CARIBBEAN TOURISM LEARNING SYSTEM (CTLS)

ASSOCIATE DEGREE IN APPLIED SCIENCE

RESORT STUDIES CORE

REVISED CURRICULUM HANDBOOK

2007

A COMPONENT OF THE CARIBBEAN TOURISM LEARNING SYSTEM (CTLS)
CIDA/CPEC/EU FUNDED PROJECT

CARIBBEAN TOURISM LEARNING SYSTEM (CTLS)

CARIBBEAN COMMON CORE CURRICULUM

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The Caribbean Tourism Human Resource Council (CTHRC)

The Caribbean Tourism Organization (CTO) spearheaded the setting up of the Caribbean Tourism Human Resource Council (CTHRC) in 1998 and has undertaken to incorporate the work of this Council into its Human Resource Department. The CTHRC is the regional authority, with the political mandate to set standards for tourism education and training, agree on the programmes and provide the institutional accreditation and programme validation for extra-regional institutions and programmes. It has the authority to direct the course of tourism education and training in the region.

The Council which acts as an umbrella agency for tourism human resource development in the Caribbean, will serve to develop and upgrade its tourism human resources at all levels of the education system, thus ensuring a highly competent tourism workforce, aimed at enhancing the region's overall competitiveness towards the achievement of sustainable tourism development.

The overall goal of the Caribbean Tourism Human Resource Council is to "develop and promote a systematic and coordinated approach to human resources planning, research, education and training in Caribbean tourism to meet the demands of a globally competitive tourism environment".

The Caribbean Tourism Learning System (CTLS)

The CTLS is one that facilitates a strategic and coordinated tourism education and training strategy for the Caribbean. The CTLS aims to raise the level of professionalism of tourism workers to meet international standards and global competitiveness.

The key elements of the Caribbean Tourism Learning System are:

- **Unified core curriculum for different levels of certification at the tertiary level of education**
- **Use of occupational standards linked to the core curriculum**
- **Tourism modules for primary and secondary schools**
- **Public awareness and career awareness at the secondary school level**
- **Exchange programmes for students, industry employees and tourism educators under the Tourism Internship Exchange System (TIES) programme**
- **Student and industry employee mobility throughout the region**
- **Self-regulatory quality assurance systems for public and private sector tourism education and training service providers**
- **Programme articulation to facilitate transfer of credits between institutions**

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RESORTS STUDIES CORE

Specialty Courses/Topic Areas

Specialty Core Courses are 3 – Credit (theory) and 4 – 6 Credit Courses (practical) offered along with General Education and Business Core Subjects.

1 Sites and Attractions Management

2 Hospitality Accounting

3 Resort Planning and Development

4 Events and Conference Management

5 Tour Planning and Operations

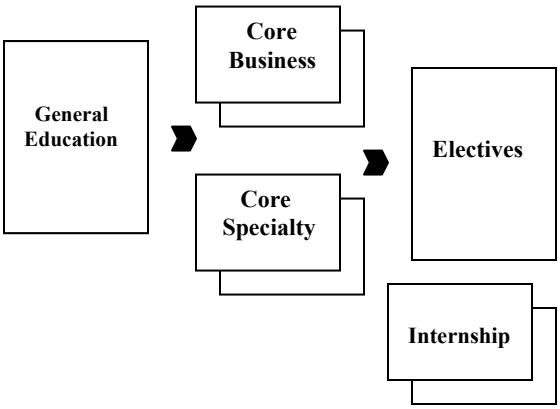
6 Leisure and Recreation Management

7 Food and Beverage 1

8 Accommodations 1

9 Sanitation, Safety and Hygiene

Common Core Courses



Graduates are prepared for employment at management-trainee positions within the industry and are eligible for transfer into degree programmes.

INTRODUCTION

The Tourism/Hospitality Industry must be staffed at all levels by individuals who are well equipped with the knowledge, skills and appropriate attitudes to satisfy the demands of this dynamic industry.

This global training can best be realized through a dedicated partnership between the specialized educational institutions and the tourism sector. A partnership such as this should effectively garner the requisites of the industry, thereby making it possible to provide students with the essentials to contribute to a prosperous Tourism/Hospitality Industry.

Credit Hours

The learning outcomes for the Resort Studies Core are listed. The theory courses are calculated as 15 hours per credit with a minimum of 45 hours of instruction and practical courses are calculated at 30 hours per credit with a maximum of 4-6 credits per course.

In addition to general education courses, core business courses and electives agreed to by industry leaders and educators, each Associate Degree programme will offer a range of specialty courses.

It is highly recommends that 80 – 84 credits be considered as the maximum requirement for this Associate Degree.

Programme Objectives

This programme was developed as an important component of the Caribbean Tourism Learning System (CTLS). It addresses the growing need for a common, competency-based curriculum and provides the employers with potential employees who possess a sound theoretical and practical base.

The programme is designed to:

- improve the level of professionalism of an ever changing tourism and hospitality industry.
- educate and train productive and employable people in a global community.
- provide consistent delivery of core content so employers will have realistic expectations of graduates with an Associate Degree in Resort Studies.
- ensure transferability and articulation with other colleges and universities within the region and where relevant, meet regional occupational standards.

Work Experience

The Associate Degree programmes include a work experience component which allows students to gain practical skills and observe and apply management principles and theories.

Duration of Programme

The programmes take two years of full-time study or three years of part-time study. Individual courses can also be offered as continual education courses.

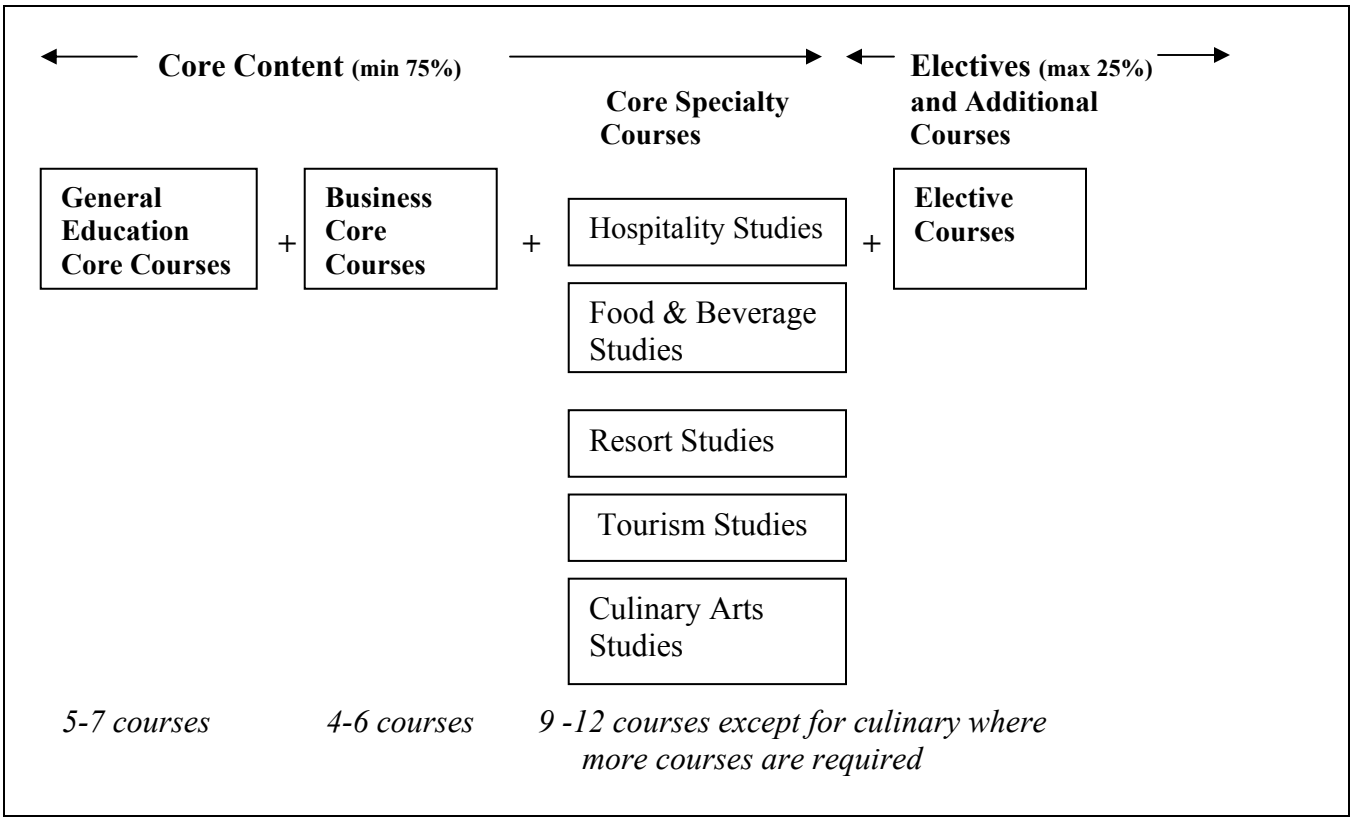
Entry Requirements

- A minimum of four (4) subjects (CSEC) General, grades 1 – 3 or equivalent. A pass in English Language is compulsory.

or

- Mature student status – a person who has reached his/her 25th birthday.

