

## HTM 100 Introduction to Hospitality & Tourism

*2 Credits, 30 Hours per week*

### Course Description

This introductory course provides an overview of the scope and complexity of the hospitality & tourism industries. Topics include industry roles and responsibilities, services, global trends, corporate branding, opportunities and the skills and competencies to be successful in hospitality & tourism management.

### Instructor

Rahul Paul  
Office - SS- 114

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### Office Hours

Monday 10:00 am – 12:50 pm  
Tuesday 10:00 am – 12:50 pm  
Wednesday 10:00 am – 12:50 pm  
Thursday 10:00 am – 12:50 pm

### Hours of Instruction

Tuesday	13:00 – 14:50	CC-222
Thursday	13:00 – 14:50	CC-222

### Required Resources

Introduction to Tourism and Hospitality in BC – 2nd Edition  
Authors: Morgan Westcott and Wendy Anderson, Eds  
<https://opentextbc.ca/introtourism2e/>

### Course Outcomes

Upon successful completion of the course, the student shall be able to:

1. Adhere to industry and workplace standards/policies relevant to the hospitality and tourism industries (e.g., personal appearance and hygiene, customer service, corporate branding, etc.).
2. Explain the impact of various influences on the structure and interdependence of the hospitality and tourism industries, including cultural, political, legal, economic, historical, social, and environmental factors.
3. Describe the range of hospitality and tourism occupations and services and the roles and interrelationship of the various participants and organizations.
4. Explain the impact of hospitality and tourism on the economy and the relative contributions of the related accommodation, food and beverage services, recreation, and entertainment industry sectors.
5. Describe the need for and benefits of networking, co-operation, and collaboration among providers of hospitality and tourism related services and products.
6. Survey global career opportunities in the field of hospitality and tourism.

**Evaluation**

Examinations.....	20%	<b>Due dates and Times</b>
Pre-Quiz .....	0%	dd.mm.yyyy
Quiz I.....	10%	dd.mm.yyyy from – to
Quiz II.....	10%	dd.mm.yyyy from – to
Exploration of Local Hotel Industry Players .....	80%	
Developed Questioner Due.....	20%	dd.mm.yyyy @ time
PPT slides .....	20%	dd.mm.yyyy @ time
In-class Presentation (Content) .....	30%	dd.mm.yyyy @ time
In-class Presentation (Execution) .....	10%	dd.mm.yyyy @ time
<b>Total</b>	<b>100%</b>	

*A grade of C- is required for progression.*


*The minimum standard for passing this course is a grade of D (50%).*

*Students must achieve an average of 50% on the midterm and the final exam in order to pass the course and an overall average in the course of 50% (D).*

**Grading System**

Descriptor	Alpha Grade	4.0 Scale	Percent
Excellent	A+	4.0	> 93.9
	A	4.0	87 – 93.9
	A-	3.7	80 – 86.9
Good	B+	3.3	77 – 79.9
	B	3.0	74 – 76.9
	B-	2.7	70 – 73.9
Satisfactory	C+	2.3	67 – 69.9
	C	2.0	64 – 66.9
	C-	1.7	60 – 63.9
Poor	D+	1.3	57 – 59.9
<b>Minimum Pass</b>	D	1.0	50 – 56.9
Failure	F	0.0	< 50

**Proposed Schedule of topics**

Week	Week of	Topic
	06.09.2022	<b>Beginning of the 2022 Fall Semester</b> Discussion of course special activities and quizzes Chapter 1. History and Overview Chapter 2. Transportation
2	12.09.2022	Chapter 3. Accommodation Chapter 4. Food and Beverage Services Chapter 5. Recreation Developed Questioner Due Quiz #1
3	19.09.2022	Addendum 1. Impact and Trends Chapter 6. Events, Culture, Heritage, and Sport (Entertainment) Chapter 12. Indigenous Tourism
4	26.09.2022	Chapter 7. Travel Services Addendum 2. Benefit Networking Addendum 3. Employee Policy Chapter 13. Careers and Work Experience
5	03.10.2022	<b>Exploration of Local Hotel Industry Players – Final Presentations</b> Quiz #2

See the class schedule, topics, and readings as attached.

**Please Note:**

Date and time allotted to each topic is subject to change.

