CARIBBEAN TOURISM LEARNING SYSTEM (CTLS)

Associate Degree in Applied Science

Electives 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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Date: September 2003

Updated Version: February 2007

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Original Curricula developed and printed with funds from the Caribbean Regional HRD Programme for Economic Competitiveness (CPEC)

Revision of the Curricula was funded through the CTO HRD Component of the EU's Caribbean Regional Sustainable Tourism Development Programme (CRSTDP)

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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ELECTIVE CORE

1 International Cuisine

2 Advertising

3 Events and Conference Management

4 Entertainment Management

5 Adventure Tourism

6 Heritage Tourism

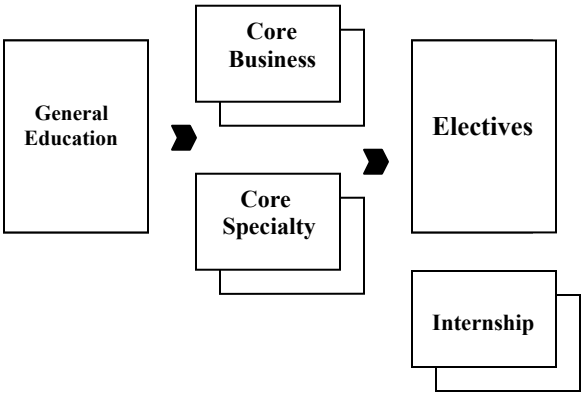
7 Eco-Tourism

8 Macro-Economics

9 Menu Planning

10 Butchery Techniques

Common Core Courses



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

INTRODUCTION

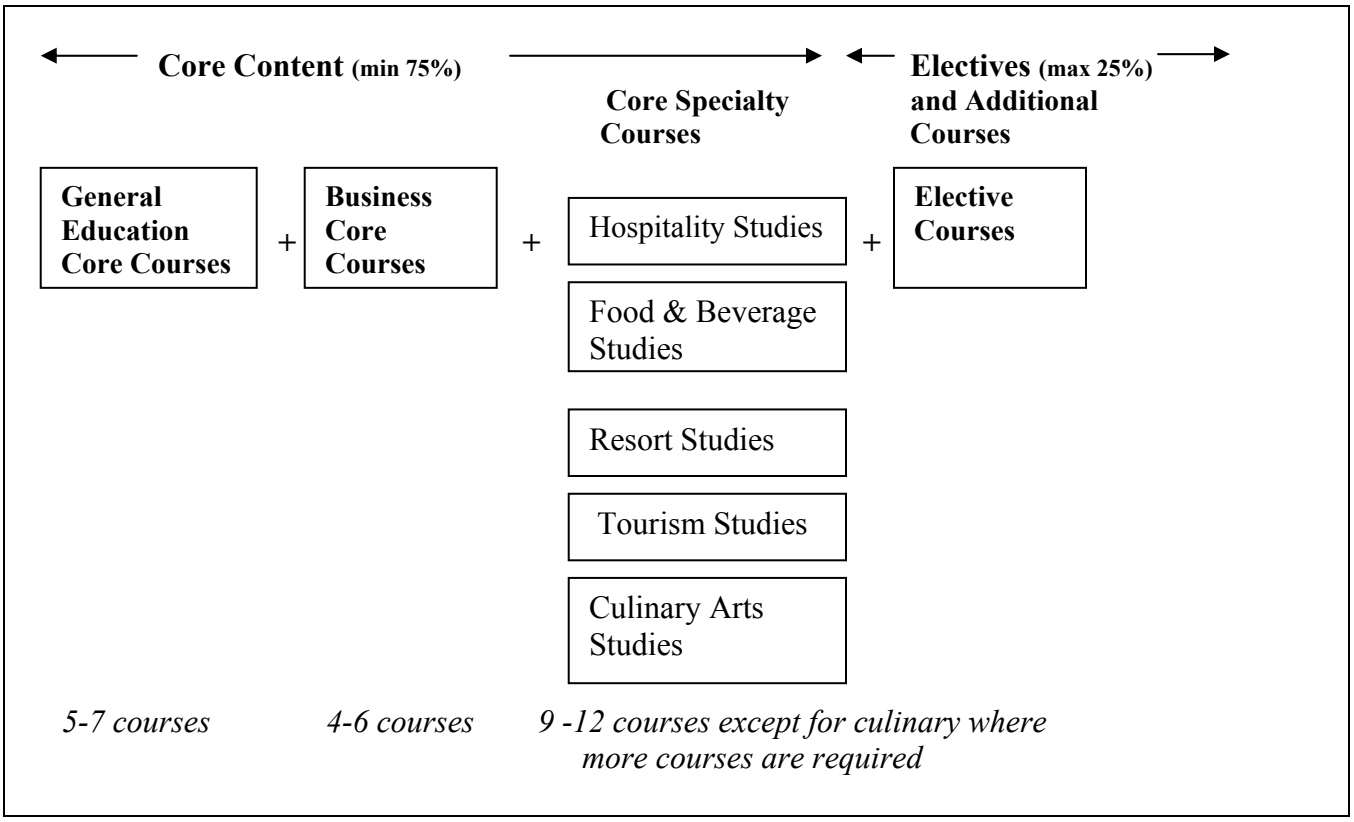
The Tourism/Hospitality Industry must be staffed at all levels by individuals who are well equipped with the knowledge, skills and appropriate attitudes to satisfy the demands of this dynamic industry.