CURRICULUM COURSE STRUCTURE



RESORT STUDIES (SAMPLE FORMAT)

YEAR 1
SEMESTER 1

COURSE CODE	COURSE	T	P	CREDITS
	CORE BUSINESS			
	Introduction to Tourism/Hospitality	45		3
	Introduction to Management	45		3
	RESORT STUDIES			
	Resort Planning and Development	60		4
	Accommodation 1	45	30	4
	Sanitation, Safety and Hygiene	45		3
	GENERAL EDUCATION			
	English & Communication	45		3

YEAR 1
SEMESTER 2

	CORE BUSINESS			
	Accounting 1	45		3
	Micro-Economics	45		3
	Marketing 1	45		3
	RESORT STUDIES			
	Tour Planning & Operations	60		4
	Food and Beverage 1	30	60	4
	GENERAL EDUCATION			
	Caribbean Studies	45		3
	Internship ***(Summer Course)***		480	6

RESORT STUDIES (SAMPLE FORMAT)

YEAR 2
SEMESTER 1

COURSE CODE	COURSE	T	P	CREDITS
	CORE BUSINESS			
	Hospitality Law	45		3
	Quality Customer Care	45		3
	RESORT STUDIES			
	Events and Conference Management	45		3
	Hospitality Accounting	45		3
	GENERAL EDUCATION			
	Maths and Statistics	45		3
	Language Studies 1	45		3

YEAR 2
SEMESTER 2

	CORE BUSINESS			
	Entrepreneurship	45		3
	RESORT STUDIES			
	Sites and Attractions Management	45		3
	Leisure and Recreation Management	45		3
	(Elective)	45		3
	GENERAL EDUCATION			
	Language Studies 2	45		3

SYNOPSIS OF COURSES

SITES & ATTRACTIONS MANAGEMENT
This course acquaints students with the principles of management as they relate to the management of facilities and attractions. The process of developing visitor attractions and the issues involved in their management will be examined.

HOSPITALITY ACCOUNTING
This course is designed to acquaint students with the concepts of accounting theory and practices with the specialized requirements of the Hospitality Industry. The nature and purpose of accounting, double entry system, hospitality accounting documents and special journals will be examined.

RESORT PLANNING AND DEVELOPMENT
This course focuses on the uniqueness of resort development, management, and operation. Students will be introduced to resort management principles, and the socio-cultural, economic, and environmental issues involved in resort planning.

EVENTS AND CONFERENCE MANAGEMENT
This course introduces the learner to the methods and techniques utilized in planning, organizing, promoting and delivering major events.

TOUR PLANNING AND OPERATIONS
This course provides guidelines for planning domestic and foreign itineraries. Tthe programme is intended to facilitate analysis of management strategies, the organization and development of tours, communications strategies, and special interest tourism and visitor impact management. Students will also have the opportunity to expand skills and knowledge acquired in other tourism modules.

LEISURE & RECREATION MANAGEMENT
This course provides students with the foundation knowledge required for understanding the mechanics of the leisure service industry. Participants in this course are expected to develop an appreciation for the growing importance of sport, leisure and recreation management in the Caribbean Tourism Environment.

FOOD AND BEVERAGE 1
This course provides the student with a sound basic knowledge of food and beverage preparation and service and the ability to competently perform all practical techniques in a realistic setting. It also gives the student the opportunity to put into practice certain elements and procedures of sanitation and safety.

ACCOMMODATIONS 1
This course is designed to provide the students with theory and practice relative for proficiency in the Accommodation sector. The learner will focus on all aspects of the relationship between the rooms division and other departments within a lodging operation.

SANITATION, SAFETY AND HYGIENE
This course will provide students with information on basic microbiology, safety, personal hygiene, general handling of food. Local legislation for the food service industry will be examined.

1 SITES & ATTRACTIONS MANAGEMENT

Prerequisite: Economics, Marketing, Accounts

Credits: 3

Overview

This course acquaints students with the principles of management as they relate to the management of facilities and attractions. The process of developing visitor attractions and the issues involved in their management will be examined.

General Objectives

This course is designed to assist students to:

1 appreciate the importance of sites and attractions management in the development of the tourism sector
2 analyze the day-to-day operations of visitor attractions
3 contribute to the promotion of visitor attractions and facilities

Learning Outcomes

Upon successful completion of this course, the learner will:

1 define "attraction" and explain its role in tourism.
2 prepare a feasibility study for an attraction.
3 prepare a business plan for an attraction
4 develop a tourism attraction.
5 prepare a marketing plan for an attraction.
6 operate an attraction.

Topics

1.0 Introduction

Objectives

Upon completion of the topic the student will be able to:

1.1 define "sites" and "attractions"
1.2 explain the role of sites and attractions in tourism
1.3 differentiate between primary and secondary attractions
1.4 categorize attractions according to type
1.5 classify attractions according to particular variables (location, ownership, catchment area, etc)
1.6 name and discuss the main types of impact of attractions (environmental, etc)
1.7 discuss the characteristics of an attraction product
1.8 delineate the levels of product
1.9 outline the product life-cycle
1.10 explain the benefits sought from the product
1.11 discuss trends in the attraction product
1.12 discuss the nature of demand and categorize into the main types
1.13 correlate the motivators and determinant factors to the type of attraction
1.14 discuss the ways in which markets are segmented.

Content

- Definition
- Classification
- History
- Visitor attractions in tourism
  - impact
- Attraction:
  - product
  - market

2.0 Attractions and the Business Environment

Objectives

Upon completion of the topic the student will be able to:

2.1 describe the main components of the business environment
2.2 explain the societal factors that influence the macro-environment political, Economic, Social and Technology (PEST) both on the international and global levels
2.3 explain the main components of the micro-environment
2.4 discuss quality issues as they relate to the attraction and business environment

Content

- The macro environment
- The micro environment

- Issues related to quality

3.0 Development of Sites and Attractions

Objectives

Upon completion of the topic the student will be able to:

3.1 identify types of development and agents or sectors of development
3.2 discuss the motivation for development
3.3 discuss the development process
3.4 discuss the objectives of a feasibility study
3.5 explain each step in the feasibility process
3.6 discuss criteria related to the feasibility study (physical, market-related, etc)
3.7 discuss potential problems associated with the feasibility study
3.8 prepare a feasibility study
3.9 analyze the elements of financial viability
3.10 evaluate the relevance of break-even analysis to the feasibility study
3.11 identify components for success to a project
3.12 examine legal steps involved in project management (tendering, etc)
3.13 discuss design objectives in development, design constraints and design compromise
3.14 discuss the importance of maintaining the integrity of the site and attraction.

Content

- Types of development
- Feasibility studies
- Financing
- Design
- Project management

4.0 Management of Sites and Attractions

Objectives

Upon completion of the topic the student will be able to:

4.1 discuss management styles and approaches "new" and "old"
4.2 analyze the factors impacting success from the perspectives of the
  - organization of resources (human, financial, etc)
  - product
  - market
  - management
  - maintenance
4.3 discuss factors in visitor attraction marketing
4.4 introduce the concept of SWOT analysis
4.5 identify the main marketing strategies
4.6 examine the issues involved in the HR Management at the tactical and strategic levels
4.7 discuss the objectives of financial management from all sectors (private, public)
4.8 identify the main functions of budgeting
4.9 explain the budgetary process
4.10 compare management information systems - internally and externally
4.11 identify methods of monitoring performance
4.12 discuss financial management factors and tools used in reference to attractions management (credit control, etc)
4.13 apply the basic principles to develop a business plan
4.14 discuss the objectives and functions of operations management
4.15 explain the components and relevance of risk management to operations management
4.16 explain the differences in problem solving and crisis management
4.17 discuss the competitive advantage and the importance of the visitor experience to operations management
4.18 discuss the "greening" of attractions and other environmental considerations
4.19 conceptualize an attraction based on principles discussed

Content

- Factors impacting success
  - organization of resources
  - the product
  - the market
  - the management
- Marketing an attraction
- Financial management of an attraction
- Operations management
- Human Resources Management

Instruction Format

Lectures
Guest lecturer
Field Trips
Case Studies

Assessment and Evaluations

Two individual term assignments – 20%
One group assignment – 30%
Examination – 50%

Recommended Text

Facilities Management: Theory and Practice; edited by Keith Alexander; published by E & FN Spon (imprint of Chapman and Hall).

The Development and Management of Visitor Attractions, John Swarbrooke; published by Butterworth-Heinemann.

Managing Visitor Attractions, New Directions; edited by Alan Fyall, Frian Garrod and Anna Leask; published by Butterworth-Heinemann 2003.

Resources

The Business of Tourism, J Christopher Holloway; published by Longman.

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

2 HOSPITALITY ACCOUNTING

Perquisites: Accounting 1 **Credits:** 3

Overview

This course is designed to acquaint students with the concepts of accounting theory and practices with the specialized requirements of the Hospitality Industry. The nature and purpose of accounting, double entry system, hospitality accounting documents and special journals will be examined.

General Objectives

This course is designed to:

1 expose students to the financial practices generally used by managers in the hospitality industry
2 introduce the student to the various methods used by management in the decision making process
3 familiarize The student with methods used to control cost within various departments of the organization
4 introduce the student to the overall techniques used in the pricing process of various hospitality products

Learning Outcomes

Upon completion of this course, the learner will:

1 Define the purpose of Internal Control
2 Identify important considerations in pricing.
3 Describe financial practices used by management in the hospitality industry.
4 Discuss the value of a feasibility study.

Topics

1.0 Inventory and Depreciation Methods

Objectives

Upon completion of the topic the student will be able to:

1.1 list and identify the various kinds of inventory which are found in the Hospitality Industry.
1.2 compile and cost an inventory using all FOUR methods of inventory valuation.
1.3 explain the concept and purpose for the depreciation process in the accounting system.
1.4 evaluate the worth of an asset for specified periods using all four methods of depreciation.

Content

- Inventory Costing systems
  - F.I.F.O
  - L.I.F.O.
  - Specific Identification
  - Average cost
- Depreciation Methods
  - Straight Line
  - Sum of the Years' Digits
  - Unit of Output
  - Double Declining

2.0 Hotel Revenue Accounting and Controls

Objectives

Upon completion of the topic the student will be able to:

2.1 compile a revenue statement and indicate the factors which contribute to Gross Profit.
2.2 discuss at least four methods of revenue control within the Hospitality Industry.
2.3 compile a list of expenses which normally occur within the industry, given specified criteria, and indicate their effect on the gross profit margin.