**Hotel Industry Players – Major research Activity**


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*Hotel Industry Players*

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The hotel industry is a very important sector in the economic development of a city, region, province, or country. The hotel industry cross navigates many types of industry, transportation and logistics industry, food manufacturing and servicing industry, the entertainment industry, and of course the tourism industry. Every level of government emphasizes the significance of this kind of industry, hoping that it will bring employment to the local population, it will enable the dissemination of the income of the country, and be conducive to furthering the country's progression.

This is a multistep assignment

Every learner will be asked to pick a hotel from a list provided in Moodle. All properties are located within the Regional Municipality of Wood Buffalo.

Step 1:

Consider all you have learned so far (please look over the chapters in this course, they will be a good guide for you), and craft a list of questions you will be able to ask a representative from the hotel of your choice. Please make sure that the questions will address the following areas of concern:

1. Target Market
2. Marketing / Advertising
3. Operation
4. Economic impact on the community
5. Difference in the community (Corporate Citizenship)
6. Human Recourses Issues
7. Future plans

Please use the table below to place your questions, this table, when completed, must be handed in for marking before starting on Step 2.

#	Topic Areas	Specific Questions	Comments
1	Target Market	A.	
		B.	
		C.	
2	Marketing / Advertising	A.	
		B.	
		C.	
3	Operation	A.	
		B.	
		C.	
4	Economic impact on the community	A.	
		B.	
		C.	
5	Difference in community	A.	
		B.	
		C.	
6		A.	

	Human Resources Issues	B.	
		C.	
7	Future plans challenges	A.	
		B.	
		C.	

The questions will be marked and returned to you upon which you will move into step 2 of your project.

Step 2

After receiving a corrected and marked list of questions, learners will conduct a site visit and an interview with a property representative. It is every student’s responsibility to book an interview and a possible tour of the property.

Students are encouraged to take good notes (electronic or otherwise), and photos, and collect brochures or pamphlets which might be available at the location. Of course, the use of any electronic registering devices must be earlier cleared with the property owners.

Step 3

A polished in-class presentation should be developed together with a deck of PowerPoint slides. Every student will be asked to share their experiences during the class presentation.

The grading profile for this activity will be as follows:

Graded Activities	Marks Distribution
Developed Questionnaire	20%
PPT slides	30%
In-class Presentation	
• Content	40%
• Execution	10%
TOTAL	100%

#	Topic Areas	Specific Questions	Poor 0-1	Average 2-3	Complete 4-5	Comments
1	Target Market	A.				
		B.				
		C.				
2	Marketing / Advertising	A.				
		B.				
		C.				
3	Operation	A.				
		B.				
		C.				
4	Economic impact on the community	A.				
		B.				
		C.				
5	Difference in community	A.				
		B.				
		C.				
6	Human Resources Issues	A.				
		B.				
		C.				
7	Future plans challenges	A.				
		B.				
		C.				

**TOTAL:**

**Performance Requirements and Student Services**

**Student Responsibilities**

As a student, it is your responsibility to contact the Office of the Registrar to complete the required forms, including the Withdraw Course or Program or a Change of Registration form. Please refer to the important dates listed in the Academic Schedule in the [Keyano College credit calendar](#). The Keyano College credit calendar also has information about Student Rights and the Code of Conduct. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and the Code of Conduct Policies.

**Student Attendance**

Class attendance is helpful for two reasons: First, class attendance maximizes a student's learning experience. Second, attending class is an excellent way to keep informed of matters relating to the course administration (e.g., the timing of assignments and exams). Ultimately, you are responsible for your learning and performance in this course. It is the responsibility of each student to be prepared for all classes. Absent students are responsible for the material covered in those classes, and students must ensure they are ready for their next class, including completing any missed assignments and notes.

**Academic Misconduct**

Students are considered responsible adults and should adhere to the principles of intellectual integrity. Intellectual dishonesty takes many forms:

- Plagiarism or the submission of another person's work as their own,
- The use of unauthorized aids in assignments or examinations (cheating),
- Collusion or the unauthorized collaboration with others in preparing work,
- The deliberate misrepresentation of qualifications,
- The willful distortion of results or data,
- Substitution in an examination by another person,
- Submitting unchanged work for another assignment, and
- Breach of confidentiality.