This global (large scale) 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.

The Learning Outcomes for the Elective Core are listed. The theory courses are calculated at 3 credits per course 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, specialty courses and business courses agreed to by industry leaders and educators, each Associate Degree programme will offer a range of business courses.

CURRICULUM COURSE STRUCTURE



SYNOPSIS OF COURSES

INTERNATIONAL CUISINE
This course will focus on foods and cooking styles of many nations. Menu production reflecting on nations that have impacted international cuisines will be examined.

ADVERTISING
This course will focus on consumer advertising as a strategic promotional tool. The basic concepts of advertising as a business and professional practice will be examined.

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

ENTERTAINMENT MANAGEMENT
This course will focus on the planning and management of entertainment of events designed to complement a hospitality enterprise.

ADVENTURE TOURISM
This course will introduce students to the adventure tourism industry. Adventure tourism as a business will be examined along with the various attributes of the industry and their interrelationships.

HERITAGE TOURISM
This course examines the role of Heritage Tourism in the Caribbean, and the economic policy, public, planning and social issues surrounding heritage.

ECO-TOURISM
This course will focus on natural resources – their importance for sustainability and to tourism. It will further focus on the impacts and viability of this type of tourism development to nation states; private and public sectors; and sectoral management

MACRO-ECONOMICS
This course will build on what was done in Economics 1. It introduces students to macro economic issues. It focuses on aggregates in the economy rather than the individual economic unit.

MENU PLANNING
The importance of menu planning to a food service operation will be introduced. The methods of developing and compiling a professional menu for the various areas of the food service industry will be examined.

BUTCHERY TECHNIQUES
This course will focus on basic meat cutting and processing principles. Emphasis will be placed on primal and sub-primal cuts, inspection, grading, yields and classification of meats, poultry and game.

1 INTERNATIONAL CUISINE

Prerequisites: All food preparation courses

Credits: 4

Overview

This course will focus on foods and cooking styles of many nations. Menu production reflecting on nations that have impacted international cuisines will be examined.

General Objectives

This course is designed to:

1 expose students to a variety of international cuisines
2 familiarize students with the culture and commodities used by different nationalities
3 create opportunities for students to be innovative in the implementation of international dining experiences
4 enable students to finish and critically assess products taking into account, design, colour, flavour and portion control.
5 Familiarize students with up-to-date food legislation affecting production and storage of products.

Learning Outcomes

Upon successful completion of this course, the learner will:

1 prepare a variety of international dishes.
2 identify international products.
3 demonstrate the skills required to produce international menus.
4 compare dishes from different countries.

Topics

Cuisines of the world:

1.0 Caribbean
2.0 Asia and the Far East
3.0 France and other European countries
4.0 Japanese
5.0 North American countries

Content

- International commodities
- Preparation techniques

Instruction Format

Lecture
Demonstration
Practice
Video

Assessment & 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

Food Style: the Art of Presenting Food Beautifully, Molly Siple and Irene Sax

Garnishing: the Basics and Beyond, Constance Quan

Resources

La Rousse Gastronomique

Classic Caribbean Cooking, Sharon Atkins

Caribbean and African Cookery, Rosamund Grant

Creole Cooking, Sue Mullin

All Along the Danube: Classic Cookery from the Great Cuisine of Eastern Europe, Marina Polvay

A Taste of Ireland, Theodora Fitzgibbon

The Cooking of Vienna's Empire

Spanish Cooking, Pepita Aris

Recipes: the Cooking of Japan

The Cooking of Japan

The Complete Asian Cookbook, Charmaine Solomon

Indian Cookery,

American Cooking Dale Brown

Garnishing and Decoration, Rudolf Biller

Garnishes, June Budgen

Garnishes and Decorations, Janet Brinkworth

Culinary Carving and Plate Decorating, Harvey Rosen and Jonathan S Rosen

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 ADVERTISING

Prerequisites: Marketing

Credits: 3

Overview

This course will focus on consumer advertising as a strategic promotional tool. The basic concepts of advertising as a business and professional practice will be examined.

General Objectives

This course is designed to assist students to:

1 examine the fundamentals of advertising and types of media
2 compare the effects and/or impacts of media mix
3 appreciate the techniques used in advertising to convince or stimulate people's choice in buying

Learning Outcomes

Upon successful completion of this course, the learner will:

1 identify the basic functions of advertising in business and marketing.
2 define and identify advertising markets and audiences.
3 evaluate the various uses of advertising.
4 identify effective messages.
5 prepare messages.