Content

- Revenue Concepts
  - Revenue Accounts
  - Net Revenue
  - Gross profit
- Internal Control for Food and Revenue Sales
  - Credit Cards
  - Guest Checks
  - Guest Charges
  - Front Office Operations
  - Daily Room Reports
  - Housekeepers' Reports

- Hotel Expense Accounting
  - Rooms
  - Food and Beverage
  - Telephone
  - Administrative and General
  - Marketing
  - Human Resources
  - Energy Costs
  - Fixed Charges
  - Cost of food and Beverage Sales
  - Payroll and Related Charges

3.0 Accounting for the End of Period Adjustments

Objectives

Upon completion of the topic the student will be able to:

3.1 explain the process of acceptance of payment by credit cards and its entry into the accounting system.
3.2 explain the accounting process for the handling of employees' meals in Food Organizations.
3.3 explain and apply both the perpetual and the periodic methods of inventory taking and show how they are handled in the accounting system.

Content

- Accounting for credit card fees
- Accounting for employees' meals
- Accounting for un-collectible accounts
  - The Allowance Method
  - The Income Statement Approach
  - The Balance Sheet Approach
  - The Direct Charge-Off Method
- The Periodic Inventory Method
  - Perpetual Inventory Method
  - Periodic Inventory Method

4.0 Hotel Financial Statements

Objectives

Upon completion of the topic the student will be able to:

4.1 design a chart of accounts and explain the rational used for the design.
4.2 prepare a departmental financial statement in accordance with the requirements of the uniform system of accounting.
4.3 prepare a cash flow statement and explain the rationale for the statement.
4.4 discuss the purpose of using "notes to the financial statement" and explain their applicability in the financial system.

Content

- The Management Information System
  - The Chart of Accounts
  - Account Numbering Systems
  - Departmental Income Statements
  - Departmental Expenses Statements
  - Schedule to the Financial Statements
  - Notes to the Financial Statements
  - Statement of Cash Flows

5.0 Property and Equipment Accounting

Objectives

Upon completion of the topic the student will be able to:

5.1 explain the accounting process for the handling of the acquisition of land and equipment and other miscellaneous equipment.
5.2 explain and apply the processes of depreciation and amortization within the accounting system, given specified criteria.

Content

- Acquisition Costs
  - Land with building to demolish
  - Land and building for a lump sum
  - Equipment requiring special installation
  - Land Improvements
  - Building Repairs and improvements
  - China, Glassware and Silverware
  - Uniforms and Linen
- Depreciation of Property and Equipment
  - Straight Line Method
  - Declining Balance Method
  - Sum of the years digits
  - Depreciation of China, Glassware and Silverware
  - Amortization of Leaseholds
  - Disposal of Property and Equipment

Instruction Format

Lectures will form the basis for the presentation of the information.

- Flip Charts and overhead projector will be used to enhance the study and learning processes where the data to be presented proves to be complex.
- Students will actually make their own transactional entries and will be given specified information and data to self-designed ledgers and will also make the appropriate adjustments and compile and produce the appropriate financial statements from their own self designed ledgers.

Assessment and Evaluations

The assessment for this course takes the following form:

- 2 term tests - 25% - one test covers topics done in weeks 1-4 and the other covers topics done in weeks 5-9
- An individual comprehensive term assignment and graded homework exercises – 15%
- A final exam worth 60%

Recommended Text

Accounting Practices for Hotels, Motels and Restaurants, Paul Dittmer, Bobbs-Merrill.

Understanding Hospitality Accounting I, R Cote; published by Educational Institute of the American Hotel and Motel Association.

Hospitality Management Accounting, Michael Coleman

Resources

Hotel Financial Statements

Industry Statistical Publications

Uniform System of Accounts for Hotels.

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

3 RESORT PLANNING AND DEVELOPMENT

Prerequisite: Economics, Marketing, Accounts, Accommodations, Food & Beverage
Credits: 4

Overview

This course focuses on the uniqueness of resort development, management, and operation. Students will be introduced to resort management principles, and the socio-cultural, economic, and environmental issues involved in resort planning.

General Objectives

This course is designed to:

1 provide an overview of the resort concept and development and associated issues
2 enable the student to evaluate the economic and social effect of Resorts Management
3 develop the student's ability to analyze and evaluate the nature of resort activities
4 develop attitudes to quality and value in respect of people, management and customer care

Learning Outcome

Upon successful completion of this course, the learner will:

1 define concepts of resort development.

Topics

1.0 Resort Concepts

Objectives

Upon completion of the topic the student will be able to:

1.1 discuss and list the differences between hotel management and resort management.
1.2 discuss and list the differences between resort site management and resort area management
1.3 discuss the complexities of resort management, resort sites and resort areas
1.4 describe the historical development of resorts.
1.5 identify the important factors in contemporary resort management
1.6 explain the term "social tourism" and how it influenced the resort concept.
1.7 explain the resort life cycle.

Content

- Characteristics of Hotel management vs Resort management.
- Resort history

2.0 Factors That Affect Planning and Development

Objectives

Upon completion of the topic the student will be able to:

2.1 discuss the similarities and differences between resort development and urban development.
2.2 discuss the importance of planning as an ongoing process.
2.3 discuss the spending power of tourists and the effect that tourist spending has on the receiving community.
2.4 discuss the challenges of developing an infrastructure capable of sustaining resort operations (eg, appropriate architectural designs, etc)
2.5 list the factors that must be taken into consideration when assessing environmental and social impacts.
2.6 highlight the important factors of sustainability that are necessary for resort development.
2.7 highlight the importance of corporate responsibility and sensitivity with respect to community interests.

Content

- Socio-cultural impact
- Economic impact
- Physical & Environmental impacts

3.0 The Planning and Development Process

Objectives

Upon completion of the topic the student will be able to:

3.1 recognize the different perspectives of resorts as expressed by private companies and management.
3.2 explain the following terms:
- "composition of a resort".
- "master plan".
- "environmental impact statement".
- "commitment phase of resort planning and development".

3.3 outline five (5) phases of the planning and development process.

Content

- The five phases of Resort planning & development
- The role of professional planners

4.0 Facilities Planning

Objectives

Upon completion of the topic the student will be able to:

4.1 discuss three (3) important planning concepts for resort facilities.
4.2 describe the basic elements of a resort.
4.3 discuss the importance of the development of recreational and shopping facilities.
4.4 list four (4) important factors to be taken into consideration when planning entertainment facilities.

Content

- Facilities planning concepts
- Basic elements of a resort complex, site or area
- Facilities for the physically challenged

5.0 Recreational Activities and Facilities

Objectives

Upon completion of the topic the student will be able to:

5.1 discuss the importance of innovation and creativity in the planning and development of recreational facilities.
5.2 discuss various resort themes.
5.3 discuss the importance of creating a mix of recreational facilities.
5.4 discuss the importance of incorporating nature into recreational facilities.

Content

- Golf
- Tennis
- Sailing
- Cricket
- Swimming
- Health Club and Spa Facilities
- Nature Activities

6.0 Front Office Management

Objectives

Upon completion of the topic the student will be able to:

6.1 discuss the elements of the reservation process
6.2 describe a variety of reservation systems
6.3 explain the basic functions of:
- the night audit
- the reception center
- the check-in/check-out systems
- the concierge

6.4 discuss the important factors in the generation of repeat visitors

Content

- Reservations
- Reception
- Front Office Systems
- Guest Relations and Activities

7.0 Operations Management

Objectives

Upon completion of the topic the student will be able to:

7.1 discuss the organizational charts of a variety of departments
7.2 identify the human resource requirements
7.3 discuss the common meal plans offered by resorts
7.4 define and discuss merchandising of a variety of food products
7.5 develop a range of housekeeping documentation
7.6 discuss inventory control methods used in the housekeeping department
7.7 describe the role of the Engineering Department
7.8 identify factors to be taken into consideration when planning and managing a resort:
- air conditioning systems
- ventilation systems
- refrigeration systems
- plumbing systems
- systems for the maintenance of resort equipment and vehicles

7.9 identify systems for the maintenance of grounds
7.10 describe the function of purchasing within a resort situation
7.11 discuss the organization of a resort accounts department
7.12 describe methods of solid and liquid waste management, energy conservation and the 3R's (reducing, re-using, recycling)
7.13 describe the marketing strategies used.

Content

- Food & Beverage
- Housekeeping and Laundry
- Plant Engineering and Maintenance
- Grounds Maintenance
- Greening and Energy Conservation
- Purchasing
- Accounts
- Marketing strategies

8.0 Security and Safety Issues

Objectives

Upon completion of the topic the student will be able to:

8.1 discuss the role of the security staff and their duties within the organization
8.2 identify the key security challenges within a resort complex
8.3 discuss the range of contemporary security equipment available to resort management

Content

- The Security Programme
  - priorities
  - organizations
  - legal issues

9.0 Managing the Resort Investment

Objectives

Upon completion of the topic the student will be able to:

9.1 identify the levels of profitability planning for a resort
9.2 interpret the basic financial statement prepared by a resort's accounting department
9.3 define "liquidity ratios", "solvency ratios", "profitability ratios", "activity ratios", and "operating ratios"
9.4 describe methods of evaluating capital in investment decisions.

Content

- Profitability planning
- Interpretation of financial statements
- Definitions
- Capital investments

Instruction Format

Lectures
Discussion
Synthesis

Assessment and Evaluation

Two individual assignments – 20%
One group assignment – 20%
Examination – 60%

Recommended Text

Resort Development and Management, Chuck Y Gee; published by Educational Institute of the American Hotel and Motel Association.

Hotel and Resort Planning and Development, Bohen and Boyd.

Resources

Managing Front Office Operations, 6th Edition, M L Kasavana and R M Brooks; published by Education Institute of American Hotel and Motel Association.

Hotel Front Office Management, 3rd Edition, J A Bardi; published by Wiley and Sons.