The consequences for academic misconduct range from a verbal reprimand to expulsion from the College. More specific descriptions and details are found in the Student Rights and Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Code of Conduct Policies. To ensure your understanding of plagiarism, you may be required to complete the online [Understanding Plagiarism tutorial](#) and submit the certificate of completion.

**Online Learning**

Technology and internet connectivity will impact your online learning experience. You may be required to watch online videos, take online quizzes, or participate in live online classes. Live/virtual courses will be hosted in Microsoft Teams or Zoom. For all course delivery types, you will access your course resources on Keyano's learning management system: Moodle (iLearn). Login in using your [Keyano username and password](#). Keyano College operates in a Windows-based environment and having access to the correct tools for online learning is essential. Here's a list of recommended system requirements.

**Internet Speed**

Minimum download and upload speeds of 10 Mbps. Recommended download speeds of 25 Mbps and upload speeds of 10 Mbps (if you are sharing your internet at home). You can check your internet speed with [Speedtest by Ookla](#).

**Computer System Requirements**

Microsoft Windows	Apple (Mac)
<p><b>Minimum Requirements:</b></p> <ol style="list-style-type: none"> <li>1. Windows 10 Operating System or above</li> <li>2. 4GB of RAM</li> <li>3. 10GB available hard drive storage space                             <ol style="list-style-type: none"> <li>a. Install the Microsoft Office 365 suite (~3GB) *</li> </ol> </li> <li>4. Microphone, webcam, and speakers (All modern laptops have these three accessories built-in.)</li> </ol>	<p><b>Minimum Requirements:</b></p> <ol style="list-style-type: none"> <li>1. Mac Operating System 10.14 (Monterey) or above</li> <li>2. 4GB of RAM</li> <li>3. 10GB available hard drive storage space                             <ol style="list-style-type: none"> <li>a. Install the Microsoft Office 365 suite (~3GB) *</li> </ol> </li> <li>4. Microphone, webcam, and speakers (All modern laptops have these three accessories built-in.)</li> </ol>

<p>5. Windows has built-in anti-virus/malware software. It is essential to install system updates to keep your device secured regularly.</p> <p>*<a href="#">Microsoft Office 365</a> is free to Keyano students.</p>	<p>5. Mac has built-in anti-virus/malware software. It is important to install system updates to keep your device secured regularly.</p> <p>*<a href="#">Microsoft office 365</a> is free to Keyano students.</p>
<p><b>Recommended Upgrades</b></p> <ul style="list-style-type: none"> <li>• 8GB of RAM</li> <li>• Regularly back up or synchronize your files, locally or with a cloud-based storage option.</li> </ul> <p>OneDrive is the cloud-based storage option free to students after the setup of KeyanoMail and Microsoft 365.</p>	<p><b>Recommended Upgrades</b></p> <ul style="list-style-type: none"> <li>• 8GB of RAM</li> <li>• Regularly back up or synchronize your files locally or with a cloud-based storage option.</li> </ul> <p>OneDrive is the cloud-based storage option free to students after the setup of KeyanoMail and Microsoft 365.</p>
<p>Tablets, iPads, and Chromebooks are <b>not</b> recommended: they may not be compatible with the testing lockdown browsers and Microsoft Office 365.</p>	

**Specific Department Requirements**

Business and OA programs require Windows 10. Other programs may utilize Windows-based tools as well.

**Computer Software**

Students have access to Microsoft Office 365 and Read&Write for free using Keyano credentials.

**Recording of Lectures and Intellectual Property**

Students may only record a lecture if explicit permission is provided by the instructor or Accessibility Services. Even if students have permission to record a lecture or lecture materials, students may not share, distribute, or publish any of the lectures or course materials; this includes any recordings, slides, instructor notes, etc., on any platform. Thus, no student is allowed to share, distribute, publish or sell course-related content without permission. It is important to recognize that the Canadian Copyright Act contains provisions for intellectual property. The [Academic Integrity Policy](#) provides additional information on Keyano College's expectations from students as members of the intellectual community.

**ITS Helpdesk**

If you have issues with your student account, you can contact the ITS Helpdesk by emailing [its.helpdesk@keyano.ca](mailto:its.helpdesk@keyano.ca) or calling 780-791-4965.