Topics

1.0 Development of Advertising

Objectives

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

1.1 discuss the history of advertising
1.2 outline the importance of television in the history of advertising
1.3 discuss the use of the Internet in modern day advertising

Content

- History of advertising
- Television
- The Internet

2.0 Advertising Concepts and Fundamentals

Objectives

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

2.1 define "advertising"
2.2 describe the main purpose of advertising
2.3 list and explain the five M's of advertising
2.4 discuss the importance of advertising to individuals and corporations/organizations

Content

- Definition of advertising
- M's of advertising
- Advertising and individuals/corporations/organizations

3.0 Introduction to Ad Comparison and Methodology

Objectives

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

3.1 define "advertisement" and "commercial"
3.2 list the steps in developing an advertisement
3.3 identify the types of media used in advertising
3.4 evaluate the pros and cons of each media mix
3.5 discuss the success or failure of particular advertisements based on empirical evidence

Content

- Definition of advertisement and commercial
- Campaign development
- Media mix
- Media evaluation

4.0 Advertising's Role in Marketing

Objectives

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

4.1 outline the classic components of marketing
4.2 state the relevance of advertising to marketing
4.3 discuss how ads communicate and persuade
4.4 describe the "appeal" process of advertising (emotional, fear, positive)
4.5 discuss Maslow's "Hierarchy of Needs" theory with reference to "appeal"
4.6 critique the effect of an ad or sample of ads on a particular target market
4.7 list the eleven classes of advertising

Content

- Components of marketing
- Advertising vs marketing
- Maslow's Hierarchy of Needs Theory
- Ad analysis
- Eleven classes of advertising

5.0 Consumer Audience and Consumer Behaviour

Objectives

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

5.1 discuss and/or debate consumer advertising vs advertising to business or industry
5.2 define "consumer" and "consumer goods"
5.3 highlight the motivation for consumer behaviour
5.4 discuss the need for research in defining consumer behaviour
5.5 define the term "niche market"
5.6 explain the concept of "niche markets"

Content

- Consumer advertising
- Business/industry advertising
- Consumer behaviour
- Niche marketing

6.0 Market Segmentation

Objectives

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

6.1 discuss the four basic market segmentation strategies (behaviour, demographic, geographic, physio-graphic)
6.2 outline the role of intermediaries in the distribution of products to the market
6.3 discuss advertising choices during the products' life cycle

Content

- Market segmentation
- Intermediaries
- Advertising during the product's life cycle

7.0 Copy and Art in Messages

Objectives

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

7.1 develop a message for a particular product
7.2 explain the communication process
7.3 determine the meaning behind a sample of messages in some advertisements (psychological impact)
7.4 discuss Marshall McLuhan's phrase "The Medium is the Message".

Content

- Developing the message
- Communication process
- Messages and their impact
- "The medium is the message"

8.0 The Execution Functions

Objectives

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

8.1 explain in detail the emotional appeal, fear appeal and positive appeal to advertising

8.2 evaluate methods of delivery/distribution through the choice of media.

Content

- Advertising and emotion
- Analysis of delivery methods and choice of media

9.0 Ad Production

Objectives

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

9.1 summarize the steps in ad production (message, media, management)
9.2 demonstrate skills in producing an ad piecework for different media

Content

- Steps in ad production
- Layout and typography
- Copy writing
- Primary process
- Electronic media

10.0 Print and Broadcast

Objectives

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

10.1 identify the print and broadcast media available in the Caribbean
10.2 analyze and discuss the impact of print and broadcast/electronic media on particular areas in the Caribbean economy (tourism, industry)

Content

- Print media
- Broadcast media
- Impact in the Caribbean

11.0 The Advertising Agency as a Business

Objectives

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

11.1 outline the role of the ad agency
11.2 determine and explain the functions of an ad agency
11.3 evaluate the operations in different ad agencies in your country
11.4 discuss compensation practices within ad agencies

Content

- The ad agency
- Functions
- Compensation practices

12.0 Direct Marketing

Objectives

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

12.1 explain what is meant by "sales promotion"
12.2 list the elements involved in sales promotion
12.3 explain public relations and the relationship to advertising and marketing

Content

- Sales promotion
- Public relations

13.0 Corporate Advertising

Objectives

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

13.1 explain "advertorial"
13.2 discuss the use of and benefit of advertorials to the corporate sector (legal implications)

Content

- Advertorials
- Benefits of advertorials

14.0 Careers in Advertising

Objective

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

14.1 list available careers in advertising in the Caribbean region

Content

- Careers in advertising

Instruction Format

Lecture
Guest Lecturers
Video
Project

Assessment & Evaluation

Assessments, Quizzes, Case Studies – 40%
Examination – 60%

Recommended Text

Kleppner's Advertising Procedure, J. Thomas Russell & W. Ronald Lane, Prentice Hall

Resources

Samples advertisements

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 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.

4 ENTERTAINMENT MANAGEMENT

Prerequisite: Events Management

Credits: 3

Overview

This course will focus on the planning and management of entertainment of events designed to complement a hospitality enterprise.

General Objectives

This course is designed to assist the students to:

1 grasp the fundamentals of entertainment management
2 analyze the effects of crowd management, safety and security to entertainment management
3 highlight the role of entertainment agents and management companies
4 consider the importance of space utilization and stage management

Learning Outcomes

Upon successful completion of this course, the learner will:

1 identify and discuss special issues related to the entertainment industry to include agents, management companies, and entertainers.
2 discuss entertainment contract issues.
3 identify and explain the scope of the entertainment industry as it impacts hospitality operations.
4 analyze entertainment events for risk management to include safety, security, equipment and crowd management elements.
5 develop an entertainment event business plan framework to include competitive analysis, promotion and financing.
6 identify and discuss the handling and arranging of entertainment technology and staging.

