



HOSPITALITY and TOURISM ADMINISTRATION with CO-OP

PROGRAM OUTLINE

Full-Time Program
48 Weeks / 960 Hours

480 Hours of Classroom Instruction
480 Hours of CO-OP
60 Weeks in Total (Including Breaks)



PROGRAM DESCRIPTION

The Hospitality and Tourism Administration with Co-op program awarded by CCTB equips students with all the required skills, knowledge, and attitude to efficiently discharge responsibilities in the Hospitality sector. The program is designed to acquire knowledge and skill standards in all areas such as the core department of a hotel related to Front Office Operations, Food & Beverage Management, Hospitality Marketing, and Finance.

The Hospitality and Tourism Administration with Co-op Program is not entirely complete with the On-the-Job Training. Therefore, our philosophy is to integrate classroom studies with supervised practical work experience directly related to academic and career goals.

The Hospitality and Tourism Administration with Co-op Program aims to provide students with:

- A range of personal and professional skills that can be used in a wide range of situations and contexts.
- Support and guidance to develop as independent learners and acquire a range of transferrable skills.
- Problem-solving skills improve their ability to communicate and operate effectively as individuals within the hospitality and tourism organization and as part of a team.

CAREER OCCUPATION PROGRAM

NOCs: 6521,6525

This program prepares students for the following career occupations:

Desk Clerk, Guest Service Agent, Food Service Officer, Visitor Information Counsellor, Conference Planner Assistant, Booking and Reservations Officer, Sales Assistant, Travel Guide, Resort Worker, Room Service Clerk

ADMISSION REQUIREMENTS

Admission requirements may not be waived by either the student nor the Canadian College of Technology and Business (CCTB).

No funding may be disbursed to the student or received by CCTB until all admission requirements are met.

A payment plan can be offered to a student if student loan is not an available option.

Requirements:

- Good command of English language. IELTS 5.0 or equivalent.
- High school diploma or equivalent from an approved government institution of applicant's home country, or applicant is minimum 19 years of age.
- Students are required to have and use their own personal computer in class.

Instruction at CCTB is conducted in English.

Students must be in possession of one of the English Language Equivalencies in the list below.

Language proficiency requirements are admission requirements and may not be waived by either the institution or the student.

The following are accepted:

- English Grade 12 (from a high school program in Canadian, US, UK, or other English-speaking country)
 - Communications Grade 12 (from a high school program in Canadian, US, UK, or other English-speaking country)
 - IB (International Baccalaureate) English A1/A2 (HL or SL)
 - IELTS: (International English Language Testing System) Band 5.0 or higher
 - TOEFL: (Test of English as a Foreign Language) IBT 38-45 or higher
 - CAEL: (Canadian Academic English Language Assessment) Score of 45 or higher
 - PTE: (Pearson Test of English) Score of 45 or higher
 - CLB: (Canadian Language Benchmarks) Level 6 or higher
 - TOEIC: (Test of English for International Communication) Score 600 or higher
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- Successful completion of a Designated ESL school program with level equivalent to tests outlined in section 1 above OR from an established pathway partner of CCTB.
 - Applicants may choose to complete the TLGC Online Pre-Arrival Test and receive customized language study plan based on the applicant's test results if a passing grade is not achieved.
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- Applicants that are not in possession of one of the credentials above, are advised to enroll in The Language Gallery Canada (TLGC) UPP (University Pathway Program). Successful completion of TLGC UPP level 4 is recognized by CCTB in lieu of the aforementioned assessments.

LEARNING OBJECTIVES

After completing this program, students will be able to:

- Demonstrate knowledge and understanding of the organisation and its environment and the influence this has on how organisation is structured
- To evaluate and understand the importance of the hospitality industry's nature
- To enable students to make managerial level decision making, problem solving and critical thinking in achieving good customer service
- Work effectively and efficiently in groups both as a team leader and a member, in multicultural environments, learning from and contributing to the learning of others
- Undertake further training and develop new skills within a structured and managed environment
- Develop competency in contemporary hospitality and tourism practices and the supervisory skills for entry-level management
- Evaluate the range of tourist needs and motivations and government's role
- Evaluate the implications of key legislation and regulatory requirements for reception operations

- Develop and implement strategies to promote professional competence and learn to implement the work practices in industry and how to prepare management reporting

PROGRAM EVALUATION METHODS AND COMPLETION REQUIREMENTS

CCTB evaluates students using a variety of methods including projects, assignments, presentations, assessments, quizzes, and exams. Students will be given a performance evaluation before 30% of the hours of instruction of the program are completed. This evaluation will address any academic concerns that the college may have regarding student performance and/or learning outcomes. This evaluation will also ensure the student comprehensively understands the grading system, and what actions they can take moving forward to achieve or maintain a higher grade.

To complete the program, students will be required to achieve a minimum grade of 65% in each course, as well as complete the co-op/ practicum component of their program.

