CARIBBEAN TOURISM LEARNING SYSTEM (CTLS)

Associate Degree in Applied Science

Electives Core

CURRICULUM HANDBOOK

2015

CARIBBEAN TOURISM LEARNING SYSTEM (CTLS)

Caribbean Common Core Curriculum

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

TABLE OF CONTENTS

PART ONE
INTRODUCTION TO ELECTIVES CORE

PART TWO
ELECTIVE CORE COURSES

ELECTIVE CORE

Common Core Courses

1   International Cuisine

2   Advertising

3   Events and Conference Management

4   Entertainment Management

5   Adventure Tourism

6   Heritage Tourism

7   Eco-Tourism

8   Introduction to Economics

9   Menu Planning

10   Butchery Techniques

11   Academic Writing

12   Human Resource Management

13   Project Management

14   Communicating with Influence

15   Leisure and Recreation Management

16   Basic Research Skills

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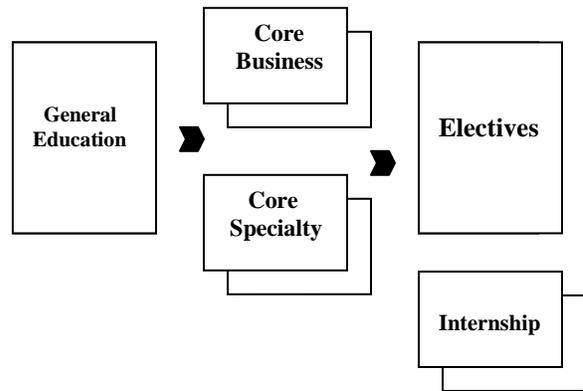
Graduates are prepared for employment at management-trainee positions within the industry and are eligible for transfer into degree programmes.

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

← Core Content (min 75%) →   **← Electives (max 25%) →**
and Additional
Core Specialty   **Courses**
Courses

| **General Education Core Courses** | + | **Business Core Courses** | + | Hospitality Studies | + | **Elective Courses** |

Food & Beverage Studies

Resort Studies

Tourism Studies

Culinary Arts Studies

5-7 courses   *4-6 courses*   *9 -12 courses except for culinary where more courses are required*
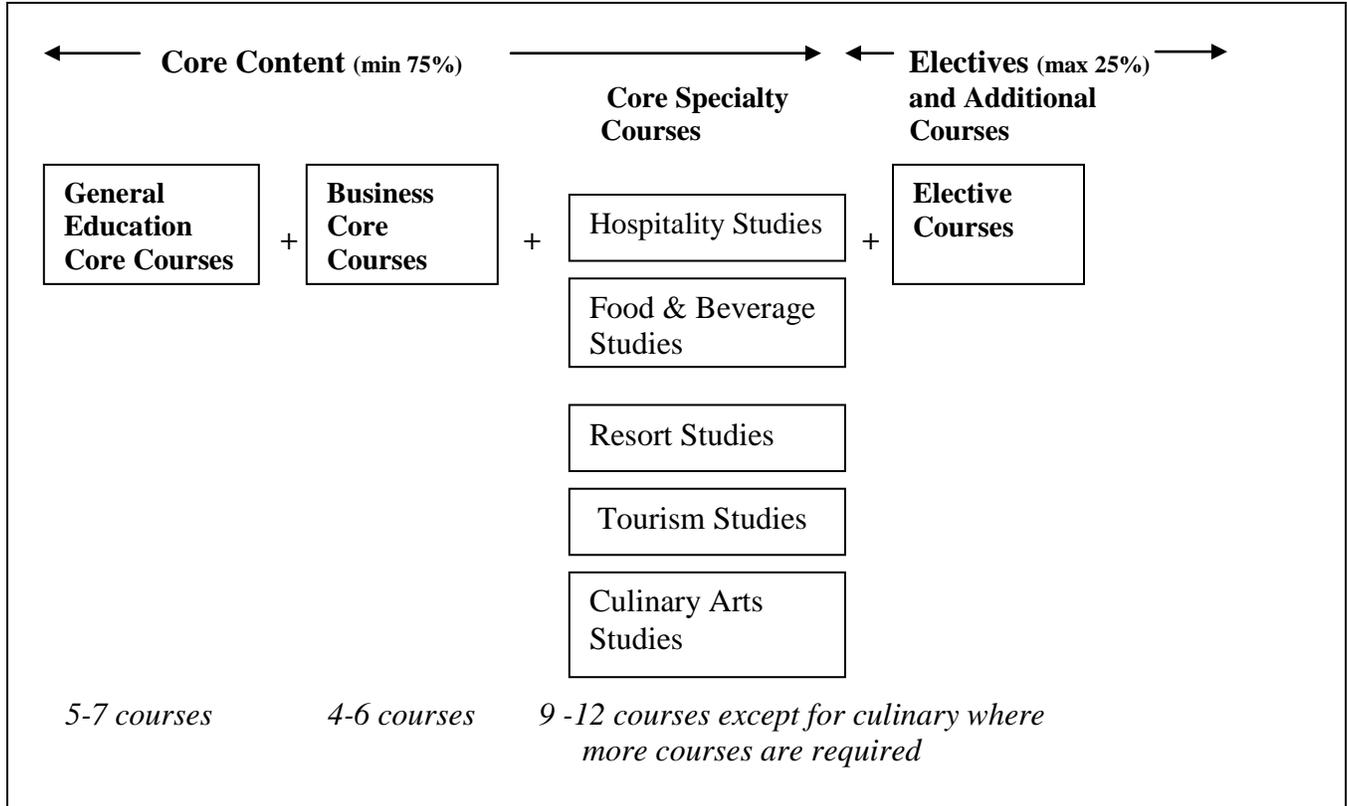
SYNOPSIS OF COURSES