Topics

1.0 Scope of the Entertainment Industry

Objectives

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

1.1 define the term "entertainment industry"
1.2 identify the types of entertainment
1.3 discuss the history of entertainment in hospitality

Content

- Definitions
- Types of entertainment
- History of entertainment

2.0 Entertainment Contact Issues

Objectives

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

2.1 explain the role of unions with regards to entertainment contracts
2.2 examine the issue of copyrights
2.3 discuss the issue of royalties

Content

- Role of unions
- Copyrights
- Royalties

3.0 Special Issues

Objectives

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

3.1 discuss the role that agents play with regards to entertainers
3.2 discuss techniques in dealing with agents
3.3 examine the types of management companies that exist in the entertainment industry
3.4 analyze the role and influence of cultural diversification

Content

- The role of agents
- Management companies
- Cultural diversification

4.0 Risk Management

Objectives

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

4.1 discuss safety and safety techniques
4.2 examine security and security measures
4.3 describe methods of crowd management and control
4.4 identify and use specific equipment

Content

- Safety techniques
- Security measures
- Crowd management
- Equipment

5.0 Retail Management

Objectives

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

5.1 identify space requirements
5.2 evaluate control systems
5.3 discuss purchase versus consignment
5.4 discuss the use of and techniques for creating brand-name products

Content

- Space requirements
- Control systems
- Purchase vs consignment
- Brand-name products

6.0 Technology and Staging

Objectives

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

6.1 describe a variety of sound systems
6.2 organize and arrange stage lighting
6.3 arrange a stage for performance

Content

- Sound systems
- Stage lighting
- Performance

7.0 Event Business Plan

Objectives

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

7.1 outline a business plan
7.2 develop a promotion package for an event

Content

- Components of a business plan
- Promotion

Instruction Format

Lecture
Guest Lecturers
Video
Field Trips

Assessment & Evaluation

Assessments, Quizzes, Case Studies – 60%
Project – 40%

Recommended Text

Event & Entertainment Marketing, Barry Avrich, Probus Publishing

Resources

Events Management, G Bowdin (et al); published by Butterworth Heinemann.

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 ADVENTURE TOURISM

Prerequisites: None

Credits: 3

Overview

This course will introduce students to the adventure tourism industry. Adventure tourism as a business will be examined along with the various attributes of the industry and their interrelationships.

General Objectives

This course is designed to assist students to:

1 examine the principles of guiding, leadership and management of adventure tourism as a profitable business
2 develop skills in guiding and navigating
3 examine the components of Adventure Tourism
4 develop an appreciation of the natural environment

Learning Outcomes

Upon successful completion of this course, the learner will:

1 identify current issues and trends in the adventure tourism industry.
2 identify issues related to business development in adventure tourism.
3 assess the impact of adventure tourism as a worldwide economic, environmental, cultural and social force.
4 explain the basic foundation of guiding leadership and management.
5 identify and explain issues relating to legal liability and risk management in adventure tourism.
6 demonstrate the fundamentals of the theory of navigation.
7 identify the flora, fauna, species and ecosystem of the destination.
8 explain medical aspects relative to injury prevention and emergency care for the outdoors.

Topics

1.0 Trends and Issues in Adventure Tourism

Objectives

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

1.1 identity current trends
1.2 classify and discuss issues that impact adventure tourism.

Content

- Current Trends
- Issues relative to adventure tourism

2.0 Fundamentals of Guiding Leadership and Management

Objectives

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

2.1 examine the techniques of guiding
2.2 define leadership and outline the leadership role played by the tour guide or manager.

Content

- Guiding techniques
- Leadership
- Tour guide manager

3.0 Instructional and Organizational Skill Sets When Dealing With Groups

Objectives

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

3.1 define “group management”
3.2 direct and control a group using specific techniques
3.3 identify types of risks and steps involved in Risk management
3.4 define “owner liability”
3.5 discuss guide liability

Content

- Group management
- Control techniques
- Risk management
- Owner liability
- Guide liability

4.0 Business Plan for Adventure Tourism Venture

Objectives

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

4.1 summarize the critical points of legal liability and risk management in adventure tourism
4.2 explain the need for assessment
4.3 design a marketing plan
4.4 develop a marketing budget
4.5 discuss marketing techniques
4.6 develop a plan for the launching of an adventure tourism business

Content

- Liability and risk management
- Needs assessment
- Marketing plan
- Marketing budget
- Marketing techniques
- Development plan

5.0 Flora, Fauna, Species and Ecology of the Destination/Region

Objectives

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

5.1 identify flora, fauna, species and ecology of the destination/region
5.2 describe ecosystem relationships
5.3 explain "biodiversity"

Content

- Flora and fauna
- Species and ecology of the destination/region
- Ecosystem
- Biodiversity

6.0 Travel Techniques, Wild Life and Safety

Objectives

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

6.1 itemize safety clothing requirements
6.2 catalogue and use selected equipment
6.3 demonstrate the basics of travel etiquette
6.4 explain "code of conduct"

Content

- Clothing requirements
- Equipment
- Travel etiquette
- Code of conduct

7.0 Navigation, Map Reading, Compass Use, Altimeter and GPS

Objective

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

7.1 discuss the basic principles of navigation

Content

- Navigation techniques

8.0 First Aid

Objectives

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

8.1 practice basic principles of first aid
8.2 demonstrate the recognition and care of injuries

Content

- First aid principles and techniques
- Injuries

Instruction Format

Lecture
Guest Lecturers
Video
Field Trips

Assessment & Evaluation

Assessments, Quizzes – 60%
Group Project – 40%

Recommended Text

Adventure Tourism: the New Frontier, J Swarbrooke, Colin Beard, Suzanne Leckie and Gill Pomfret; published by Butterworth-Heinemann 2003.