The co-op/practicum component of the program includes a performance-based evaluation conducted by the placement host and an analysis report created by the student relating to their work experience that must be submitted to the faculty.

Additionally, to successfully complete the program, students must maintain a minimum attendance rate of 75%.

If a course is failed, the student must re-take the course within the next available cohort. The course re-take fee is \$1100.

Please reference the CCTB [Dispute Resolution and Grade Appeal Policy](#)

HOMEWORK HOURS

A minimum of 2.5 - 3 hours of homework between lectures is to be expected

DELIVERY METHODS

- In-class
- Combined

REQUIRED PROGRAM MATERIALS

Resources in the form of custom learning materials will be provided by CCTB.

Software tools and user licenses will be provided by CCTB.

Instructors will provide students with additional educational resources that will be specific to the subject matter of each course. These resources will be used in conjunction with the class lectures.

These resources and learning materials will be made available online via the CCTB Canvas learning management system. Students are required to login to gain access to the e-materials.

Students must have and use their own personal computer in class.

Required Learning Materials:

- Morgan Westcott, LinkBC, Geoffrey Bird, Royal Roads University, Peter Briscoe, Ray Freeman, Royal Roads University, et Al (2020). Introduction to Tourism and Hospitality in BC (BCcampus OpenEd).
- The BC Cook Articulation Committee, go2HR (2019). Human Resources in the Food Service and Hospitality Industry (BCcampus OpenEd).
- The BC Cook Articulation Committee, go2HR (2019). Basic Kitchen and Food Service Management (BCcampus OpenEd).
- Lawrence J. Gitman, San Diego State University - Emeritus, Carl McDaniel, University of Texas, Arlington, Amit Shah, Frostburg State University, Monique Reece, et. Al (2020). Introduction to Business (OpenStax).
- The BC Cook Articulation Committee, go2HR (2019). Workplace Safety in the Food Service Industry (BCcampus OpenEd).
- J. Stewart Black, INSEAD, David S. Bright, Wright State University, Donald G. Gardner, University of Colorado-Colorado Springs, et. Al (2020). Organizational Behavior (OpenStax)
- Mitchell Franklin, LeMoyne College (Financial Accounting), Patty Graybeal, University of Michigan-Dearborn (Managerial Accounting), Dixon Cooper, Ouachita Baptist University, et. Al (2020). Principles of Financial Accounting (OpenStax).
- Mitchell Franklin, LeMoyne College (Financial Accounting), Patty Graybeal, University of Michigan-Dearborn (Managerial Accounting), Dixon Cooper, Ouachita Baptist University, et. Al (2020). Managing Financial Resources (OpenStax).

Additional Recommended Learning Materials (not required):

- The Business of Hospitality, Holloway, J.C., (2002), Longman
- An Introduction to Hospitality, Butterworth-Heinneman, Lickorish, L.,and Jenkins, C., (1997)
- Hotel Front Office, S. Thomes, Braham, B., (1999)
- Principles of Front Office Operations, Cassell, Baker, S., Bradley, P., & Huyton, J., (1994)
- Hotel, Hostel and Hospital Housekeeping (5th Edition) Branson & Lennox, (1965).
- Published by Hodder and Stoughton
- Handbook of Facilities Management, Guildford Press, Butterworth Heinneman. ISBN Spedding, A., (1994)
- Food and Beverage Service (Hodder and Stoughton), Lillicrap D., Cousins J., and Smith, R., (1998)
- The Management of Foodservice Operations, (Cassell) Merricks, P., and Jones, P., (1994)
- The Food Hygiene Handbook, Aston, G., (2001)



- Essential Food Hygiene, Donaldson, R.J., (1999), Hartley Reproductions Ltd
- Hospitality Accounting, Nestor de J. Portocarrero Elisa S. Moncarz (January 1, 2005), ISBN-10: 9861541993 .ISBN-13: 978-9861541990
- The Fundamental Principles of Restaurant Cost Control, Pavesic, (2004), Prentice Hall
- Customer Service in The Hospitality and Tourism Industry. Donald M. Davidoff, *Davidoff Associates* ISBN-10: 0138089167 • ISBN-13: 9780138089160
- Customer Service: A Practical Approach, Elaine K. Harris. ISBN-10: 013274239X • ISBN-13: 9780132742399
- Customer Service for Hospitality and Tourism. Simon Hudson, Louise Hudson. ISBN: 978-1-908999-33-7 HBK, 978-1-908999-34-4 PBK

PROGRAM ORGANIZATION

1. Hospitality Career Readiness	60 HRS
2. Introduction to Hospitality and Tourism	60 HRS
3. Front Office Operations	60 HRS
4. Food and Beverage Operations	60 HRS
5. Food Sanitation, Safety and Health	60 HRS
6. Hospitality Accounting	60 HRS
7. Customer Service	60 HRS
8. Organizational Behaviour in the Hospitality Industry	60 HRS
CO-OP Placement	480 HRS
Total Duration	960 HRS