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

4 EVENTS AND CONFERENCE MANAGEMENT

Prerequisites: Accounting 1, Marketing Food and Beverage 1 &11, Entrepreneurship

Credits: 3

Overview

This course introduces the learner to the methods and techniques utilized in planning, organizing, promoting and delivering major events.

General Objectives

This course is designed to:

1 provide an opportunity for the student to develop flexibility and inventiveness in the provision of events services
2 develop within the student the capacity to learn by observing and interpreting current industrial practices within events activities
3 develop positive attitudes toward quality control systems within events activities
4 recognize the importance of implementing dynamic marketing strategies in events management
5 enable the student to utilize supervisory skills previously acquired to develop human resource management, negotiation and project skills
6 develop attitudes to quality and value in respect of people, management and customer care

Learning Outcomes

Upon successful completion of this course, the learner will:

1 conduct an analysis of a specific event.
2 prepare a conference/events plan.
3 analyze the resource components required for a given event including physical and human resources.
4 apply appropriate management skills and techniques as it relates to the planning, organizing and production of the event.
5 apply relevant budget, costing, control and pricing techniques to an event to achieve predetermined financial targets.
6 conduct an analysis of the marketing requirements for an event.

Topics

1.0 The Nature of Major Events

Objectives

Upon completion of the topic the student will be able to:

1.1 list a variety of types of events and discuss the varying locations
1.2 discuss the purpose, structure and size of varying events
1.3 describe the role of various suppliers and contractors
1.4 list and discuss the nature of support services available to the events planner
1.5 discuss the role and structure of the organizing committee
1.6 outline briefly the legislation relating to Events Management

Content

- Function types and locations
- Events, structure, size and objectives
- Supplier and subcontractor roles
- Events sponsor, host or organizer roles
- Support services nature and availability
- Organizing committee
- Legislation

2.0 Project Management Techniques

Objectives

Upon completion of the topic the student will be able to:

2.1 explain the term “project leadership”
2.2 describe the different types of organizational structures relating to events management

Content

- Project Leadership
- Organizational structures
- Communication and reporting procedures: banqueting management

3.0 Negotiation Skills

Objectives

Upon completion of the topic the student will be able to:

3.1 discuss the fundamentals of negotiation
3.2 describe a variety of strategies and tactics used when negotiating business

Content

- Setting objectives and targets
- Determining strategy and tactics
- Briefing the negotiating team
- Implementing a negotiating strategy

4.0 Marketing of the Event

Objective

Upon completion of the topic the student will be able to:

4.1 develop a marketing plan for a specific event

Content

- Market Research SWOT analysis
- Advertising, promoting and publicity
- Company objectives and marketing strategies

5.0 Budgeting and Financial Control

Objectives

Upon completion of the topic the student will be able to:

5.1 discuss the risk factors and pricing policies
5.2 outline suitable revenue forecasting methods
5.3 discuss methods of forecasting expenses
5.4 prepare a conference/event budget
5.5 demonstrate a system of budgeting and financial control relating to the events management process

Content

- Pricing policies
- Risk factors
- Revenue forecasting
- Budgeting, financial control and resource control

6.0 Promoting the Event

Objectives

Upon completion of the topic the student will be able to:

6.1 use methods of assessing the competition
6.2 discuss methods of targeting the right market
6.3 discuss methods of promoting conference/event
6.4 develop a sales package for a particular conference or meeting
6.5 managing various sales agents.

Content

- Assessments
- Market targeting
- Promotion
- Sales packaging
- Sales agents
- Sponsors

7.0 Ancillary Conference and Convention Activities

Objectives

Upon completion of the topic the student will be able to:

7.1 design and develop a tour package for conference delegates
7.2 design and develop an entertainment/recreational package to be included in a conference or meeting
7.3 design separate activities for attendees and their guests.

Content

- Tour packaging
- Entertainment packaging
- Spousal itinerary

8.0 Legal and Security Issues

Objectives

Upon completion of the topic the student will be able to:

8.1 explain the legal requirements of an event
8.2 identify what approval is required to implement a particular event
8.3 identify the types of contracts required between event organisers and other entities
8.4 discuss security requirements for event venues - equipment and cash
8.5 identify the law enforcement departments that provide security services for various events and conferences

Content

- Laws relating to hosting an event
- Agencies that provide approval for the staging of events
- Types and styles of contracts
- Security requirements
- Law Enforcement and Security Agencies that assist with events

Instruction Format

Lecture
Discussion
Simulation
Case Studies

Assessment and Evaluation

The final grade for this course is determined as follows:

- Participation - 20%
- Team Projects - 45%
- Final Class Project - 35%

Recommended Text

Event and Entertainment Marketing, Barry Avrich, Probus Publishing

Event Management in Leisure and Tourism, D C Watt; published by Longman.

Resources

Managing Conventions and Group Business, L H Hoyle, D C Dorf and T J A Jones; published by Education Institute a H and M A.

Van Der Wagen, Lynn & Carlos, Brenda R (2005). Events Management for Tourism, Cultural, Business, and Sporting Events. Published by Prentice Hall.

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

5 TOUR PLANNING AND OPERATIONS

Prerequisites: **Credits: 4**

Overview

This course provides guidelines for planning domestic and foreign itineraries. The programme is intended to facilitate analysis of management strategies, the organization and development of tours, communications strategies, and special interest tourism and visitor impact management. Students will also have the opportunity to expand skills and knowledge acquired in other tourism modules.

General Objectives

This course is designed to enable students to:

1 develop an understanding of the creation of the inclusive tour product in the leisure travel market
2 develop interactive and communication skills
3 examine human behaviour as it relates to the purchase of tours

Learning Outcomes

Upon completion of this course, the learner will:

1 define the key elements of Tour Planning and Operations
2 evaluate key management issues and processes at operational stages and at post-production
3 define principles of sound financial management in tour operating

Topics

1.0 Introduction – Defining Who's Who

Objectives

Upon completion of the topic the student will be able to:

1.1 distinguish between the role of the Tour Manager/Director, Tour Guide, and Tour Operator
1.2 identify key Service Providers, Companies and their products in the Tour Operating Business
1.3 use the Code of Ethics applicable to Tour Operations
1.4 identify relevant environmental/health and safety requirements.

Content

- The role of the Tour Manager/Director, Tour Guide, Tour Operator
- Service providers, companies and their products
- Code of Ethics
- Environmental/Health and Safety Standards

2.0 Principles of Tour Planning

Objectives

Upon completion of the topic the student will be able to:

2.1 define the components and types of package tours
2.2 discuss the importance of including cultural, historical and man-made attractions in the preparation of a package tour
2.3 use a variety of tools for the preparation of routing, time scheduling and itinerary planning
2.4 use research and reference materials for the preparation of Tour Commentary and Interpretation
2.5 speak confidently before large and small audiences

Content

- The components and types of package tours
- Initial preparation: the importance of finding cultural, historical and man-made attractions
- Introduction to a variety of tools for planning
- How to develop a time schedule and itinerary
- Commentary/research and reference materials
- Conduct and public speaking

3.0 Receptive and Incentive Tour Operations

Objectives

Upon completion of the topic the student will be able to:

3.1 identify similarities and differences in local sightseeing for domestic and international operations
3.2 be familiar with types of functions, groups handled and services provided for tours
3.3 discuss how to handle groups involved in Seminars, Conventions and Incentive Programmes.

Content

- Similarities and difference in local sightseeing for domestic and international operations
- Types of functions, groups handled and services provided
- Handling groups involved in Seminars/conventions/incentive programmes

4.0 People and Situational Handling

Objectives

Upon completion of the topic the student will be able to:

4.1 discuss the motivators for leisure and recreation
4.2 explain satisfiers and dis-satisfiers in the Leisure Market
4.3 practice problem solving/conflict resolution
4.4 identify potential problems and emergencies in the field and methods of handling them.

Content

- Why people go on tours – the motivators for leisure and recreation
- Satisfiers and dis-satisfiers in the leisure market
- Problem solving in Conflict resolution
- Potential problems and emergencies
- A guide to finding creative solutions

5.0 Management Concepts in Tour Planning

Objectives

Upon completion of the topic the student will be able to:

5.1 use product research for the development and planning of tours
5.2 use programme planning and costing for local and international tours
5.3 use information technology and management information systems to improve operational efficiency

Content

- Product research and development
- Programme planning and costing for local and international tours
- Use of information technology and management information systems.

6.0 Key Issues in Service Management Operations

Objectives

Upon completion of the topic the student will be able to:

6.1 develop contractual arrangements with service providers in the transport, destination management, accommodations sectors, etc
6.2 deliver and operate services for the customer
6.3 implement measures to control quality and customer service.
6.4 operate within the required legislative and regulatory frameworks

Content

- Development of contractual arrangements with service providers in the transport, destination management, accommodations sectors, etc.
- Negotiation and purchase of services
- Delivering and operating services to the customer
- Controlling quality and customer relations
- Legislative and regulatory frameworks

7.0 Financial Management

Objectives

Upon completion of the topic the student will be able to:

7.1 develop strategies for profitability and opportunities for investment and revenue generation
7.2 manage international financial transactions

Content

- Strategies for profitability and opportunities for investment and revenue generation
- Managing international financial transactions.

Instruction Format

The course will take the form of lectures, interactive discussions and role playing exercises. Local Tour Operators and Travel Agents will be invited to impart knowledge and share experiences.

Field Workshop 1: Half day "on site" training at international airport. Visit a group check-in area, do luggage handling. Learn "meet & greet" operations and expedite group clearance. Tour Customs/Immigration area.

Field Workshop 2: One-day practical application aboard a motor coach. Learn microphone techniques, giving directions and commentary on Tour.
Overseas Field Workshop: Overseas tour allows students to apply the principles taught

- Review tour documents and observe group check-in and boarding procedures
- Seat rotation, group orientation, rest stops, lunch stops, picture stops, safety procedures aboard the coach
- Bus driver/tour client interaction
- Paying for services, hotel check-in and check-out procedures.
- The student will learn how to present material (commentary) that is both interesting and entertaining from observing the instructor and "real life operators."