Resources

Compass

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 HERITAGE TOURISM

Prerequisite: **Credits: 3**

Overview

This course examines the role of Heritage Tourism in the Caribbean, and the economic policy, public, planning and social issues surrounding heritage.

General Objectives

This course is designed to assist students to:

1 become acquainted with heritage as an integral part of the tourism business
2 develop national pride in their country's culture
3 determine factors that will limit or enhance a heritage tourism product
4 develop a community/heritage tourism product

Learning Outcomes

Upon successful completion of this course, the learner will:

1 define heritage in its global context
2 highlight the planning and social issues sourrounding heritage
3 examine the role of the marketing of Heritage Tourism
4 discuss the vital steps in the preparation of heritage.

Topics

1.0 Heritage - Historical and Philosophical Perspective

Objectives

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

1.1 define "cultural heritage"
1.2 discuss the need to preserve cultural heritage.
1.3 define how heritage is preserved.
1.4 discuss heritage preservation in the Caribbean.
1.5 discuss public attitides toward heritage preservation.

Content

- Definition
- Heritage preservation in the Caribbean
- Public attitudes

2.0 Heritage - How Can We Preserve this Scarce Commodity?

Objectives

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

2.1 discuss public policy.
2.2 explain the role imagination plays in allowing our heritage to vanish.
2.3 discuss heritage advocacy (how to present a case for heritage preservation).
2.4 discuss C. Price's case (The Built Environment - the case against conservation)
2.5 explain the role of NGO's

Content

- Public policy
- Heritage advocacy
- C. Price – case study
- NGO's

3.0 Heritage – the Built Environment

Objectives

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

3.1 describe what makes a building historic?
3.2 identify heritage buildings.
3.3 describe the architectural styles.
3.4 discuss the role of registrars and inventories.
3.5 discuss architectural controversies of heritage preservation.

Content

- Criteria for historic landmarks
- Architectural styles
- Registrars and inventories
- Current issues

4.0 Heritage – Policy and Planning

Objectives

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

4.1 discuss heritage legislations and property rights
4.2 describe the relationship between heritage preservation and urban planning.
4.3 discuss the relationship between heritage preservation and sustainable development.

Content

- Legislation and property rights
- Heritage preservation and urban planning
- Sustainable development

5.0 Heritage Tourism

Objectives

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

5.1 define cultural and heritage tourism .
5.2 discuss cultural and heritage tourism as a marketing challenge.
5.3 identify the social and economic implications of heritage tourism.

Content

- Definition of Heritage Tourism
- Marketing challenges
- Social and economic implications

6.0 Heritage in the Caribbean

Objectives

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

6.1 discuss how to approach the marketing of Heritage
6.2 discuss the role of heritage and culture in tourism promotion
6.3 discuss social and economic importance of heritage and tourism to the Caribbean

Content

- Marketing and Heritage Tourism
- Heritage and tourism promotion
- Social and economic impact of heritage on tourism

7.0 Heritage - Rural Tourism Development

Objectives

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

7.1 discuss the emerging role of tourism in rural development.
7.2 identify models of tourism development in the context of rural economic resuscitation.
7.3 define the importance of heritage preservation in this context.

Content

- Rural development
- Models of rural economic resuscitation

8.0 Heritage Tourism - Economic and Financial Aspects

Objectives

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

8.1 identify the market and market forces
8.2 identify the difference between funding grants vs. Tax incentive and private sector vs. public sector initiatives
8.3 discuss the economic and social impacts on jobs, investment and spin-offs

Content

- Market forces and its impact of heritage preservation
- Funding
- Economic and social impacts on jobs and investments
- Spin offs

Instruction Format

Lecture
Discussion
Demonstration

Assessment and Evaluation

Assignments, Quizzes – 40%
Capstone Project – 60%

Recommended Text

What Makes a Building Historic; Davidson, G.

The Future of the Past: Heritage Tourism in the 21st Century; Swarbrooks, J.

Cultural Tourism Partnership: From Rags to Riches; Zuaanek, J.