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

INTRODUCTION TO ECONOMICS
This course will introduce students to analytical concepts and the basic principles of macro and micro economics and will focus 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.

BASIC RESEARCH SKILLS
The primary aim is to provide students with an understanding of how to find and evaluate information from a variety of Information Technology (IT) and other paper-based sources. Students will also learn to analyse data using Microsoft Excel and how to present findings in a suitable format using Microsoft Word (or PowerPoint) including embedded charts and tables. Further, the treatment of literature will encompass the compilation of matrices, relevant trees, etc., for assessing data, argument theory.

ACADEMIC WRITING
This Seminar will focus on the writing process as it relates to Academic Writing. It will introduce students to strategies for sharing their ideas within a collegiate Community.

HUMAN RESOURCE MANAGEMENT
Human Resource Management has grown in importance because of a shift to a services–oriented global economy. Human capital plays a key role in creating and sustaining competitive advantage for business organizations. As a result, this course will expose students to the important activities of people management such as the evolution and stages of human resource management, strategic human resource planning, recruitment and selection, training and development recruitment and selection, compensation management, performance appraisal, job analysis and job evaluation and industrial relations.

PROJECT MANAGEMENT
This course will focus on the principles involved with project management. They include the planning, organizing and managing of resources to bring about

the successful completion of specific project goals and objectives associated with a project.

COMMUNICATING WITH INFLUENCE
This course is designed to encourage and assist the student in developing standard communication and presentation skills that are important to and necessary in the Hospitality and Tourism Industry.

LEISURE AND RECREATIONAL 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.

APPLIED INFORMATION TECHNOLOGY
This course is designed to provide students with the knowledge of the range applications of computers in education, generally and in the hospitality industry. Hardware and software components will be examined.

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   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   explain 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   identify t 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   identify 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   identify 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   describe 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   identify 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.

Events Management, 3rd Edition 2012, G Bowdin (et al) ; published by Routledge

Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events, 2nd Edition 2008, J Allen; published by Wiley

Special Events: A New Generation and the Next Frontier, 6th Edition 2010, J Goldblatt; published by Wiley

Professional Event Coordination, 2nd Edition 2012, J R Silvers, published by Wiley

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

R Raj, P Walters, & T Rashid,
Events Management: Principles and Practice 2nd　Ed.
2013　SAGE Ltd.

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.

Adventure Tourism Management, 1st Edition 2009, R
Buckley, published by Routledge

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.

Cultural Heritage and Tourism: An Introduction, 2011, D J Timothy; published by Channel View

Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management, 1st Edition 2002, B McKercher & H Du Cros; published by Routledge

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

Sustainable Tourism: A Global Perspective, 2nd Edition 2002, R Harris, S P Williams & T Griffin; published by Routledge

Sustainable Tourism and the Millennium Development Goals: Effecting Positive Change 1st Edition 2012, K Bricker, R Black & S Cottrell; published by Jones and Bartlett Learning

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   INTRODUCTION TO ECONOMICS

Prerequisites: **Credits:**

Overview

As the topic suggests, this is a beginner's course for students of economics. It is designed for the associate degree programme in applied science in Tourism and Hospitality Management.

Initially essential economic notions, fundamental to the understanding of the subject are examined as well as the early development of economic thought.

Then through the use of basic theories and models explanations are given for the behavior of households, businesses and government in obtaining desired goals.