Assessment and Evaluation

Students will be assessed on class participation, and course work. In addition students will undertake a major project specifically aimed at practicing and applying Tour Operation and Management skills learnt throughout the duration of the course.

Class Participation – 15%
Individual Assignment – 20%
Group Assignment – 25%
Major Project – 40%

Recommended Text

Conducting Tours. Mancini, M. Delmar Publishers/ITP

Essentials of Tour Management; Fay, B., Prentice Hall

Resources

The Business of Tour Operations. P Yale; published by Longman.

The Business of Tourism, J C Holloway; published by Longman.

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

6 LEISURE & RECREATION MANAGEMENT

Prerequisite: None **Credits: 3**

Overview

This course provides students with the foundation knowledge required for understanding the mechanics of the leisure service industry. Participants in this course are expected to develop an appreciation for the growing importance of sport, leisure and recreation management in the Caribbean Tourism Environment.

General Objectives

This course is designed to assist students to:

1 identify sectors in the Tourism and Sports arena that have a need for qualified individuals with the skills to manage leisure, recreation and sporting services.
2 examine the motivations, expectations and satisfaction of participants in leisure.
3 become involved in the Leisure and Recreation Industry by undertaking a local project designed to create a Leisure/Recreation/Sport Programme or enhance an existing activity/programme.

Learning Outcomes

Upon completion of this course, the learner will:

1 describe management techniques used in the delivery of leisure, recreation and sport services.
2 describe how facilities, programmes and ancillary services for leisure and recreation are developed and managed.
3 identify challenges faced in the development and delivery of Leisure and Recreation Programmes.

Topics

1.0 Introduction

Objectives

Upon completion of the topic the student will be able to:

1.1 explain stimulants and outcomes of involvement in leisure, recreation and sport activities from a social psychological standpoint
1.2 describe, define and identify Leisure and Recreation Services

Content

- Basic Leisure Theory – a social-psychological perspective
- Introduction to Recreation and Leisure Services

2.0 Programming for Leisure, Recreation and Sport Services Organizations

Objectives

Upon completion of the topic the student will be able to:

2.1 design and develop a Leisure, Recreation or Sport Service Programme adhering to the legal principles governing leisure service activities
2.2 develop a marketing strategy to promote a Recreational Service/Facility/Programme
2.3 evaluate recreation and leisure programmes and services including design, data collection, analysis, and interpretation and reporting of findings.

Content

- Programme development theories, programme design concepts
- Marketing, promotion and legislation
- Programme evaluation

3.0 Administration of Recreation and Leisure Services

Objectives

Upon completion of the topic the student will be able to:

3.1 supervise a small-scale leisure, recreation or sport service activity
3.2 analyze and identify financial resources needed to implement marketing strategy and achieve Programme goals
3.3 assess the performance of Leisure service compared to programme goals and implement changes for improvement

Content

- Management theory applicable to sport and leisure service organizations
- Financial resources needed to operate leisure service facilities and programmes
- Leadership in Recreation and Leisure Services

4.0 Leisure and Sport Services in the Caribbean

Objectives

Upon completion of the topic the student will be able to:

4.1 explain challenges faced in Leisure and Sports. Specifically illustrate problems faced in the Caribbean arena
4.2 examine how Leisure and Recreation Service Providers operate within the framework of Caribbean Environmental and Land Use Policies
4.3 recommend and design programmes for the development and management of sporting and leisure activities in the Caribbean.

Content

- Special problems in leisure and sport
- Public policy, environmental resources and land use management
- Commercial recreation, eg, focus on cricket, golf, etc

5.0 Independent Study

Objectives

Upon completion of the topic the student will be able to:

5.1 identify a potential career path in Leisure and Recreation Management
5.2 distinguish between opportunities in the Private and Public Sector
5.3 identify Specialist Functions in Leisure, Recreation and Sport Services

Content

- Select a programme/facility/service in leisure, recreation or sport service management
- Research to develop in-depth understanding of a current problem in recreation in the country/region

6.0 Career Opportunities and Specialist Functions

Objective

Upon completion of the topic the student will be able to:

6.1 discuss the opportunities and career paths within the tourism/hospitality sector for leisure and recreation

Content

- Public Sector Electives: marine and terrestrial, park planning and management, sport services management, youth services
- Private sector: therapeutic recreation, fitness services, pool/spa operation, sport club recreation, outdoor recreation

Instruction Format

The course will take the form of lectures, case studies and field trips to leisure, recreation and sporting facilities. Guest speakers from the public and private sectors will be invited to share their experiences with students.

Assessment and Evaluation

Students will be assessed on class participation, and course work. In addition students will undertake a major project aimed at developing a new Leisure/Recreation/Sport Programme or improving an existing one.

Recommended Text and Resources

Recreation and Leisure in Modern Society, Richard Kraus (1997)

The Recreation management handbook, edited by the Institute of Recreation M., London: Spon, 1981.

'Leisure Management: Issues and Applications', CAB International: UK Collins, M.F. and Cooper, I.S.

'Economics of Leisure and Sport' Cooke, A.

The Texts listed were extracted from:

- The Association of Tourism Teachers and Trainers
- Tourism and Hospitality Bibliography

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

7 FOOD AND BEVERAGE 1

Prerequisite: None **Credits: 4**

Overview

This course provides the student with a sound basic knowledge of food and beverage preparation and service and the ability to competently perform all practical techniques in a realistic setting. It also gives the student the opportunity to put into practice certain elements and procedures of sanitation and safety.

General Objectives

This course is designed to:

1 expose the student to the fundamentals of food and beverage preparation and food service
2 provide a foundation in skills, methods and knowledge for practical events
3 develop an understanding of catering hygiene and safety rules/practices.
4 develop attitudes to quality and value in respect of people, management and customer care

Learning Outcomes

Upon completion of this course, the learner will:

1 describe the various types of food service organizations and their relative staffing structure.
2 explain the responsibilities of food handlers to the customer, management and fellow workers.
3 describe the inter relationship of the Food and Beverage department with other departments within the establishment.
4 identify procedures to be utilized in preventing accidents.
5 explain and demonstrate personal hygiene.
6 describe hygienic method of disposing waste.
7 identify the types and styles of food service.
8 identify large and small equipment in the food service/food preparation and ancillary service areas.
9 describe the function and care of hand tools and equipment.
10 apply safety measures in the use of equipment.
11 demonstrate appropriate cleaning methods and techniques of equipment.
12 define and identify different menus and elements to be considered when designing the menu.
13 identify and demonstrate various food service techniques and cooking methods.

Unit 1 – Food Service

Topics

1.0 Introduction to Food and Beverage Service Operations

Objectives

Upon completion of the topic the student will be able to:

1.1 outline the different types of food service organizations
1.2 describe staffing structures for various establishments
1.3 discuss the qualities of good food service staff and their responsibilities to the customer, management and fellow workers.
1.4 describe the importance of teamwork
1.5 list the duties to be carried out by the restaurant staff.
1.6 compile a job roster
1.7 state the importance of courtesy, tact, patience and good humour in the working situation.
1.8 describe the inter-relationship of the food and beverage department with other departments within the establishment.

Content

- Types of Service Organization
- Staffing
- Duties of the Restaurant Brigade
- Inter-relationship with other Departments

2.0 Types and Styles of Food Service

Objective

Upon completion of the topic the student will be able to:

2.1 describe the types and styles of food service offered by a variety of establishments

Content

- Cafeteria/snacks bars.
- American/Russian/French.
- Combination.
- Hospital and school meals service.

3.0 Equipment

Objectives

Upon completion of the topic the student will be able to:

3.1 identify large and small equipment in the food service and ancillary service areas
3.2 identify and describe the function and care of hand tools and equipment
3.3 list the safety measures that should be taken when using equipment in the food service area
3.4 describe appropriate cleaning procedures for all equipment.

Content

- Large equipment.
- Small equipment.
- Hand tools and utensils.
- Safe equipment usage.
- Care and cleaning of equipment.

4.0 Menu Knowledge

Objectives

Upon completion of the topic the student will be able to:

4.1 define the term "menu"
4.2 name the different kinds of menus
4.3 explain a variety of menu terms
4.4 list foods that may be cooked to order and indicate the cooking times
4.5 identify terms that are used to denote the degree of cooking required.
4.6 list and describe the major points that should be considered when compiling a menu.
4.7 classify and describe a variety of dishes and name their accompaniment
4.8 identify the necessary equipment for lay-up and service of particular course.
4.9 discuss reasons for the sequence of courses, and give examples of smaller menu compositions.
4.10 explain the factors affecting the customer's choice of a meal
4.11 identify the courses that form the menu for breakfast, luncheon, dinner and indicate their usual order.

Content

- Brief history
- Types of menu:
  - table d'hote
  - a la carte
  - special
- Menu terminology
- Factors affecting menu compilation.

5.0 Preparation and Service of Non-alcoholic Beverage

Objective

Upon completion of the topic the student will be able to:

5.1 classify and describe methods of preparation and service of non-alcoholic beverages.

Content

- Tea and variations.
- Coffee and variations.
- Chocolate and malted milk.
- Mineral waters.
  - natural
  - manufactured
- Syrups.
- Fruit juices.
- Squashes.

6.0 Stillroom Preparations

Objectives

Upon completion of the topic the student will be able to:

6.1 describe the correct procedures for preparing pots, pats, and curls of butter

6.2 name a variety of toasts and indicate which dishes they accompany.
6.3 name the methods of preparing limes. Lemons and oranges for service with tea, etc.
6.4 suggest methods of preparing the salt cruet to ensure that the salt flows freely.
6.5 name a variety of brands of proprietary sauces.
6.6 define the term "proprietary sauce".
6.7 classify and name popular jams and jellies and preserves, and indicate the meals in which they will be served.