Resources

UNESCO publications
World Heritage Foundation publications

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 ECO-TOURISM

Prerequisite: **Credits: 3**

Overview

This course will focus on natural resources – their importance for sustainability and to tourism. It will further focus on the impacts and viability of this type of tourism development to nation states; private and public sectors; and sectoral management

General Objectives

This course is designed to assist students to:

1 appreciate the role of communities in the eco-tourism product
2 examine principles of sustainability to tourism
3 identify positive and negative impacts of tourism on the environment

Learning Outcomes

Upon successful completion of this course, the learner will:

1 examine what is eco-tourism
2 discuss eco-tourism and tourism
3 analyze the impacts (positive and negative) of eco-tourism vs tourism
4 analyze eco-tourism as a model for sustainable development
5 be familiar with terms in discussing eco-tourism and conservation/sustainability
6 discuss conservation methods for sustainability
7 recognize the role and work of organizations involved in this type of tourism development
8 identify hotels that participate successfully in eco-tourism or have environmental projects that consider sustainability
9 design a marketing strategy for marketing eco-tourism

Topics

1.0 What Is Eco-tourism?

Objectives

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

1.1 define "eco-tourism"
1.2 identify types of tourism development
1.3 distinguish factors that influence eco-tourism

Content

- Definition
- Types of tourism developments
- Influencing factors

2.0 Eco-tourism and Tourism

Objectives

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

2.1 define "tourism"
2.2 discuss the importance of tourism to the region/island
2.3 compare the benefits and disadvantages of eco-tourism to traditional tourism (economically, physical and socio-cultural)
2.4 identify the organizations that impact eco-tourism and tourism
  - National Standards Institutes
  - ISO Developing Countries programme
  - Green Globe certification programme.
  - Blue flag
  - HACCP
2.5 discuss the impacts of sectors to eco-tourism (transportation, retail shopping)

Content

- Definition
- Importance of tourism
- Advantages and disadvantage of eco-tourism vs traditional tourism
- Organizations that impact on eco-tourism and traditional tourism

3.0 Eco-tourism as a Model

Objectives

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

3.1 explain "sustainability" as it relates to tourism – influencing factors
3.2 compare the effects of traditional tourism to eco-tourism for sustainability
3.3 identify success stories of eco-tourism efforts in the region and internationally
3.4 discuss the pressures for change on tourism (consumer choices, regulations, resources, competition)
3.5 examine a sustainable approach to mass tourism
3.6 develop a model for sustainability for an area/sector in tourism
3.7 discuss the two dimensions for sustainability applied in travel and tourism
3.8 evaluate legislation that would impact eco-tourism (building, licensing)
3.9 discuss points/factors that should be considered in relation to sustainability and eco-tourism
3.10 discuss community tourism and its influence on sustainability

Content

- Sustainability and tourism
- Effect of sustainability on traditional tourism
- Success stories in Eco-tourism
- Influences in the region
- Sustainability and mass tourism
- Sustainability of travel and tourism
- Legislation
- Community tourism

4.0 Natural Resources

Objectives

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

4.1 define "environment" and "ecosystem"
4.2 discuss how the natural resources can be managed for viability and sustainability
4.3 discuss conservation and its methods to ensure sustainability
4.4 explain the relationship of the ecosystem to eco-tourism
4.5 examine a private or public sector example of the use of a natural resource
4.6 discuss public and private sector processes essential to marketing sustainability in tourism

Content

- Environment
- Ecosystem
- Natural resources
- Ecosystem and eco-tourism
- Public and private sector processes in marketing sustainability in tourism

5.0 Ecosystem Management and the Protected Area

Objectives

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

5.1 discuss the principles of Ecosystem Management
5.2 explain the ten R's criteria for environmentally good practices in tourism businesses/operations
5.3 discuss problems in establishing standards for environmental practice
5.4 discuss Environmental Management Systems (EMS)
5.5 distinguish between the similarities in the principles of EMS and Total Quality Management (TQM)
5.6 analyse the use of Environmental Impact Assessments (EIA) and Environmental Impact Statements (EIS) on particular protected areas
5.7 discuss placement of attractions, hotels, etc in environmentally sensitive areas
5.8 discuss "Green Peace"

Content

- Ecosystem management
- Criteria for environmentally good practices
- EMS
- TQM
- EIA
- EIS
- Green Peace

6.0 The Social and Ecological Impacts

Objectives

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

6.1 evaluate the social and ecological impacts of eco-tourism on particular areas
6.2 discuss social and ecological impacts relevant to eco-tourism
6.3 discuss "carrying capacity" in relation to eco-tourism and its economic viability

Content

- Social and ecological impacts of eco-tourism
- Carrying capacity

7.0 The Economics of Eco-tourism

Objectives

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

7.1 analyse the financial viability of eco-tourism in the region
7.2 evaluate the pros and cons of "greening" of hotels/accommodation, etc
7.3 compare the economics of eco-tourism to traditional (mass) tourism

Content

- Financial viability of eco-tourism
- "Greening"
- Eco-tourism vs traditional tourism

8.0 The Marketing of Eco-tourism

Objectives

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

8.1 discuss the marketing mix
8.2 recognize the type of client that will appeal to eco-tourism
8.3 design a marketing strategy to target a particular segment
8.4 discuss the role of education in the marketing of eco-tourism

Content

- Marketing mix
- Marketing strategy
- Education role in marketing of eco-tourism

Instruction Format

Lectures
Field trips to "eco sites" and related agencies

Assessment and Evaluation

Two Assignments – 40%
Examination – 60%

Recommended Text

Sustainable Tourism: a Marketing Perspective, Victor T C Middleton; Butterworth-Heinemann

Sustainable Tourism: a Geographical Perspective, C Michael Hall and Alan a Lew; Longman

Resource Sustainability and Caribbean Development, Duncan F M McGregor, David Barker and Sally Lloyd Evans; published by the Press University of the West Indies

Resources

The International Eco-Tourism Society

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 MACRO-ECONOMICS

Prerequisites None Credits: 3

Overview

This course will build on what was done in Economics 1. It introduces students to macro economic issues. It focuses on aggregates in the economy rather than the individual economic unit.

