

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Fall 2024

HP2210 (A2): Introduction to Hospitality and Tourism – 3 (3-0-0) 45 Hours for 15 Weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land, and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

INSTRUCTOR:	Carolyn Vasileiou	PHONE:	780-539-2221
OFFICE:	C201	E-MAIL:	cvasileiou@nwpolytech.ca
OFFICE HOURS:	Monday/Wednesday, 11:30-1:00pm, or by appointment		

CALENDAR DESCRIPTION: This course introduces students to the field of hospitality and tourism and the numerous interrelated sectors of this industry. The complex nature of the industry will be explored and its relation to the environment, economy, and employment.

PREREQUISITE: BA 1090

REQUIRED TEXT/RESOURCE MATERIALS:

NSCC Edited by: Morgan Westcott; Wendy Anderson; and Adapted by NSCC (2020) *Introduction to Tourism*. 2nd BC edition. Creative Commons Open Textbook.

(This is a free, open-source textbook. The link to the PDF download is on the HP 2210 D2L MyClass site.)

Students will need to purchase these to complete the following certificates or provide proof of completion:

ProServe – approximately \$26.25; First Aid – approximately \$135; Fire Extinguisher training – approximately \$30

For device, software, and network requirements, please visit the following link:

<https://www.nwpolytech.ca/students/techsupport/index.html>

DELIVERY MODE(S): On-campus (face-to-face) – This type of course will be delivered on campus in a specific location which will be indicated on the student timetable. Students are expected to fully attend in person. HP2210 has three hours of instructional time weekly. The classwork will be comprised of lectures, class discussions, group work, presentations, and examinations. Where appropriate and when available, guest speakers and field study will be used, which may require flexibility in scheduling.

LEARNING OUTCOMES:

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

1. Define industry and workplace standards/policies relevant to the hospitality and tourism industries (e.g., personal appearance and hygiene, customer service, company brand, etc.).
2. Explain the origins and history of tourism.
3. Describe the sectors of hospitality and tourism and their interrelationship as well as the range of hospitality and tourism occupations and services.
4. Discuss evolving issues, trends, and globalization of the tourism industry and their implications.
5. Examine the economic, social, and climate related aspects of tourism.
6. Analyze the importance of tourism to Alberta and Canada.
7. Demonstrate knowledge and practices as they relate to selected industry certifications.

TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page <http://www.transferalberta.alberta.ca>.

** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. **Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.**

EVALUATIONS:

Assessment	Weighting
Assignments (6 @ 5% each)	30%
Participation & Reflection	15%
Major Assignment	20%
Midterm	15%
Final Exam	20%
Total	100%

GRADING CRITERIA:

Please note that most universities will not accept your course for transfer credit **IF** your grade is less than C-.

Alpha Grade	4-point Equivalent	Percentage Guidelines	Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	95-100	C+	2.3	67-69
A	4.0	85-94	C	2.0	63-66
A-	3.7	80-84	C-	1.7	60-62
B+	3.3	77-79	D+	1.3	55-59
B	3.0	73-76	D	1.0	50-54
B-	2.7	70-72	F	0.0	00-49

Week 1	Course Introduction/Ch. 1 - History & Overview
Week 2	Ch. 2 - Transportation
Week 3	Ch. 3 - Accommodation
Week 4	Ch. 4 - Food & Beverage Services
Week 5	Ch. 5 - Recreation
Week 6	Ch. 6 - Events, Culture, Heritage, & Sport (Entertainment)
Week 7	Ch. 7 - Travel Services
Week 8	Ch. 8 - Services Marketing
Week 9	Ch. 9 - Customer Service
Week 10	Ch. 10 - Environmental Stewardship
Week 11	Ch. 11 - Risk Management & Legal Liability
Week 12	Ch. 12 - Indigenous Tourism
Week 13	Ch. 13 - Careers & Work Experience
Week 14	Ch. 14 - Back to the Big Picture: Globalization & Trends
Week 15	Last day of class/review

The schedule may change at the discretion of the instructor.

STUDENT RESPONSIBILITIES:

Registered students are expected to abide by the rules and regulations of NWP. It is the student's responsibility to be fully acquainted with and adhere to NWP's policies, procedures or rules; please see

<https://www.nwpolytech.ca/about/administration/policies/fetch.php?ID=69>

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

**Note: all Academic and Administrative policies are available on the same page.

Additional Information:

Attendance: Students are expected to attend all scheduled classes, arrive on time, and remain for the duration of the activities. Arriving late or leaving early is disruptive to the entire class. Frequent tardiness may be treated as absence. **Students with absences in excess of 6 classes may be refused permission to write the final exam.** For more information, please refer to the Academic Regulations on Debarred from Exams at <https://www.nwpolytech.ca/programs/grading-systems.html>.

Time Management: Adopting and adhering to effective learning habits in this course will likely take up a great deal of time so plan your schedule accordingly. It is difficult to catch up once a student falls behind in required readings and exercises.

Cell Phones: The personal use of cell phones during class time is unprofessional and distracting to the instructor and fellow students. Texting and talking on a cell phone during class is therefore strictly prohibited. Cell phones must be either turned off or set to silent mode and placed out of sight.

Email: Email is the preferred option to communicate with your instructor. **Email correspondence to your instructor must be sent from your NWP student email account.** Emails should be professionally formatted and include a subject, correct spelling and grammar, and a reference to course material and/or textbook pages, etc. Emails that do not adhere to this format may not be responded to.

Recording: **Photographing and/or recording course content is strictly prohibited** unless advance permission is obtained from the instructor and any guest presenter(s). In the event permission is granted, such recordings may only be used for individual study, and may not be reproduced, transferred, distributed or displayed in any public manner.