Content

- Butter
- Toasts and breads
- Milk, sugar (for coffee and tea)
- Sliced lemon and orange
- Condiments
- Proprietary sauces
- Jellies, preserves, etc

7.0 Preparation of the Dining Room for Food Service

Objectives

Upon completion of the topic the student will be able to:

7.1 discuss the procedures for preparing the dining room for service.
7.2 illustrate suitable table arrangements for dining room taking into consideration, the room size, type and style of service and space allocation per person.
7.3 select the appropriate table linens
7.4 state reasons for the careful handling of linens.
7.5 discuss methods of bundling linen for the laundry.
7.6 list a variety of napkin folds and suggest when they can be best used.
7.7 indicate the reasons for careful handling of napkins
7.8 name and describe a variety of glassware
7.9 discuss the use of table decorations.
7.10 identify the appropriate crockery, cutlery and flatware for the service of specific meals and describe their functions.
7.11 list the items required for complete table settings for the service of breakfast, luncheon and dinner.

Content

- Preparation procedures
- Table arrangement
- Linen
- Napkin folds
- Glassware
- Table decorations
- Crockery, cutlery and flatware
- Table settings: breakfast setting; luncheon setting; dinner setting and settings for special occasions

8.0 The Service Procedures

Objectives

Upon completion of the topic the student will be able to:

8.1 describe the service procedure
8.2 interpret the daily menus
8.3 describe a variety of methods of serving rolls
8.4 describe methods of preparing water for service.
8.5 outline how to take a customer's order correctly and discuss reasons why orders should be written clearly.
8.6 describe clearing techniques of crockery, cutlery and flatware.
8.7 discuss a variety of techniques of serving desserts.
8.8 discuss methods of serving tea and coffee.
8.9 discuss methods of presenting the bill.

Content

- Greeting and seating.
- Presentation of the menu.
- Offering of rolls and butter.
- Pouring of water.
- Taking of the order.
- Removing of excess cutlery and flatware (in the case of table d'hote) or placing cutlery and flatware (in the case of a la carte).
- Serving and clearing of all courses up to and including main course.
- Crumbing down.
- Moving dessert cutlery and flatware into position.
- Service of the dessert.
- Service of tea/coffee
- Presentation of the bills.

9.0 Methods of Payment of Bills

Objectives

Upon completion of the topic the student will be able to:

9.1 list the methods by which customers may pay for their meals.
9.2 calculate the authorized additional percentages
9.3 discuss the correct procedures of handling cash, and the correct use of the cash register.

Content

- Vouchers
- Credit cards
- Cash
- Cheques
- Correct handling of cash

10.0 Social Skills

Objectives

Upon completion of the topic the student will be able to:

10.1 discuss the social skills that are necessary for the smooth running of the restaurant.
10.2 discuss methods of dealing with customer complaints, etc.

Content

- Social skills used in restaurants
- Handling customer complaints

Unit 2 – Kitchen Operations

Topics

11.0 Kitchen Design and Layout

Objectives

Upon completion of the topic the student will be able to:

11.1 discuss reasons for positioning of equipment.
11.2 discuss cooking potential of all equipment.
11.3 identify work patterns in relation to equipment.
11.4 describe the need for facilities such as refrigerators, storage, refuse area, receiving area, dish and pot washing areas, etc.

Content

- Positioning equipment
- Work pattern
- Types of equipment

12.0 Identification of Kitchen Equipment - Utensils, Tools

Objectives

Upon completion of the topic the student will be able to:

12.1 discuss the purpose and function of specific types of equipment
12.2 select and operate large and small equipment
12.3 identify and describe the function of hand tools and utensils

Content

- Purpose and function of specific equipment
- Large equipment vs small equipment
- Hand tools and utensils

13.0 Maintenance and Handling of Knives

Objectives

Upon completion of the topic the student will be able to:

13.1 identify types of knives with:
  - straight blades
  - serrated edges
13.2 identify other cutting tools and related implements
13.3 keep knives clean complying with food safety relations
13.4 keep knives sharp, using safe sharpening methods
13.5 store knives correctly after use
13.6 carry out work in an organized, efficient and safe manner

13.7 select knives appropriate to the tasks and type of food
13.8 practice knife drills
13.9 handle knives safely
13.10 select and purchase knives

Content

- Knife identification
- Knife use and care
- Knife drills

14.0 Identification of Basic Food Commodities

Objectives

Upon completion of the topic the student will be able to:

14.1 identify meats: beef, pork lamb, veal, variety meats, offals, cured meats.
14.2 identify poultry.
14.3 identify seafood.
14.4 identify fruits and vegetables.
14.5 identify dry goods products.
14.6 identify dairy products.
14.7 identify spices and herbs.

Content

- Food commodities

15.0 Basic Nutrition

Objectives

Upon completion of the topic the student will be able to:

15.1 define and understand "good nutrition" and "malnutrition".
15.2 discuss basic body requirements and their importance.
15.3 discuss functions and sources of food constituents.
15.4 discuss the importance and role of nutritional and non-nutritional elements.
15.5 discuss preservation of food value in:
- Storage
- Food preparation
- Cookery

15.6 discuss the effects of heat, oxidation, water and alkali on nutritional elements
15.7 discuss factors for maximum conservation of food values.

Content

- Malnutrition
- Basic body requirements
- Functions and sources of food constituents
- Nutritional and non-nutritional elements
- Food value and preservation

16.0 Menu Planning

Objectives

Upon completion of the topic the student will be able to:

16.1 discuss the importance of menu planning
16.2 discuss the essentials of a good menu
16.3 describe planning techniques
16.4 describe menu making rules
16.5 discuss menu Terminology

Content

- Definition of "menu"
- Criteria used in menu planning
- Menu compilation
- Menu terminology

17.0 Stocks, Sauces, Soups and Gravies

Objectives

Upon completion of the topic the student will be able to:

17.1 classify stocks, sauces, soups and gravies
17.2 identify herbs, spices, condiments and flavourings
17.3 prepare and cook meat, poultry, fish and vegetable stocks, sauces, soups and gravies

Content

- Types of stock, sauces, gravies and soups
- Herbs, spices and condiments used in stocks, sauces, gravies and soups
- Methods of preparation of various stocks, sauces, gravies and soups

18.0 Baking Bread and Rolls

Objectives

Upon completion of the topic the student will be able to:

18.1 identify the function and use of ingredients.
18.2 classify baking products
18.3 prepare, proof and bake bread and rolls.

Content

- Function and use of various ingredients in bread and rolls
- Classification of baking products
- Preparation methods of bread and rolls

19.0 Sandwich Preparation

Objectives

Upon completion of the topic the student will be able to:

19.1 classify the difference types of sandwiches.
19.2 prepare sandwich fillings
19.3 prepare hot and cold sandwiches - closed face, open face.
19.4 prepare sandwich garnishes and accompaniments.

Content

- Types of sandwiches
- Preparation methods of hot and cold sandwiches
- Garnishes and accompaniments

20.0 Appetizer Preparation

Objectives

Upon completion of the topic the student will be able to:

20.1 classify appetizers
20.2 prepare and use compound butters
20.3 prepare and present appetizers (canapés, hot Hors d'oeuvres, cold hors d'oeuvres, appetizer salads, cocktails etc.

Content

- Types of appetizers
- Use and preparation of compound butters
- Preparation and presentation of types of appetizers

21.0 Salad Preparation

Objectives

Upon completion of the topic the student will be able to:

21.1 classify and identify the types of salads.
21.2 prepare and serve salads.
21.3 identify types of salad dressings.
21.4 prepare and serve salad dressings.
21.5 prepare and serve fruit salad

Content

- Types of salad dressing
- Preparation method and services of salad dressings
- Garnishes
- Fruit salads

22.0 Preparation, Cooking and Serving of Vegetables

Objectives

Upon completion of the topic the student will be able to:

22.1 identify and classify vegetables.
22.2 identify methods of handling, preparing and storage
22.3 cook and serve fresh, frozen, leafy, root type, flower type and fruit type vegetables.
22.4 preserve and store cooked vegetables

Content

- Types and classification of various vegetables
- Handling, storage and preparation of vegetables
- Preservation and storage of cooked vegetables

23.0 Preparation of Fish and Shellfish

Objectives

Upon completion of the topic the student will be able to:

23.1 identify and classify fish and seafood
23.2 clean, cut, prepare and store fish and seafood
23.3 cook and serve fish and seafood.

Content

- Classifications of fish and other seafood
- Cleaning, cutting and storage of fish and other seafood
- Preparation methods and service of fish and seafood

24.0 Preparation of Meat and Poultry

Objectives

Upon completion of the topic the student will be able to:

24.1 identify the types and cuts of meat
24.2 demonstrate the use of dry heat and moist heat cooking.
24.3 cook and serve meat, poultry, beef, lamb, pork, veal, poultry and organ meats.
24.4 prepare basic dressings.

Content

- Types of cuts and meat
- Dry heat preparation
- Moist heat preparation
- Preparation and service of various meats
- Preparation of basic dressing

25.0 Preparation of Desserts

Objectives

Upon completion of the topic the student will be able to:

25.1 classify and identify the types of desserts
25.2 prepare puddings, gelatine desserts, specialty desserts (soufflés, baked alaska, babas).
25.3 use convenient desserts

Content

- Types and classification of desserts
- Preparation of various desserts

26.0 Portion Control

Objectives

Upon completion of the topic the student will be able to:

26.1 discuss the importance of portion control to overall costs.
26.2 discuss portion control systems and devices.
26.3 describe standard portion sizes.

Content

- Portion control
- Systems and devices that aid portion control
- Standard portion sizes

27.0 Control of Food Waste

Objective

Upon completion of the topic the student will be able to:

27.1 discuss the prevention of waste in:
  - storage
  - preliminary preparation
  - cooking
  - serving
  - the use of meat by-products (i.e. bones, fat, etc.)
  - the use of vegetable trimmings.