It will cover National Income Accounting, Managing the conomy, Money and Banking and the International Economy.

General Objectives

This course is designed to:

1 Provide students with an understanding of macro-economic theory and policy and how they affect decision making and problem solving in the economy.
2 Explain the macro-economic notions of Gross Domestic Product (GDP), Gross National Product, the Circular Flow of Money and National Income.
3 Outline the role of government in pursuing objectives in growth and stability.
4 Define fiscal and monetary policy.
5 Provide students with an understanding of the world Economy.

Learning Outcomes

Upon successful completion of this course the student will be able to:

1 Evaluate Economic Information.
2 Analyze the economic structure of both the local and international environment.
3 Apply economic reasoning in a practical setting.

Topics

1.0 National Income Accounting

Objectives

Upon Completion of this topic students will be able to:

1.1 explain the Circular Flow of Income
1.2 distinguish between Gross Domestic Product and Gross National Product
1.3 evaluate National Income
1.4 explain real and nominal output

Content

- Circular Flow of Income
- Gross Domestic Product
- Gross National Product
- National Income
- Real and Nominal Output

2.0 Managing the Economy

Objectives

Upon completion of this topic students will be able to:

2.1 understand the development of modern macro-economics
2.2 discuss fiscal and monetary policy
2.3 discuss the effects of taxation on the economy
2.4 discuss unemployment in relations to the GDP and Productivity
2.5 outline the view of John Maynard Keynes regarding money, Investments and savings
2.6 understand Inflation
2.7 outline the classical and monetarist views on macro-economic issues

Content

- The Keynesian Revolution
- Unemployment
- Inflation
- Taxation
- The Compensation and Investment functions
- Says Law
- The Business Cycle
- Expansionary, stabilization and contractionary fiscal policy

- Labour markets

3.0 Money and Banking

Objectives

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

3.1 define money and the money supply
3.2 understand the functions of money
3.3 discuss the role of Central Bank in the economy
3.4 discuss the role of commercial banks and other financial institutes
3.5 explain monetary policy

Content

- Interest rates
- Expansionary, contractionary and stabilization monetary policy
- Money Creation

4.0 The International Economy

Objectives

Upon completion of this topic students should be able to:

4.1 explain why countries trade with each other
4.2 explain specialization in trade
4.3 understand barriers to trade
4.4 discuss free trade versus trade restrictions
4.5 understand balance of payments accounting
4.6 understand the role and functions of International and regional economic Institutions

Content

- The Theory of Absolute Advantage
- The Theory of comparative Advantage
- Terms and Balance of Trade
- Trade barriers
- The Bretton Woods Institutions IMF and World Bank
- Caribbean Single Market and Economy
- The Caribbean Development Bank
- The World Trade Organization
- Balance of payments

Instruction Format

Lectures
Guest Lectures
Field Trips

Assessments and Evaluation

Two assignments - 20%
One group project - 20%
Examination (final) - 60%

Recommended Text and Resources

Fisher Stanley, Dornbusch Rudigr, Schmalensee Richard: *Introduction to Macro-Economics*; McGraw-Hill 1988

Sandiford, Lloyd E; the *Essence of Economic: an Introductory Text.* Cassia Publishing 1997

Attendance

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

9 MENU PLANNING

Prerequisite: Food Preparation **Credits:** 3

Overview

The importance of menu planning to a food service operation will be introduced. The methods of developing and compiling a professional menu for the various areas of the food service industry will be examined.

General Objectives

This course is designed to:

1 emphasize the importance of the menu as the blueprint of any catering organization
2 create opportunities for students to develop and compile professional menus for the various areas of the food service industry

Learning Outcomes

Upon successful completion of this course, the learner will:

1 demonstrate the ability to write menus for a variety of food and beverage outlets.
2 evaluate factors that influence the planning of menus.
3 analyze factors to be considered in the design of a menu.
4 compare general marketing strategies involved in menu planning.

Topics

1.0 Factors Affecting Menu Planning

Objectives

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

1.1 review the historical development of a menu or bill of fare
1.2 assess the impact of culture, religion, current food trends, nutrition and legislation on menu planning
1.3 emphasize the constraints of menu planning in a training establishment or food and beverage operations.

Content

- Menu history
- Principles of menu planning

2.0 Types and Styles of Menus

Objectives

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

2.1 name and discuss a variety of menus including a la carte, table d'hote or prix fixe.
2.2 identify factors that influence the creation of specific types of menus

Content

- Types of menus
- Menu compilation

3.0 The Menu Role in the Cycle of Control

Objectives

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

3.1 complete standard recipes for a variety of menu items
3.2 describe how effective use of the menu fits into the control cycle.
3.3 demonstrate the ability to fully cost and price a menu using various pricing strategies.
3.4 exhibit a sound basic understanding of factors affecting the selling price of menu items.

