

Hospitality Tourism Management

Tourism is a dynamic part of our economy. The global tourism industry is the world's largest industry and, in Canada, this industry is growing at a steady pace. There is ongoing demand for qualified staff to manage growing and increasingly sophisticated hospitality/tourism operations. If you are a "people oriented" individual with a desire to work in a fast-paced environment, then this is the program for you.

This program prepares students for careers in tourism by focusing on the skills, competencies, and attitudes necessary to meet the needs of this industry. The program combines practical, theoretical and experiential learning in the classroom, in College of the North Atlantic's renowned hospitality facilities, and during work terms.

The first year of the program focuses on the core skills and characteristics of the hospitality tourism industry. Students will complete a six-week work term between semesters two and four that will provide valuable work experience and knowledge of what is required to manage a hospitality tourism establishment. Students may exit after the successful completion of year one (semesters 1, 2 and 3) with a Certificate in Hospitality Services.

Year two provides an opportunity to develop strong supervisory and management skills.

The curriculum is designed to meet the standards established by the Canadian Tourism Human Resource Council and the provincial hospitality tourism industry. Graduates of this program may find work in a wide variety of tourism organizations. Alternatively, employment may be possible with government and non-government agencies or associations dedicated to hospitality and tourism. Graduates may also decide to take the entrepreneurial route and start their own businesses.

OBJECTIVES

1. To enable students to acquire an understanding of the hospitality tourism industry and the role and economic importance it has in society.
2. To have students understand the operation and management principles of the hospitality tourism industry.
3. To develop practical, theoretical and experiential skills and competencies necessary for the management of a tourism business/organization.
4. To provide students with skill development for entry level and managerial positions, interpersonal relations and quality customer service, with a focus on leadership, team building and problem solving.

EMPLOYMENT OPPORTUNITIES

The growth of the tourism sector globally offers employment opportunities throughout the world, and graduates will be well qualified to seek opportunities nationally and internationally. Graduates of this program should have medium-term career goals that include junior supervisory and supervisory positions, and long-term goals such as departmental or facility management. Employment opportunities exist in corporations, non-profit tourism organizations, tourism associations, hotels, resorts, attractions, and private businesses.

TRANSFERABILITY TO OTHER PROGRAMS

This program was designed to offer graduates many credit transfer opportunities across Canada. Students who have graduated from the Hospitality Tourism Management

program can apply for entry with advanced standing for a number of Bachelor of Tourism and post-diploma programs in Canada. College of the North Atlantic has developed credit transfer agreements with several Canadian universities. Please refer to the NL Department of Education's transfer guide (www.cna.nl.ca/transfer), or contact your intended university or college.

ENTRANCE REQUIREMENTS

Academic

Eligibility for admission to the Hospitality Tourism Management program requires the applicant to meet one of the following four academic criteria:

1. High School

High School Graduation Certificate with a 60% average in nine Level 3000 credits or equivalent

2. Comprehensive Arts and Science (CAS) Transition

Comprehensive Arts and Science Science (Transition) Certificate

3. Adult Basic Education (ABE)

Adult Basic Education (Level III) Graduation with General College Profile (or Business-Related College Profile or Degree and Technical Profile) with an overall average pass mark of 60%.

4. Mature Student Status

Applicants who do not meet the entrance requirements, are 19 years of age or older, and have been out of school for at least one year may be considered on an individual basis under the Mature Student Clause.

CERTIFICATIONS

In addition to the formal semester subjects listed in the program of studies, students in the Hospitality Tourism Management program are required to complete the following certifications for the Hospitality Services Certificate or the Hospitality Tourism Management Diploma:

- NFSTP (National Food Safety Training Program)
- CPI (Non-Violent Crisis Prevention Intervention Seminar)
- Weapons in the Workplace
- It's Good Business (Responsible Alcohol Service)
- Mature Consumer
- St. John Ambulance Standard First Aid
- SuperHost Atlantic
- WHMIS - Workplace Hazardous Materials Information System
- Back Injury Prevention

Note: Students should be aware that additional fees apply for the above certifications, field trips, tours and OJ1480. Additional expenses will be necessary for the purchase of items of clothing which are required for the program.



DIPLOMA

- Two years
- Bay St. George - September start
- Prince Philip Drive - September 2012

COURSES

CODE	TITLE	Hrs/wk		
		Cr	Le	La
Semester 1				
CM1450	Writing Fundamentals for the Workplace	3	3	0
HS1130	Dining Room Operations	5	3	5
HS1340	Bar & Beverage Operations	3	2	2
MC1150	Productivity Tools	4	3	2
TR1600	Newfoundland and Labrador Tourism Destinations	4	3	2
TR1610	Introduction to Tourism & Hospitality	4	4	0
Semester 2				
CM1200	Oral Communications	3	3	0
CM2100	Workplace Correspondence	3	3	0
HR2400	Professional Development	P/F	2	1
HS1730	Rooms Division Systems	4	3	3
MR1270	Customer Service in the Hospitality Industry	3	3	0
TR1660	Newfoundland and Labrador Interpretation	4	4	0
Semester 3 (Intersession)				
OJ1480	Field Work I	6	wks	

The Course and Lab hours per week are based on a 15 week semester. In intersession, the Course and Lab hours will be adjusted to reflect the shorter semester length. Refer to course outline.

NOTE: Students may qualify for a Certificate in Hospitality Services, if exiting at the end of Year I.

Semester 4				
AC1120	Computerized Bookkeeping I	4	3	2
EP1100	Entrepreneurial Studies I	4	3	2
HM2150	Food & Beverage Management	4	3	2
HM2280	Hospitality Supervision	4	3	2
HM2420	Hospitality Facilities Management	4	4	0
Elective		3-4	3-4	0
Semester 5				
HM2210	Hospitality Marketing	3	3	0
HM2520	Events Management for the Hospitality Industry	5	4	2
HN1200	Human Resource Management	3	3	1
HS1540	Emerging Trends in the Hospitality Tourism Industry	3	3	0
LW1130	Tourism/Hospitality Law	4	4	0
Elective		3-4	3-4	0

A list of elective courses to be offered each semester will be made available at registration. Other courses may be chosen provided:

1. all prerequisites have been met
2. the course is offered during the semester
3. the maximum enrolment for the course is not exceeded
4. the student's schedule can accommodate all scheduled classes for that course

Note: Students enrolled in the Hospitality Tourism Management program will not be permitted to serve or sample alcohol until they reach nineteen years of age. Alternate arrangements will be made to satisfy the required learning objectives.