIU	B.Tourism Management	2011/12 -

Current HOSPITALITY Block Transfer Agreements (as per BC Transfer Guide)

Accurate as of April 28, 2017

From Institution	Program	To Institution	Program	Academic Year
CAMO	Hospitality Management Diploma	RRU	B.Comm. in Entrepreneurial Management	2011/12 onwards
CAMO	Hospitality Management Diploma (Internship Designation)	RRU	B.A. (International Hotel Management)	2013/14 -
CAMO	Hospitality Management Diploma (Internship Designation)	RRU	B.A. (Global Tourism Management)	2013/14 -
CNC	Hospitality Administration Diploma	CAPU	B.Tourism Management	2011/12 - 2013/14
CNC	Hospitality Administration Diploma	UVIC	BCOM	2011/12 -
CTC	Hospitality & Resort Business Management Co-op Diploma	RRU	B.A. (International Hotel Management)	2011/12 -
DOUG	Hospitality Management Diploma	CAPU	B.Tourism Management	2011/12 -
DOUG	Hospitality Management Diploma	RRU	B.A. (International Hotel Management)	2011/12 -
DOUG	Hospitality Management Diploma	TRU-OL	B.A.	2011/12 -
DOUG	Hospitality Management Diploma	TRU-OL	B.Comm.	2011/12 - 2015/16
DOUG	Hospitality Management Diploma	TRU-OL	B.G.S.	2011/12 -
DOUG	Hospitality Management Diploma	TRU-OL	B.Tourism	2011/12 -
DOUG	Hospitality Management Diploma	UVIC	BCOM	2011/12 -
ETON	Business Administration Diploma (Major in Hospitality Management)	RRU	B.A. (International Hotel Management)	2011/12 -
HIA	Tourism and Travel Program - 2 year	FDU	BA - Individualized Studies (Hospitality & Tourism)	2016/17 -
NIC	Tourism and Hospitality Management Diploma	CAPU	B.Tourism Management	2011/12 -
NIC	Tourism and Hospitality Management Diploma	RRU	B.A. (International Hotel Management)	2011/12 -
NIC	Tourism and Hospitality Management Diploma	RRU	B.Comm. in Entrepreneurial Management	2011/12 -
NIC	Tourism and Hospitality Management Diploma	UVIC	BCOM	2011/12 -
NIC	Tourism and Hospitality Management Diploma	VCC	Bachelor of Hospitality Management	2011/12 -
NIC	Tourism and Hospitality Management Diploma	VIU	B.Tourism Management	2011/12 -
OC	Business Administration Diploma (Hospitality and Tourism Management Option)	RRU	B.Comm. in Entrepreneurial Management	2012/13 -
SSC	Business Administration Management - 2 year	FDU	BA - Individualized Studies (Hospitality & Tourism)	2016/17 -
SSC	Hospitality Management 2 Year with COOP	FDU	BA - Individualized Studies (Hospitality & Tourism)	2016/17 -
SSC	Tourism Management 2 year with COOP	FDU	BA - Individualized Studies (Hospitality & Tourism)	2016/17 -
VCC	Hospitality Management Diploma	CAPU	B.Tourism Management	2011/12 -
VCC	Hospitality Management Diploma	OC	B.B.A.	2011/12 -
VCC	Hospitality Management Diploma	RRU	B.Comm. in Entrepreneurial Management	2011/12 -
VCC	Hospitality Management Diploma	TRU-OL	B.A.	2011/12 -
VCC	Hospitality Management Diploma	TRU-OL	B.Comm.	2011/12 - 2015/16
VCC	Hospitality Management Diploma	TRU-OL	B.G.S.	2011/12 -
VCC	Hospitality Management Diploma	TRU-OL	B.Tourism	2011/12 -
VCC	Hospitality Management Diploma	UVIC	BCOM	2011/12 -
VIU	Hospitality Management Diploma	CAPU	B.Tourism Management	2011/12 -
VIU	Hospitality Management Diploma	TRU-OL	B.A.	2011/12 -
VIU	Hospitality Management Diploma	TRU-OL	B.G.S.	2011/12 -
VIU	Hospitality Management Diploma	UVIC	BCOM	2011/12 -
VPC	Hospitality Management Diploma	CAPU	B.Tourism Management	2011/12 -
VPC	Hospitality Management Diploma	TWU	BA in Leadership	2009/10 -