Content

- Standardized recipes
- The menu control cycle
- Costing the menu
- Menu pricing strategies

4.0 Planning Menus for Various Food Operations

Objectives

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

4.1 discuss the differences and similarities in menu planning between food service establishments including full service, fast food and institutional settings
4.2 develop menus for the different food service establishments.

Content

- Menu development for a variety of food operations

5.0 Components of Menu Design

Objectives

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

5.1 demonstrate a practical understanding and knowledge of menu design theories and concepts.
5.2 evaluate the design and layout of various menus by paying close attention to sequencing of courses, focal concentration, size of menu, print, language, cover design and material used.
5.3 design a menu that fits the theme or style of a food establishment.

Content

- Design theory

6.0 Liquor and General Beverage Menus

Objectives

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

6.1 examine principles of menu compilation in relation to beverage menus
6.2 create beverage menus to compliment the luncheon or dinner menu
6.3 explore a variety of beverage pricing strategies.

Content

- Preparation of beverage menus

7.0 Menu Marketing Strategies

Objectives

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

7.1 discuss marketing as an investment and not a liability
7.2 evaluate how the marketing mix can be applied to menu marketing strategies
7.3 identify a range of merchandising tools suitable for use in menu marketing strategies.

Content

- Marketing techniques

8.0 Menu Analysis and Critique

Objectives

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

8.1 discuss and identify common menu mistakes in relation to design and suggest ways to rectify them
8.2 analyze and evaluate information given by customers on the feedback questionnaire or by word of mouth
8.3 evaluate menu offerings based on popularity survey.

Content

- Evaluation methods

Instruction Format

Lecture
Discussion
Demonstration
Guest lecturer
Multi-media presentation

Assessment & Evaluation

The assessment for this course takes the following form:

- Two assignments - 20%
- A group project involving the design and production of theme menus – 20%
- A final theory exam – 60%

Recommended Text

Management By Menu, Escoffier, Kotschevar, the Educational Foundation National Restaurant Association.

Supplemental Reading

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

Menu Pricing and Strategy, Jack E. Miller and Van Nostrand Reinhold.

Resources

A selection of menus

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.

10 BUTCHERY TECHNIQUES

Prerequisite: None **Credits:** 3

Overview

This course will focus on basic meat cutting and processing principles. Emphasis will be placed on primal and sub-primal cuts, inspection, grading, yields and classification of meats, poultry and game.

General Objectives

This course is designed to:

1 expose students to a variety of pre-preparation methods of meat, poultry and game and offal
2 develop an awareness of safe working environment and the monitoring of safe working practices

Learning Outcomes

Upon successful completion of this course, the learner will:

1 explain the process of cutting.
2 demonstrate the cutting and processing of meats.
3 explain the utilization of various cuts of meats.

Topics

1.0 Meat Cutting

Objectives

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

1.1 define the term "meat"
1.2 discuss the role of enzymes in the tenderizing of meat
1.3 define the different types of meat
1.4 describe how raw meat should be stored
1.5 list the food value of meat
1.6 list the preservation methods of meat.
1.7 define "veal"
1.8 describe the characteristics of veal
1.9 discuss the use of veal offal
1.10 prepare veal joint for roasting
1.11 demonstrate how to dissect a veal carcass
1.12 define "beef"
1.13 describe the characteristics of beef
1.14 discuss the use of beef offal
1.15 prepare beef for roasting
1.16 demonstrate how to dissect a beef carcass
1.17 define pork
1.18 describe the characteristics of pork
1.19 discuss the use of pork offal
1.20 demonstrate how to dissect a pork carcass
1.21 define bacon/ham
1.22 describe the characteristics of bacon/ham
1.23 demonstrate The cuts of bacon/ham
1.24 define lamb and mutton
1.25 discuss the characteristics of lamb and mutton
1.26 demonstrate cuts of lamb and mutton
1.27 discuss the use of lamb and mutton offal
1.28 define poultry
1.29 describe the types and characteristics of poultry
1.30 demonstrate poultry cuts
1.31 prepare poultry for roasting
1.32 discuss the use of poultry offal
1.33 define "game"
1.34 list types of game
1.35 demonstrate the pre-preparation methods of game.

Content

- Definition of meat
- Types of meat
- The tenderization process
- The preservation of meat
- Defining meat quality
- Definition of poultry
- Types of poultry
- Definition of Game
- Types of Game
- Offal

2.0 Forcemeat, Garnishes and Seasonings

Objective

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

2.1 prepare forcemeat, garnishes and seasonings.

Content

- Forcemeat, garnishes and seasonings

Instruction Format

Lectures
Demonstration
Industrial visits
Video

Assessment and Evaluation

- Two theory papers – 40%
- Three practical assessments - 60%

Some categories used for the purpose of this assessment include skill, sanitation and time.

Recommended Text

The Complete Book of Meat; published by Virtue.

Resources

Meat and Fish management, S a Mutkoski and M L Schurer; published by Breton.

New Professional Chef, 7th Edition, L G Conway (Editor); published by Culinary Institute of American (Van Nostrand Reinhold).

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.