General Objectives

This course is designed to:

1   To introduce students to the development of economic thought
2   To explain how and why simple economic choices are made
3   To examine how resources are organised and allocated
4   To explain how locals, businesses, governments and foreigners plan to buy final goods and services
5   Outline the role of government in pursuing objectives of growth and stability in the economy through fiscal and monetary policy
6   To examine how prices are determined
7   To explain the different market structures under which firms operate and how they impact on the pursuit of profit maximisation
8   To equip students to understand national accounting
9   To show why countries trade among each other
10   To explain the Balance of Payments

Learning Outcomes

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

Credits: 3

1   Evaluate economic information
2   Analyze simple issues of both the local and international economy
3   Apply economic reasoning to practical settings

Topics

It is suggested that the topics discussed should flow in the following order.

1.0   Economics and Economic Reasoning

Objectives

Upon completion of this topic students will be able to:

1.1   define economics
1.2   discuss economic thought and systems of the pre and post Adam Smith era.
1.3   have an understanding of essential economic notions and concepts such as:
   – scarcity
   – choice
   – economic rationality
   – opportunity cost
   – efficiency
   – factors of production
   – production possibilities
   – micro and macroeconomics
   – normative and positive economics

Content

Economic thoughts and systems would briefly examine the following schools and practices.

• Feudalists
• Physiocrats
• Mercantilists
• Socialists
• Classicals
• Keynesians
• Monetarists

23

Essential economic notions and concepts would be examined with respect to the Production Possibilities Frontier (P.P.F.)

2.0   Demand Theory

This section deals with consumer behaviour as well as market analysis.

Objectives

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

2.1   explain the Theory of Consumer Behaviour
2.2   understand the simple theory of Supply and Demand
2.3   explain elasticity of supply and demand
2.4   explain and illustrate market equilibrium
2.5   explain the difference between a change in quantity supplied and demanded and a change in supply and demand
2.6   illustrate and explain such notions of inferior goods, normal goods, superior goods, giffen goods, etc.
2.7   illustrate and explain consumer equilibrium

Content

- The cardinal approach to Consumer Utility Theory
- The ordinal approach to Consumer Utility Theory (Indifference curve analysis)
- Alfred Marshall's Theory of Demand and Supply and the use of demand and supply curves to explain market equilibrium, changes in supply and demand as well as changes in supply and demand as well as changes in the quantity supplied and demanded
- The notions of substitute and complementary goods
- Price, income and cross elasticity of supply and demand

3.0   The Theory of the Firm and Production

This section deals with the use of marginalist analysis to explain the neoclassical theory of the firm as well as production. It also introduces the various types of businesses with respect to their legal forms.

Objectives

Upon completion of this topic students will be able to:

3.1   distinguish difference types of business in terms of their legal existence and the advantages and disadvantages of each type. Also examine the sources from which capital is raised for further financing
3.2   understand a simple production function both in the short and long run
3.3   explain the elements of costs, economies and diseconomies of scale, revenue and profit
3.4   be aufait with the major assumptions upon which the theory of the firm is premised imcluding profit maximisation and how it is attained
3.5   be aware of the different market conditions under which the firms operate and the impact of those conditions on profit maximization in the long and short run

Content

- Business forms, sole proprietorship, the partnership and the company/corporation
- The production function and the application of the law of Diminishing Returns as well as the law of returns to scale in the long run. Also the three operational stages in short run
- Elements of costs examines:
  - Total costs
  - Fixed and variable costs
  - Average costs
  - Marginal costs
  - The use of the average cost curve to explain economies and diseconomies of scale
  - The use of opportunity cost to explain economic profit
    - Revenue issues examine:
      - Total revenue
      - Average revenue
      - Marginal revenue
      - Price
      - Price maker and price taker firms
    - Profit issues examine:
      - The derivation of profit from the total revenue and cost functions as well as the use of marginal revenue and marginal cost to determine equilibrium

- ▪ Market structures:
  - The section will examine the four market conditions under which firms operate and the implications for profit levels in the long run, given their characteristics.
    - Perfect competition
    - Monopoly
    - Monopolistic competition
    - Oligopoly

Use will also be made of diagrams to illustrate revenue costs and profit.

Topics

4.0   National Income Accounting

This section deals with how aggregate production is accounted for in an economy.

Objectives

Upon Completion of this topic students will be able to:

4.1   understand the Circular Flow of Income
4.2   evaluate Gross Domestic Product, Gross National Product and National Income also make distinctions among them
4.3   distinguish between real and nominal output

Content

- The flow of money incomes among major players in the economy i.e. households, businesses, government and foreigners
- Define Gross Domestic Product, Gross National Product and National Income
- Their measurements in terms of the items included as well as the approaches used in their measurement
  1. The expenditure approach
  2. The income approach
     - The use of index numbers in determining real and nominal output
     - G.D.P. as a measure of the welfare of citizens

5.0   Managing the Economy

This section deals with challenges in the general economy and the tools available to government through the use of fiscal and monetary policy to grapple with those challenges.