**COVID-19** We are subject to provincial, and municipal bylaws, and policies. These decisions may change pending further direction from the Alberta Chief Medical Officer, Alberta Health Services, and other provincial guidelines. To protect yourself and others, get immunized, wash your hands, wear a mask, keep your distance (2m/6 ft) and remain home when feeling unwell. For the most recent COVID-19 information, please refer to [albertahealthservices.ca/COVID](http://albertahealthservices.ca/COVID).



**Specialized Supports** The Student Services Department is committed to Keyano students and their academic success. There is a variety of student support available at Keyano. All student services are available during Keyano business hours: Monday to Friday, 8:30 a.m. to 4:30 p.m. The College is closed on statutory holidays. If you require support outside of regular business hours, please inform the support service team, and they will do their best to accommodate your needs.

**Accessibility Services** provides accommodations for students living with disabilities. Students with documented disabilities or who suspect a disability can meet with an Access Strategist to discuss their current learning barriers and possible accommodations. Students who have accessed accommodations in the past are encouraged to contact the department to request accommodations for the following semester. Please note that requesting accommodations is a process and requires time to arrange. Contact the department as soon as you know you may require accommodations. For accessibility supports and disability-based funding, please book an appointment by emailing us at: [accessibility.services@keyano.ca](mailto:accessibility.services@keyano.ca).

Accessibility Services also provides individual and group learning strategy instruction for all students and technology training and support to enhance learning. You can meet with an Access Strategist to learn studying and test-taking strategies. In addition, you can schedule an appointment with the Assistive Technology Specialist to explore technology tools for learning. Book an appointment today by emailing: [accessibility.services@keyano.ca](mailto:accessibility.services@keyano.ca)

**Wellness Services** offers a caring, inclusive, and respectful environment where students can access free group and individual support to meet academic and life challenges. Mental Health Coordinators provide a safe and confidential environment for you to seek help with personal concerns. Our Wellness Navigator offers support with basic needs such as housing, financial and nutritional support, and outside referrals when needed. Wellness Services welcomes students to participate in group sessions that address topics including mindfulness and test anxiety throughout the academic year. Individual appointments can be made by emailing [wellness.services@keyano.ca](mailto:wellness.services@keyano.ca).

**Library Services:** provides students with research, information, and education technology supports as they engage in their studies. Library staff are available to help you online and in person throughout the semester. Librarians offer individual and small group appointments booked using the online [Book A Librarian calendar](#). The Library also provides research and subject guides to help you with your studies. To view a subject or course-specific guide, check out the complete list of online [Subject Guides](#). To start your research and access citation guides (APA, MLA, Chicago, or IEEE), visit the [Research Help page](#). The Library's collections (including print and online materials) are searchable using [OneSearch](#). The Library offers a Loanable Technology collection to support students accessing and using technology. For an up-to-date list of technology available for borrowing, visit the Library's [Loanable Technology webpage](#). For a detailed list of library resources and services, go to [www.keyano.ca/library](http://www.keyano.ca/library). For all inquiries, please email [askthelibrary@keyano.ca](mailto:askthelibrary@keyano.ca) or [chat with us online](#).

**Academic Success Centre:** The Academic Success Centre at Keyano College (CC-119) provides **free** academic support services to registered students, such as tutoring, writing support, facilitated study groups, workshops, and study space. Academic Content Specialists are available in Mathematics, Science, Trades, Power Engineering, Upgrading/College Prep, Human Services, English, Humanities, and more. Students are encouraged to visit the Academic Success Centre to discuss study strategies and academic concerns. For additional information, please email [Academic.Success@keyano.ca](mailto:Academic.Success@keyano.ca).

**Academic Success Coach:** The Academic Success Coach is located in the Academic Success Centre and works with students to develop academic success plans, time management skills, study strategies, and homework plans. For additional information, please email [Academic.Success@keyano.ca](mailto:Academic.Success@keyano.ca).

## Authorization

This course outline has been reviewed and approved by the Program Chair.

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[First Name, Last Name], Instructor

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[First Name, Last Name], Chair

Date Authorized

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[First Name, Last Name], Dean

Date Authorized

**Signed copies to be delivered to:**

Instructor

Registrar's Office