



## HOSP 200 - Introduction to Hospitality and Tourism

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### Course Description:

This course explores the various sectors of the hospitality and tourism industry, the links between the sectors, and the benefits and impact of the industry on the economy, the environment and employment. Topics include hospitality and tourism careers, health and wellness in the industry, and the hospitality mindset. With consideration to customer satisfaction and pride of place, you will identify areas fundamental to the successful planning and development of a destination.

3 Credits

### Time Guidelines:

The standard instructional time for this course is 45 hours.

### Course Assessment:

Report	20%
Presentation	20%
Midterm Exam	30%
Exam	30%
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Total	100%

### SAIT Policies and Procedures:

For information on the SAIT Grading Scale, please visit policy AC 3.1.1 Grading Progression Procedure, found on the SAIT Academic Policies and Procedures page: <https://www.sait.ca/about-sait/administration/policies-and-procedures>

For information on SAIT Academic Policies, please visit: [www.sait.ca/about-sait/administration/policies-and-procedures/academic-student](http://www.sait.ca/about-sait/administration/policies-and-procedures/academic-student)

### Required Course Publication(s):

A reading list will be provided.

### Course Learning Outcome(s):

1. Summarize key concepts of the tourism industry.

Objectives:

- 1.1 Define tourism sectors.
- 1.2 Explain the positive and negative effects of tourism on the cultural life of a community.
- 1.3 Identify the areas of successful planning and development of a tourism destination.

1.4 Discuss the role of economics to the tourism industry.

1.5 Discuss the role of motivation to the tourism industry.

1.6 Discuss the role of host to the tourism industry.

2. Explain the role of planning and development on the tourism industry.

Objectives:

2.1 Discuss the role of the transportation sector to the tourism industry.

2.2 List the types of infrastructure and suprastructure needed to support attractions.

2.3 Examine a destination in terms of scope, ownership, permanency, and drawing power.

2.4 Discuss the factors that determine a destination's success.

2.5 Summarize the current trends related to planning and development.

2.6 Identify the economic impact on planning and development.

3. Explain the role of the attractions sector on the tourism industry.

Objectives:

3.1 Discuss the types of attractions and the roles they play in tourism development.

3.2 Discuss the factors that determine an attraction's success.

3.3 Summarize the current trends related to the attractions sector.

4. Explain the impact of the tourism industry on the environment.

Objectives:

4.1 Identify the factors that impact the success of tourism within the natural environment.

4.2 Compare various types of tourism.

4.3 Summarize the current trends related to tourism and the environment.

4.4 Discuss environmental stress caused by tourism.

4.5 Identify mitigation strategies to reduce environmental stress.

5. Explain the role of the events sector on the tourism industry.

Objectives:

5.1 Describe various types of events.

5.2 Explain the impact of the events sector on the preservation of a given area's cultural identity.

5.3 Identify the role of events in maintaining a destination's cultural heritage.

5.4 Discuss the historical developments that impacted the events sector.

5.5 Summarize the current trends related to the events sector.

6. Explain the role of travel trade and tourism services on the tourism industry.

Objectives:

6.1 Identify the various types of organizations involved in the travel trade.

- 6.2 Discuss the historical developments that have impacted the travel trade sector.
- 6.3 Differentiate between tour wholesalers, tour operators, and consolidators.
- 6.4 Identify the tour development process.
- 6.5 Identify the types of agencies, ownerships and affiliations.
- 6.6 Discuss the role of various levels of government in relation to the travel trade and tourism services.
- 6.7 Explain the difference between direct and indirect legislation.

7. Explain the role of the accommodations sector on the tourism industry.

Objectives:

- 7.1 Discuss the historical developments that impacted the accommodations sector.
- 7.2 Summarize the current trends related to accommodations sector.
- 7.3 Describe the major divisions of the accommodations sector.

8. Explain the role of the food and beverage sector on the tourism industry.

Objectives:

- 8.1 Discuss the historical developments that impacted the food and beverage sector.
- 8.2 Summarize the current trends related to food and beverage sector.
- 8.3 Describe the major divisions of the food and beverage sector.

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