Objectives

Upon completion of this topic students will be able to:

5.1   identify issues pertaining to unemployment and inflation
5.2   the business cycle
5.3   economic growth
5.4   taxation and government spending
5.5   deficit, surplus and balanced budgeting
5.6   the National Debt
5.7   Monetary Policy
5.8   define money and the money supply
5.9   understand the functions of money
5.10   discuss the role of the Central Bank in the economy
5.11   discuss the role of the commercial banks and other financial institutions

Content

- The Labour force
- Causes, types and effects of unemployment
- Causes, types and effects of inflation
- Expansionary and contractionary fiscal monetary policy
- The fractional reserve and the commercial banks
- Open market operations of the Central bank to offer the money supply
- The notion of full employment

6.0   The International Economy

Objectives

Upon completion of this topic students should be able to:

6.1   explain why countries trade with each other
6.2   explain specialization in trade
6.3   discuss the difference between terms of trade and balance of trade
6.4   discuss barriers of trade
6.5   discuss free trade versus trade restrictions
6.6   explain balance of payment accounting
6.7   understand the role of functions of International and regional economic Institutions

Content

- The Theory of Absolute Advantage
- The Theory of comparative Advantage
- The nature and use of trade barriers
- The current and capital accounts of the balance of payments and what they include
- Why the balance of payments must always balance
- The Bretton Woods Institutions IMF and World Bank
- The Caribbean Development Bank
- Caricom
- The World Trade Organization

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'hôte 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, 3rd Edition 2008, P J McVety, B J Ware & C L Ware; published by Wiley

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

Foundations of Menu Planning,, 1st Edition 2013, D Traster; published by Prentice Hall

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   explain the food value of meat
1.6   describe 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   identify 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.

Whole Beast Butchery: The Complete Visual Guide to Beef, Lamb and Pork, 2011,
R Farr; published by Chronicle Books

The Cook and the Butcher (Williams-Sonoma): Juicy Recipes, Butcher's Wisdom and Expert Tips, 1st Edition 2011, B Binns; published by Weldon Owen

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.

11   ACADEMIC WRITING

Prerequisites: **Credits: 2**

Overview

This Seminar will focus on the writing process as it relates to Academic Writing. It will introduce students to strategies for sharing their ideas within a collegiate Community.

General Objectives

This seminar is designed to:

1   provide students with techniques and strategies used in Academic Writing
2   examine the processes involved in Academic writing
3   develop skills required for effective writing

Learning Outcomes

Upon successful completion of this seminar, the learner will:

1   develop strategies for generating, supporting and sharing ideas.
2   edit and proof read a document.
3   prepare a document utilizing visuals in the writing context.
4   analyze data and information to produce an academic work in MLA format.

Topics

1.0   The Writing Process

Objectives

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

1.1   Explain what is writing
1.2   Identify and develop a Composing Style

Content

- Definition

- The six – step process for developing a composing style

2.0   The Writing Context

Objective

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

2.1   describe the writing context

Content

- What is good writing
- The writer
- The reader
- Strategies for establishing Context

3.0   Organizing Ideas

Objectives

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

3.1   present informal and formal outlines
3.2   write titles and introductions
3.3   organize the body of an essay
3.4   write a conclusion
3.5   explore context online

Content

- Definition of what is organization
- Informal and Formal Outlines
- Organization of an Essay
- Writing Conclusions

4.0   Editing and Proofreading

Objectives

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

4.1   edit a document using the strategies for editing
4.2   proofread a document using the strategies for proof reading
4.3   identify common mechanical errors

Content

- strategies for editing
- strategies for proofreading
- spelling and usage errors

5.0   Writing for the Information Age

Objectives

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

5.1   explain visuals and the writing context

Content

- analyzing visuals: seeing with the writers eye
- the role of visuals
- strategies for analyzing visuals

6.0   Writing in College

Objectives

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

6.1   describe essay exams and its purpose
6.2   describe what is literature

Content

- strategies for writing essay examinations
- strategies for writing about literature, poetry and drama

7.0   Documentation Styles

Objectives

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

7.1   identify styles used in writing
7.2   prepare documents utilizing documentation styles

Content

- MLA
- APA
- Strategies for writing Parenthetical Notes
- Strategies for writing Works Cited Page

Instruction Format

Seminar/Lecture
Video
Projects

Assessment & Evaluation

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

Recommended Text

The Sundance Writer: A Rhetoric Reader Handbook
4th edition Mark Connelly, Wadsworth, Cengage Learning
ISBN – 13:978-0-495-80198-6
ISBN – 10:0-495-80198-4

E-Sources
The University of Kansas Writing Center
http://www.writing.ku.edu/student/guides.shtml

Online Writing Lab at Purdue University
http://owl.english.purdue.ed/handouts/general

Resources

Lamm,Kathryn.10,000 Ideas for Term Papers, Projects, Reports, and Speeches

Attendance

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

12   HUMAN RESOURCE MANAGEMENT

Prerequisites: **Credits: 3**

Duration: **A minimum of three (3) hours per week for fifteen (15) weeks.**

Overview

Human Resource Management has grown in importance because of a shift to a services–oriented global economy. Human capital plays a key role in creating and sustaining competitive advantage for business organizations. As a result, this course will expose students to the important activities of people management such as the evolution and stages of human resource management, strategic human resource planning, recruitment and selection, training and development recruitment and selection, compensation management, performance appraisal, job analysis and job evaluation and industrial relations.