Content

- Waste and storage
- Waste and preparation of foods
- By-products
- Vegetable trimmings

Instruction Format

Lectures
Demonstration
Practicum
Video presentation

Assessment and Evaluation

The continuous assessment for this course takes the following form:

- Two (2) theory papers which account for 40% of the final mark
- Four (4) practical assessments which account for 60% of the final mark

Recommended Text

Fundamental Principles of Restaurant Cost Control, David B. Pavesic

Theory of Catering, 9th Edition, V C Cesarani and D Foskett; published by Hodder and Stoughton.

Practical Professional Cookery, 3rd Edition, H L Cracknell an R J Kaufmann; published by Thomson Learning.

Food and Beverage Service, 7th Edition, Lillicrap, Cousins and Smith; published by Hodder and Stoughton.

The New Professional Chef, 7th Edition; Linda Glick Conway; published by the Culinary Institute of America, New York, Van Nostrand Reinhold

Food Preparation and Cooking, NVQ Levels 1 and 2; Roy Hayter. London Hotel and Catering Training Company and MacMillan Press Ltd.

Fundamentals of Menu Planning, 2nd Edition; McVety, Ware and Levesque.

Resources

The Bar and Beverage Book, C Katsigris, M Porter and C Thomas; published by Wiley and Sons.

Food and Beverage Operation Cost Control and Systems Management, C Levinson; published by Prentice Hall.

Remarkable Service, Culinary Institute of America; published by Wiley and Sons.

Skills for Success - Line Level Restaurant Server

Food and Beverage Participants Workbook

CTISP Restaurant Server

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

8 ACCOMMODATIONS 1

Prerequisite: Introduction to Tourism/Hospitality
Credits: 4

Overview

This course is designed to provide the students with theory and practice relative for proficiency in the Accommodation sector. The learner will focus on all aspects of the relationship between the rooms division and other departments within a lodging operation.

General Objectives

This course is designed to assist students to:

1 assess the role and importance of the Rooms Division function within the Hospitality Industry
2 provide the student with a foundation of knowledge and skills applicable to the Front Office and Housekeeping functions within a variety of hotel and catering outlets
3 develop attitudes to quality and value in respect of people, management and customer care

Learning Outcomes

Upon successful completion of this course, learners will:

1 describe the procedures and equipment used by the Front Office department.
2 apply basic terminology and concepts related to front office operations.
3 describe the function of all the departments in a hotel and the role of the Front Office in their coordination.
4 demonstrate the procedures applicable to the guest cycle from reservation to departure.
5 describe and differentiate types of lodging.
6 Describe the roles and responsibilities of the support department in the accommodation sector.
7 explain the various areas of housekeeping and describe their purpose in the lodging establishment.
8 apply and demonstrate operational techniques for the housekeeping department.
9 formulate a staffing plan for a housekeeping department.
10 describe the interdependence and cooperation between housekeeping and major departments of the lodging establishment.
11 identify and explain strategies and procedures utilized in security in a lodging establishment.
12 explain procedures relative to rooms division.
13 explain the relationship of the engineering department to the housekeeping department.

Topics

1.0 Hotel Classification Methods

Objectives

Upon completion of the topic the student will be able to:

1.1 identify different types of hotels accommodation
1.2 list the various types of services available in hotels
1.3 describe methods of classifying accommodation

Content

- Types of hotels
- Types of services
- Methods of classification

2.0 Organization of the Hotel and Rooms Division

Objectives

Upon completion of the topic the student will be able to:

2.1 explain the function of organizational charts
2.2 create an organizational chart
2.3 explain the terms “back” and “front of the house”
2.4 describe work routines and shifts in the Rooms Division

Content

- Organization chart
- Terminology
- Work routine

3.0 Front Office Systems Past and Present

Objectives

Upon completion of the topic the student will be able to:

3.1 describe the stages of the guest cycle
3.2 describe various front office systems of operation (manual, semi-automated and computerized)
3.3 describe uses of computer applications in the rooms division

Content

- The guest cycle
- Front Office systems
- Computer applications

4.0 Housekeeping Services as an Integrated Component of the Rooms Division

Objectives

Upon completion of the topic the student will be able to:

4.1 describe what is opening of the house and the importance of Front Office Reports to this function
4.2 describe, daily periodic and spring cleaning
4.3 identify the procedures for cleaning of rooms and public areas
4.4 list the steps of and demonstrate how to carry out turn down service

Content

- Front office reports
- Cleaning schedules
- Turn down service

5.0 Registration/Check-In Procedure

Objectives

Upon completion of the topic the student will be able to:

5.1 describe the preparations required for Registration
5.2 create a registration record
5.3 describe room and rate assignments
5.4 discuss creative registration options
5.5 describe and discuss circumstances and procedure when a guest cannot be accommodated
5.6 describe and demonstrate up-selling techniques
5.7 list special guest requests and describe how they can be fulfilled

Content

- Registration procedures
- Room and rate assignment
- "Walking" a guest
- Up-selling techniques
- Handling guest requests

6.0 The Reservation Procedure

Objectives

Upon completion of the topic the student will be able to:

6.1 describe the two kinds of reservations
6.2 create the reservation record
6.3 describe how to maintain individual and group reservations
6.4 post reservations to the conventional chart

Content

- Types of reservations
- Reservation record
- Group reservation

7.0 Front Office Accounting Methods

Objectives

Upon completion of the topic the student will be able to:

7.1 describe the fundamentals of Front Office accounting
7.2 create and maintain a guest account
7.3 discuss the advantages and disadvantages of manual and Computerized accounts
7.4 describe and demonstrate the use of various methods of settlement

Content

- Front office accounting
- The guest account
- Computer applications
- Methods of settlement

8.0 Guest Checkout and Account Settlement

Objectives

Upon completion of the topic the student will be able to:

8.1 describe the functions of check-out and settlement
8.2 discuss and demonstrate departure procedures
8.3 discuss and describe check-out options
8.4 discuss front office responsibilities for guest checking out with an account balance

Content

- Check-out
- Types of settlement
- Departure procedures
- Account balances

Unit 2

Topics

9.0 Housekeeping Equipment

Objectives

Upon completion of the topic the student will be able to:

9.1 identify and describe different types
9.2 demonstrate the use of different types
9.3 describe the selection and use of different types

Content

- Equipment used in housekeeping
- Selection of equipment

10.0 Cleaning Chemicals

Objectives

Upon completion of the topic the student will be able to:

10.1 identify and describe different types of chemicals
10.2 demonstrate the use of different types of chemicals
10.3 describe the selection and use of different types of cleaning chemicals with regards to Front Office equipment.

Content

- Types of chemicals
- Use of chemicals
- Types of equipment

11.0 Cleaning Procedures

Objective

Upon completion of the topic the student will be able to:

11.1 describe and list the methods of cleaning the various items in the room and public areas (Baths/showers, washbasin, toilet/urinals, windows and mirrors, refrigerators/water fountains, walls, partitions and furniture)

Content

- Cleaning methods

12.0 Wall and Floor Coverings

Objectives

Upon completion of the topic the student will be able to:

12.1 describe the various categories of wall and floor coverage
12.2 discuss the advantages and disadvantages of the different types of wall and floor coverings
12.3 describe the care and maintenance of the various categories of wall and floor coverings

Content

- Categories of wall and floor coverings
- Advantages and disadvantages of using various types of wall and floor coverings
- Care and maintenance techniques

13.0 The Linen room

Objectives

Upon completion of the topic the student will be able to:

13.1 describe the layout, function and the location of the linen room
13.2 identify types of linen, use and care
13.3 describe the linen cycle (Linen exchange, inventory control, taking linen out of circulation)
13.4 describe the benefits and disadvantages of using On-site vs. Commercial laundry facilities.

Content

- The function and layout of the linen room
- Types of linen
- Use and care of various types of linens
- The linen cycle
- On-site vs commercial laundry facilities

14.0 The Laundry

Objectives

Upon completion of the topic the student will be able to:

14.1 describe the process of laundering
14.2 demonstrate the removal of a variety of stain
14.3 describe the process of handling guest laundry
14.4 describe the dry cleaning process

Content

- The laundering process
- Stain removal
- Guest laundry
- Dry cleaning

15.0 Room Maintenance Procedures

Objectives

Upon completion of the topic the student will be able to:

15.1 describe and demonstrate how to change a light bulb
15.2 describe and demonstrate how to unblock sinks, washbasins and toilets
15.3 describe and demonstrate the use of electricity breakers
15.4 describe the advantages of implementing cost effective environmental practices.

Content

- The light bulb
- Unblocking drains
- Electricity breakers
- Cost effective environmental practices

16.0 Communication Methods

Objectives

Upon completion of the topic the student will be able to:

16.1 describe and list inter-departmental and external communication devices
16.2 describe and demonstrate how to handle guest complaints
16.3 describe and demonstrate professional customer relations.

Content

- Inter-departmental and external communication devices
- Professional customer relations

Instructions Methods

Lecture and discussion
Project and case studies
Simulated exercises
Practical demonstrations
Field trips
Audio Visual Aids

Assessment and Evaluation

- This coursework mark accounts for 60% of the final grade for the course and is distributed as follows:
  - Two term papers - 40%
  - One group assignment - 20%
- The final examination accounts for 40% of the final grade for the course.

Recommended Text

Managing Front Office Operations, 6th Edition,
Michael L. Kasavana and Richard M. Brooks.

Hotel, Hostel and Hospital Housekeeping,
Branson and Lennox.

Resources

Hotel Front Office Management, 3rd Edition, J a Bardi; published by Wiley and Sons.

Commercial Housekeeping and Maintenance,
Jones and Phillips.

Front Office Texts

CTISP Skills for Front Desk Employees

CTISP Guest Room Exceptional Attendant Training

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.

