



HOSPITALITY and TOURISM MANAGEMENT with CO-OP

PROGRAM OUTLINE

Full-Time Diploma Program
96 Weeks
1920 Hours
960 Hours of Classroom Instruction
960 Hours of Co-op



PROGRAM DESCRIPTION

The Hospitality and Tourism Management with Co-op program awarded by CCTB aims to focus on the latest development in the hospitality and tourism industry. It will help the students to identify and understand the techniques and theory implied in the hospitality and tourism environment. Students are given emphasis on developing professional hotel competencies such as effective communication skills, good customer service skills, leadership, teamwork, and other relevant professionalism topics related to the industry.

The Hospitality and Tourism Management 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 Management with Co-op program aims to provide students with:

- The necessary skill, knowledge to be immediately effective with the hospitality and tourism industry
- Managerial level decision making and problem solving in achieving good customer service
- A critical appreciation of the roles of managers within the hospitality and tourism industry
- 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: 6525, 6521, 0631

This program prepares students for the following career occupations:

- Restaurant Assistant Manager
- Hotel front desk clerk
- Guest services agent – hotel, Food Service Officer, Banquet manager
- Bar manager
- Cafeteria manager
- Catering service manager
- Dining room manager
- Food services manager
- Hotel food and beverage service manager
- Travel Councilor
- Night clerk,
- Reservation's clerk - hotel
- Room clerk
- Reservation agent - travel agency
- Travel agent
- Travel consultant
- Food service agent/consultant
- Event and Meeting organizer



ADMISSION 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.
- Understand operational, marketing, and managerial aspects of food and beverages as well as the consequence in the managerial decision-making in the cost control.
- Explain how tourism had developed over the decades and the demand, economic, sociocultural, environmental impacts of tourism, as well as the management of visitors and transportation means.
- Explain corporate strategic planning, consumer behaviour, product development process, marketing, and utilize this information to analyse case studies and how it affects future marketing plan.
- Inculcate supervisory skills needed to succeed in a hospitality career, identify fundamental supervisory responsibilities and explain the steps that supervisors can take to perform effectively on the job.
- Deliver the management of space, environment, communications, and the full range of services to support business effectiveness.
- Appraise the sustainability of resort businesses and the possible future directions
- Support an industry and workplace service culture by adopting a positive attitude and professional decorum, accommodating diverse and special needs, and contributing as a team member.
- Deliver customer service and solutions that anticipate, meet and/or exceed individual expectations, as well as organizational expectations, standards and objectives.
- Use marketing concepts, market research, social networks, sales strategies, relationship management skills and product knowledge to promote and sell tourism products, services and customer experiences.
- Apply business principles as well as basic accounting, budgeting, financial and administration skills to support the effective management and operation of a variety of organizations delivering tourism products and services.
- Comply with relevant organization and workplace systems, processes, policies, standards, legal obligations and regulations, and apply risk management principles, to support and maintain efficient, safe, secure, accessible and healthy tourism operations.
- Use appropriate technologies to enhance the quality and delivery of tourism products, services and customer experiences, to measure the effectiveness of tourism operations and to participate in tourism development.



- Keep current with tourism trends and issues, and interdependent relationships in the broader tourism industry* sectors to improve work performance and guide career development.
- Use leadership, teamwork, conflict and relationship management skills and tools, as well as knowledge of organizational behaviour, employment standards and human rights to contribute to a positive work environment.
- Respond to issues and dilemmas arising in the delivery of tourism products, services and customer experiences by using and promoting ethical behaviour and best practices of corporate social responsibility and environmental sustainability.
- Understand the impact of the Baby Boomer generation retiring all over the world and how it will have a direct affect in global hospitality and tourism industries.

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 component of their program.

The co-op 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 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

- Combined delivery (both in-class and distance)
- In-class

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).
- University of Minnesota (2020). Human Resource Management (BCcampus OpenEd).
- Marc Mancini, Selling Destinations: Geography for the Travel Professional 5th Edition
- Columbus World Travel Atlas 11th Edition / Discovering Destinations
- Howell-Wright-Reynolds, Passport – An Introduction to the Tourism Industry ISBN: 100176104887
- Marc Mancini - Conducting Tours, Delmar Publishers Inc; 3rd Revised ed. edition (Sept. 22 2000), ISBN-10: 076681419X, ISBN-13: 978-0766814196



Additional Recommended Learning Materials (not required):

- The Business of Hospitality, Holloway, J.C., (2002), Longman
- An Introduction to Hospitality, Butterworth-Heinemann, 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 Heinemann. 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
- Managing the Built Environment in Hospitality Facilities, 1st ed., Dina Zemke, Thomas Jones; Pearson, Prentice Hall (2010)
- Food and Beverage Management, Davis, Bernard; Lockwood, Andrew; (2018), Routledge
- Management of Food and Beverage Operations, Ninemeier, Jack D., (2010), American Hotel & Lodging Educational Ins.
- Practical Cookery, Caserani, V; Kinton, R and Foskett, D (2004), Hodder and Stoughton
- Eade, Vincent H.; Boella, M. J.; Goss-Turner, Steven (2005). Human Resources Management in the Hospitality Industry: An Introductory Guide. 8th ed. Oxford: Elsevier/Butterworth-Heinemann.
- Dessler, Gary; Chhinzer, Nita; (2016), Human Resources Management in Canada, 13th ed. Pearson.
- Fenich, George. 2019, 'Meetings, Expositions, Events and Conventions', Pearson.

- Der Wagen, Lynn Van. 'Project Activities Planning and Management', Tourism Educational Publisher.
- Bowdin, Allen, O'Toole, Harris, McDonnell. 2011, (3ed) 'Events Management', Oxford.
- Bowdin, G, Getz D and U Wunsch. 2010, Events Management Casebook, Oxford Management.
- Forsyth, P. 1999, Maximizing Hospitality Sales: How To Sell Hotels, Venues And Conference Centres, Cassell, London.
- Marketing Communication in Tourism and Hospitality, McCabe, S. 2009. Oxford: Butterworth-Heinemann.
- Marketing, Grewal, Dhruv; Levy Michael; 2015, McGraw-Hill.
- Marketing Management, Peter, Paul; Donnelly, James; 2006, McGraw-Hill.
- Understanding Tourism: A critical Introduction, Hannam K and Knox, D., 2010. London : Sage
- Novelli, M. 2005 Niche tourism: Contemporary issues, trends and cases. Butterworth-Heinemann
- Smith, M., Puczko, L. 2008. Health and Wellness Tourism. Butterworth-Heinemann
- Yang Zhengzhi, Tourism Planning, Hua Nan University of Science and Technology.

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
9. Facilities and Maintenance Management	60 HRS
10. Human Resource Management	60 HRS
11. Meetings, Incentives, Conferences and Events	60 HRS
12. Trends and Issues in Hospitality and Tourism	60 HRS
13. Cross Culture and Niche Tourism in Hospitality and Tourism	60 HRS
14. Land Arrangements in Hospitality and Tourism	60 HRS
15. Marketing in Hospitality and Tourism	60 HRS
16. Tours, Package Holidays, Destinations and Ecotourism	60 HRS
Work Experience	960 HRS
Total Duration	1920 HRS