General Objectives

This course is designed to:

1   explain the historical factors which contributed to the development of Human Resources Management
2   describe the growing importance of people management strategies in the creation and sustenance of competitive advantage
3   identify those environmental forces which elevates human resources planning to a primary organizational activity, which is germane to the organization's survival
4   assess the function of human resource development in organizational success
5   describe strategies for managing employee compensation

Learning Outcomes

Upon successful completion of this course the learner will:

1.   analyse the nature of the changing role of Human Resources Management

2.   evaluate and apply techniques in planning the business and Human Resource strategy
3.   develop an awareness and evaluate factors involved within business practice.

Topics

1.0   Evolution of Human Resource Management

Objectives

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

1.1   describe the stages in the evolution of Human Resource Management
1.2   distinguish between personnel management and human resource management
1.3   describe a conceptual framework for linking the activities of Human Resource management
1.4   identify human resources practices peculiar to the Caribbean
1.5   describe the required competencies of a human resource professional

Content

- origins of personnel management and the transition to human resource management are analyzed
- define human resource management
- differences between personnel management and human resource management are compared
- conceptual models of human resource management are introduced
- human resources management practices in the Caribbean are critically assessed
- the qualifications of a human resource practitioner are examined

2.0   Strategic Human Resource Management

Objectives

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

2.1   define strategic human resource management
2.2   explain the role of culture, innovation and flexibility as key features of human resource management

2.3   describe a model of knowledge creation
2.4   describe different types of organizational business strategies and their impact on human resource management

Content

- A strong focus on understanding strategic Human Resource Management is stressed
- The importance of human capital to competitive advantage in the global village is addressed
- Types of organizational cultures; types of flexibility - numeric and functional flexibility
- Why organizations are forced to be innovative
- Knowledge management and knowledge creation processes are introduced

3.0   Strategic Human Resource Planning

Student Learning Objectives

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

3.1   distinguish between manpower planning and strategic human resource planning
3.2   explain job analysis, its uses and by-products
3.3   describe recruitment and selection processes
3.4   explain the role and function of human resource information systems
3.5   explain the need for human resource professionals to be strategic business partners

Content

- A comparative analysis of manpower planning with strategic human resource planning.
- Job analysis, recruitment and selection in the private and public sectors.
- The importance of human resource information systems.
- Human Resource Management as a strategic partner in the business.

4.0   Strategic Human Resource Development

Objectives

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

4.1   Explain the analysis and design of a training programme.
4.2   Describe a model of career development
4.3   Distinguish between learning, training and development
4.4   Describe various approaches of management development.
4.5   Distinguish between performance management and performance appraisal
4.6   Analyse the methods of performance appraisals and how to successfully conduct a performance appraisal

Content

- A discussion of the strategic importance of employee training and development in the quest for organizational success.
- Conducting a training needs analysis.
- Designing a training programme.
- The importance of the learning organization in strategic human resource management.
- The life cycle of career development.
- Management development practices.
- Performance management and performance appraisals.
- Assessing methods of performance appraisal.

5.0   Strategic Compensation Management

Objectives

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

5.1   define job evaluation and describe briefly methods of job evaluation
5.2   explain the factors, which influence compensation packages especially in the Caribbean
5.3   critically assess different types of incentive and reward systems
5.4   explain the process and uses of collective bargaining
5.5   describe industrial relations paradigm in the Caribbean

Content

- Define job evaluation, methods of job evaluation, comparative analysis of compensation management in the Caribbean: philosophy, influences and issues. Advantages

and disadvantages of incentive and reward systems.

- An examination of the Industrial relations landscape in the Caribbean.
- The Social Partnership in Barbados.
- The collective bargaining process and its functions. Conflict theories in industrial relations.
- Employee Assistance Programme.

Instructional Methods

Class discussion, case-analysis and class presentations.

Assessment and Evaluation

An in-class group presentation; an individual research project; and an in-class written test, which will account for 40% of the final grade.

A final 2-hour written examination worth 60% of the final grade.