9 SANITATION, SAFETY AND HYGIENE

Prerequisite: None **Credits: 3**

Overview

This course will provide students with information on basic microbiology, safety, personal hygiene, general handling of food. Local legislation for the food service industry will be examined.

General Objectives

This course is designed to:

1 present the rules of personal hygiene and the importance of adhering to safety rules and regulations.
2 introduce the causes and prevention of food poisoning and to introduce the requirements of safety in the workplace.
3 introduce local legislation relating to the food service industry

Learning Outcomes

Upon successful completion of this course, the learner will:

1 discuss how contamination of food can occur in a food service establishment.
2 describe the effect and consequences of food borne illness.
3 apply sound practices to prevent the possibility of food poisoning.
4 identify measures/procedures that will reduce or eliminate accidents in food preparation and service areas.

Topics

1.0 How Food Handling Practices Cause Foodbourne Illness

Objectives

Upon completion of the topic the student will be able to:

1.1 explain the concept/idea of food safety to other food handlers/employees/customers
1.2 discuss the types of hazards involved in food preparation
1.3 recognize the challenges to food safety in their particular kind of food business operation
1.4 identify the factors that influence the growth of micro-organisms
1.5 illustrate by simulation/role-play, selected conditions that are associated with hazards in handling food.
1.6 explain what is meant by the "temperature danger zone" in food safety
1.7 relate The kinds of food borne illness that may result from unsafe food handling

Content

- The concept of food safety in the business environment
- The definition of "micro-organism"
- Factors that influence the growth of micro-organisms
- The definition of food borne illness

2.0 How Personal Hygiene Affects Food Safety

Objectives

Upon completion of the topic the student will be able to:

2.1 distinguish between personal health and personal hygiene
2.2 identify the kinds of organisms found on the human body, that may cause food contamination
2.3 illustrate the link between personal hygiene and food safety
2.4 demonstrate the principles of personal hygiene appropriate to safe food handling
2.5 explain why persons with the following conditions should not be involved in food preparation: fever, diarrhea, upset stomach, nausea, vomiting, sore throat, sinus infection, coughing, sneezing, dizziness
2.6 identify conditions and illnesses that must be reported to the employer or other authorities if the individual is a food handler

Content

- Principles of personal hygiene
- The linkages between personal hygiene and food safety

- Characteristics of food contamination

3.0 Sanitation Practices Relating to Purchasing and Receiving

Objectives

Upon completion of the topic the student will be able to:

3.1 explain the characteristics of safe sources in the context of food safety
3.2 identify safe sources of foods and food products
3.3 adjust receiving schedules in keeping with food safety time:temperature requirements
3.4 state selected characteristics of wholesome foods and food products, by category: fruit & vegetables, canned foods, meats and poultry, eggs, fish, dairy products, dry goods
3.5 explain the safety implications of "critical dates" labelling, specifically the following: "expiry", "use by", "best by", "manufactured on", in keeping with national standards
3.6 determine what changes they need to make to existing practices in order to meet food safety requirements
3.7 participate constructively with employees and health personnel in food inspection activities

Content

- Safe sources of food and food products
- Local food safety standards

4.0 Safe Food Storage Practices

Objectives

Upon completion of the topic the student will be able to:

4.1 explain the meaning of storage in the context of food handling establishments and their supplier.
4.2 illustrate by example the types of food storage and their distinguishing characteristics
4.3 state and maintain safe-zone temperatures for raw and cooked foods
4.4 store chemicals safely in relation to food components and food products
4.5 store food handling equipment and utensils safely
4.6 identify and discuss low cost, efficient storage strategies that are suited to the business operation

Content

- Types of food storage facilities
- Definition of "safe-zone"
- Sanitation of food handling equipment and utensils
- Cost effective storage

5.0 Safe Freezing, Thawing and Reheating

Objectives

Upon completion of the topic the student will be able to:

5.1 distinguish between cooking and reheating
5.2 practice safe reheating
5.3 practice safe methods of thawing
5.4 practice safe freezing
5.5 apply time-temperature principles in practical situations

Content

- Definition of cooking and reheating
- Safe methods of reheating
- Safe methods of thawing
- Safe methods of freezing

6.0 Cleaning and Sanitizing Practices to Promote Food Safety

Objectives

Upon completion of the topic the student will be able to:

6.1 differentiate between cleaning and sanitizing
6.2 explain what is meant by a food contact surface
6.3 identify the types of cleaning agents and sanitizers that may be used safely in a food handling operation
6.4 identify, plan, implement and monitor a basic cleaning schedule which ensures that areas, utensils and equipment are cleaned and sanitized

6.5 clean and sanitize based on the "3 sink principle", using either a 3-compartment sink or a safe alternative
6.6 use cleaning agents and sanitizers safely in the food handling operation
6.7 store cleaning and sanitizing chemicals safely
6.8 store cleaned and sanitized items safely

Content

- Definition of cleaning
- Definition of sanitizing
- Cleaning agents and sanitizers
- Cleaning methods
- Sanitizing methods
- Methods of storing chemicals safely

7.0 Vector Control

Objectives

Upon completion of the topic the student will be able to:

7.1 list the diseases that the vectors spread.
7.2 list the indicators that show the presence of the vectors.
7.3 identify vector control measures.
7.4 explain and demonstrate the safe use of chemicals in vector control.

Content

- Definition of vector
- Methods of identification of vector presence
- Vector control methods

8.0 Legislation (Local and International)

Objectives

Upon completion of the topic the student will be able to:

8.1 differentiate between the Act and the Regulation.
8.2 list the relevant regulations and dates they were enacted.
8.3 state the requirements for the registration and licensing of food premises and vehicles.
8.4 list the legal requirements for the satisfactory layout of food establishment.
8.5 list the penalties for the contravention of the regulations.
8.6 outline the functions of Environmental Health Officers as described in the regulations.

Content

- Environmental health regulations
- The functions of Environmental Health Officers

9.0 Principles of HACCP

Objectives

Upon completion of the topic the student will be able to:

9.1 define HACCP
9.2 state the preparation processes that are involved in selected foods
9.3 create a basic flow diagram/description of selected preparation and serving processes
9.4 demonstrate safe ways of tasting, touching and smelling foods
9.5 identify the types of hazards that may occur in selected preparation and serving processes for a cooked food and a food that is served uncooked
9.6 identify the stages at which these hazards may occur in the processes of preparation and serving
9.7 distinguish between a "control point" and a "critical control point"
9.8 identify the critical control points in a "preparation flow" for a specific finished product typically prepared in the food establishment
9.9 relate preparation and serving practices to selected basic Health Services Regulations.
9.10 discuss the importance of the introduction to the principles of HACCP on the traditional methods of food purchasing, storage and preparation
9.11 describe the role of the local National Standards Institute and the Ministry of Health in implementing the guidelines articulated in HACCP

Content

- Definition of HACCP
- Definition of control point
- Definition of critical control point

- Relationship of HACCP to health regulation
- HACCP vs traditional approach to food preparation and service.

10.0 Food Preservation

Objectives

Upon completion of the topic the student will be able to:

10.1 define "food preservation"
10.2 state three principles of food preservation
10.3 define the term "additive"
10.4 list at least four reasons for preserving food
10.5 discuss at least five methods of food preservation
10.6 define the terms "pasteurization" and "UHT"

Content

- Principles of food preservation
- Reasons for preserving food
- Methods of food preservation

11.0 Refuse/Waste Disposal

Objectives

Upon completion of the topic the student will be able to:

11.1 define the terms "refuse", "rubbish", "garbage" and "waste"
11.2 list the different types of refuse
11.3 state the characteristics/properties of refuse
11.4 discuss the storage of refuse before collection
11.5 identify final disposal sites
11.6 discuss suitable methods of solid and liquid waste disposal and state their advantages
11.7 identify potential hazards of improper waste disposal

Content

- Characteristics and types of refuse
- Storage of refuse
- Refuse disposal methods

12.0 Safety Issues

Objectives

Upon completion of the topic the student will be able to:

12.1 define the local legislation dealing with safety at work
12.2 describe the types of accidents that may occur and indicate the causes
12.3 discuss preventative measures
12.4 establish an accident prevention code

Content

- Local/regional legislation relating to safety at work
- Types of accidents that may occur in the work place
- Development of an accident code policy

13.0 Fires

Objectives

Upon completion of the topic the student will be able to:

13.1 discuss local fire regulations.
13.2 state the types of fire extinguishers that should be used for specific fires.
13.3 demonstrate the correct use of fire extinguishers.
13.4 state procedures to be followed in case of fire.
13.5 recognize the importance of memorizing the emergency fire station number

Content

- Types of fires.
- Causes and prevention.
- Procedure in the handling of fires

14.0 Basic First Aid Techniques (Red Cross)

Objective

Upon completion of the topic the student will be able to:

14.1 describe simple first aid for minor burns, cuts electric shock and drowning casualties, etc.

Content

- Treatment of burns, cuts and electric shocks
- Resuscitation techniques

Instruction Format

Lecture
Discussion
Demonstration
Guest Lecturer
Field trips

Assessment and Evaluation

- Sanitation and Safety
  - one group project – 10%
  - a mid-term test - 15%
- First-Aid
  - three practical assessments - 15%
- Final theory exam (combines the sanitation and safety and first aid components) - 60%

Recommended Text

Applied Food Service Sanitation, National Restaurant Association, Wiley, John & Sons.

Hygiene for Management. London: Highfield Publications, 1998. Springer, Richard A.

Food Poisoning and Food Hygiene. London: Arnold, 1998. Hobbs, Betty C. and Roberts, Diane

Food Hygiene, Health and Safety. London: Longman, 1998. Stretch, a and Southgate, H.

The Essential Guide to food Hygiene and Safety. Surrey: Eaton Publications, 1997. Aston, Graham and Tiffney, John.

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.