Recommended Text
Managing Human Resources, 12th Edition, Bohlander, Svell, Sherman, South-Western College Publishing; Thomas Learning

Attendance

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

13   PROJECT MANAGEMENT

Prerequisites: **Credits: 3**

Overview

This course will focus on the principles involved with project management. They include the planning, organizing and managing of resources to bring about the successful completion of specific project goals and objectives associated with a project.

General Objectives

This course is designed to assist students to:

1   examine the fundamentals of project management
2   identify the tools of project management
3   identify the skills needed to effectively manage a project.

Learning Outcomes

Upon successful completion of this course, the learner will:

1   identify the various phases involved in project management.
2   execute the various aspects of project management.
3   identify time lines and demonstrate the ability to deal with deliveries.
4   design a critical chain management process for a project.
5   identify a project management process though to its completion stage.

Topics

1.0   Introduction to Project Management

Objectives

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

1.1   Identify what is a Project
1.2   Identify what is Project Management
1.3   Identify the Project Management System

Content

- A Project
- Project Management
- The Project Management System
- The role of the Project Manager
- Thinking styles
- Team Dynamics

2.0   Project Planning

Objectives

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

2.1   define Project Management"
2.2   describe a project strategy
2.3   develop a Work Breakdown Structure
2.4   Devise a time line and resource requirement
2.5   Develop a budget

Content

- Definition of Project Management
- Choosing a correct strategy
- The Work Breakdown Structure
- Estimating time, cost and resource requirements
- Developing the Project budget

3.0   Execution and Control

Objectives

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

3.1   Identify control process
3.2   explain tracking progress
3.3   Identify Forecast trends
3.4   Develop reviews

Content

- Measuring Progress
- The Tracking Progress
- Reviews

4.0   Issues in Project Management

Objectives

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

4.1   Identify Processes
4.2   Describing the process involved in closing out the Project
4.3   Identify techniques for working with teams
4.4   Describe trends in Project Management

Content

- Identifying Processes
- Roles in meetings
- Administrative closure
- Working with Project Teams
- Virtual Project Teams

Instruction Format

Lecture
Guest Lecturers
Video
Project

Assessment & Evaluation

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

Recommended Text

Project Planning, Scheduling & Control, 5th Ed, James P. Lewis,
ISBN 978-0-07-174652
MHID 0-07-174652-8

Resources

A selection of Project Management software.

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.

14   COMMUNICATING WITH INFLUENCE

Prerequisite(s): None   Credits: 3

Overview

This course is designed to encourage and assist the student in developing standard communication and presentation skills that are important to and necessary in the Hospitality and Tourism Industry.

General Objectives

By the end of this course, students will be able to:

- Demonstrate the use of open and closed questions
- Identify their behavioural styles and the challenges associated with them
- Describe a model of feedback, communication and listening
- Organise information in a clear and concise manner in writing and speech
- Create a positively impactful introduction, inclusive of dress choices
- Implement techniques for varying tones, pitch and body language
- Use/employ on their communications skills to the fullest effect
- Demonstrate the fundamentals of public speaking and effective presentations

Topics

1.0   Communicating to Influence and Inspire: A starting point

Objectives

In this foundation session, participants will evaluate the communication styles of several well know people and discuss the strengths and weaknesses of each style. The need for diplomacy and tact will also be addressed.

Content

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

1.1   select the correct words and phrases for directness and simplicity
1.2   identify 'power' words and phrases
1.3   create simple sentences and phrases commonly used in the industry to satisfy customers

2.0   Building Personal Credibility: Understanding different communication styles

Objectives

This session shifts the focus inward and encourages participants to examine their own styles and learn how to adjust them to enhance communication.

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

2.1   discuss types of sentences, phrases and clauses
2.2   identify combining sentences
2.3   practice improving his/her content and delivery

Content

- Types of sentences, phrases and clauses

3.0   Getting the Message: A model for better listening techniques

Objectives

Participants learn how to focus on the speaker, empathise with what is being said, analyse and respond. By practising several rounds of listening participants will identify and address the major barriers to effecting listening.

Content

- How messages are sent and received

- Conversion from direct to indirect speech and vice versa
- Listening techniques
- Deciphering what is important and less important

4.0   Speaking and Writing Correct English

Objectives

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

4.1   communicate with guests and coworkers easily and effectively using Standard English
4.2   demonstrate note-taking techniques
4.3   complete precise writing exercises
4.4   discuss figures of speech

Content

- The parts of speech
- Correct use of pronouns
- Comparison of adjectives
- The function of words
- Precise writing and note-taking
- Figures of speech, idioms, metaphors, similes, etc.

5.0   Business English

Objectives

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

5.1   list types of letters
5.2   identify letters of application
5.3   prepare for personal reference a model of a basic resumé and application letter which can be used for seeking employment.

Content

- Types of letters
- Letters of application

6.0   How to Overcome the Fear of Oral Presentations or Speaking in Public

Objective

Upon completion of this topic the student will be able to:
6.1   Give a three-minute oral presentation using the appropriate visual aid/s.

Content

- This segment looks at the reasons for fear and how to overcome it. Participants will learn the techniques for presenting the best possible image, and eliminating vocalised pauses such as "ah's", "ums", "ya know" etc.
- Choosing appropriate visual aids is an important part of oral presentations. Participants will learn the do's and don'ts, and benefits and drawbacks of a number of visual aids such as flipcharts and PowerPoint

7.0   The Use of Words

Objective

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

7.1   differentiate between concise and wordy writing

Content

- Conciseness

8.0   Effective Communication

Objectives

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

8.1   explain the process of communication
8.2   identify the qualities of an effective communicator

Content

- Language as a means of communication

Instructional Methodology

Lectures
Discussions

Recommended Text and Resources

Yates, Christopher St C. (1999). *May I Help You?*
Essex, Pennson Education.

Kessler, Lauren & McDonald, Duncan (2000). *When Words Collide.* Belmont, Wadsworth.

Coffey, Margaret P. (1987). *Communication Through Writing.* New Jersey, 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.

15   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 and Recreation Management, 5th Edition 2005, G Torkildsen; published by Routledge.

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.

16   BASIC RESEARCH SKILLS

Prerequisite: None   **Credits: 3**

Overview

The primary aim is to provide students with an understanding of how to find and evaluate information from a variety of Information Technology (IT) and other paper-based sources. Students will also learn to analyse data using Microsoft Excel and how to present findings in a suitable format using Microsoft Word (or PowerPoint) including embedded charts and tables. Further, the treatment of literature will encompass the compilation of matrices, relevant trees, etc., for assessing data, argument theory.

General Objective

This course is designed to:

1   Introduce students to research skills needed to conduct basic research for academic purposes.

Learning Outcomes

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

1   Demonstrate competence in finding, accessing, evaluating and citing information appropriate for their identified research needs.
2   Identify and demonstrate the steps in preparing a literature review.
3   Compile an annotated bibliography using a standard style manual using a standard style referencing manual for social scientist for example, *Chicago manual style*
4   Create a reference list and or Bibliography by documenting sources using a standard style referencing manual for social scientist for example, *Chicago manual style*

Teaching and Learning Methods:

This module will be delivered in a seminar format. Each session will comprise of a mixed method approach inclusive of interactive lectures supported by relevant activities and materials. Emphasis will be placed on practical application of concepts taught to ensure student competence.

Assessment and Evaluation:

- Preparation of five annotated Bibliography (One due each day)
- Prepare a 1500 words Literature review on a topic related to your course of study (Due at the end of Seminar)

DATE	TOPIC	CONTENT	TEACHING & LEARNING METHODS	TEACHING & LEARNING RESOURCES
Day 1	Usefulness of research Importance of referencing	Why is research important? What is referencing? • Why is referencing important in academia? • Defining plagiarism • Identify and differential the types of referencing styles with emphasis on at least (3) Chicago, Harvard , APA	A variety of teaching and learning methods will be used including lectures, group discussions and practical workshops. In the practical workshops the emphasis will be on developing an awareness of how to find, analyse and present information relevant to the vocational area. In the lecture sessions, emphasis will be on methods and techniques for the collation, evaluation and synthesis of literature based data, argument and theory. Examples will make use of current data wherever possible. Learning will be supported by access to the Internet, subscribed databases, CD ROMs, academic articles and handouts to use for future reference. Assignments will provide the opportunity to find, discuss and present suitable information to meet the requirements of the given tasks.	Badke, W.B. (2008). Research Strategies: Finding your way through the information fog (3rd ed). New York. iUniverse. Thomas, B. A. Research Skills for Management Studies Saunders, M. et al. Research Methods for Business Students. Prentice Hall: England. 2003 *Video:* On-line Research Techniques. Rainbow Educational Media
Day 2	How to reference publications	How to reference: • Books, • Journal, • EJournals; • Ebooks • Periodicals etc		
Day 3	Use of academic and scholarly E-Resources Databases and Online search engines	• Academic search • Emerald • EBSCO • Google books • Google Scholar • Journal seek		
Day 4	Identifying and analyzing primary and secondary research	-Defining the concept of primary and secondary research. - When are they utilized		
Day 5	How to write a literature review	-What is a literature review? -Steps in preparing a literature review		

17   APPLIED INFORMATION TECHNOLOGY

Prerequisite: None   Credits: 3

Overview

This course is designed to provide students with the knowledge of the range applications of computers in education, generally and in the hospitality industry. Hardware and software components will be examined.

General Objectives

This course is designed to:

1   sensitize the student to the concept of "information", its meaning, application and function
2   give the student an insight into the world of computers, and a basic explanation of some of the jargon used in the discipline
3   give the student hands on experience to the operation of various aspects of a property management system
4   sensitize the student to the various interfaces of property management systems and the practical application of such interfaces

Learning Objectives

Upon successful completion of this course, the learner will:

1   sensitize the student to the concept of "information", its meaning, application and function
2   give the student an insight into the world of computers, and a basic explanation of some of the jargon used in the discipline
3   give the student hands on experience to the operation of various aspects of a property management system
4   sensitize the student to the various interfaces of property management systems and the practical application of such interfaces

Topics

1.0   Computer Hardware

Objectives

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

1.1   describe the various components of computer hardware;
1.2   list functions of the various categories of devices;
1.3   explain how the CPU functions;
1.4   explain the uses of primary and secondary storage;
1.5   list various types of input and output devices;
1.6   describe the various types of storage media;
1.7   define various measurements used in the computer field – bits, byte, kilobyte, megabyte, gigabyte, hertz, megahertz, gigahertz

Content

- Computer hardware
- The functions of categories of devices
- The functions of the CPU
- Uses of primary and secondary storage
- Input and output devices
- Storage of information
- Measurements in the computer field

2.0   Computer Software

Objectives

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

2.1   explain what is a computer program;
2.2   explain what is meant by software;
2.3   distinguish between system and application software;
2.4   explain how the operating system functions;
2.5   explain the need for generalized and specialized software;
2.6   list some specialized software, their usefulness and limitations;
2.7   format CDs, copy and backup files;
2.8   install a software package which is to be used to aid instruction.
2.9   list the essential commands of the software;

2.10 list some specialized software, their usefulness and limitations;
2.11 explain the purpose of the software;
2.12 explain how the software is executed;
2.13 explain the usefulness of the software;
2.14 explain the limitations of the software.
2.15 carry out the varied functions of file management
2.16 create and retrieve needed information with the appropriate software packages;
2.17 competently use a Microsoft Windows Operating system

Content

- Definition of computer programs
- Systems and application software
- The function of the operating system
- The uses of generalized and specialized software
- Formatting CDs
- File management
- The installation and purpose of software packages used for instruction
- The usefulness and limitations of this software

3.0   Representation of Data

Objectives

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

3.1 define byte, field, record, file;
3.2 explain sequential and random access of a file;
3.3 explain how data is stored on media;
3.4 explain the term "word";
3.5 convert decimal numbers to binary and hexadecimal.

Content

- Definition of "byte", "field", "record" and "file"
- Definition of "word"
- Accessing a file
- Storage of information
- Storage media
- Binary and Hexadecimal numbers

4.0   Operating Systems

Objectives

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

4.1 boot up a computer from hard drive or CD drive;
4.2 format CD;
4.3 save and retrieve files;
4.4 copy files from one drive to another;
4.5 create directories and more files between directories;
4.6 manipulate data in DOS and Windows

Content

- Booting the computer
- Formatting a CD
- Handling files
- Data manipulation using different operating systems

5.0   Database Management

Objectives

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

5.1 start up a relational database management program;
5.2 create a database;
5.3 add and delete records from a database;
5.4 sort a database;
5.5 display all the records of specified records from the database;
5.6 print reports from the database.

Content

- An introduction to a relational database program
- Handling information using a database program

6.0   Spreadsheet Management

Objectives

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

6.1   start a spreadsheet program;
6.2   use the toolbars and menus;
6.3   use the help facility;
6.4   create a worksheet;
6.5   save and retrieve a spreadsheet file;
6.6   manipulate data in a spreadsheet program
6.7   explain the data types;
6.8   enter text and numbers;
6.9   enter formulas and functions;
6.10   use the spreadsheet functions;
6.11   sort data in the spreadsheet
6.12   insert and delete rows and columns;
6.13   use the program to create graphs and charts
6.14   discuss the possibility of spreadsheet in education;
6.15   print spreadsheet information

Content

- Starting and using a spreadsheet program
- Manipulating data in a spreadsheet program
- Identifying data types
- Printing data

7.0   Word Processing and Desktop Publishing

Objectives

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

7.1   start a word processing program;
7.2   create and edit a document;
7.3   insert and delete characters, words, paragraphs and blocks of text;
7.4   move and copy blocks of text;
7.5   save and retrieve a document;
7.6   change the appearance of text;
7.7   print a text file;
7.8   use a word process to prepare course materials.

Content

- Starting and using a word processing program
- Manipulating data using a word processing program

- Manipulating files using a word processing program
- Printing data
- Preparing course material

8.0   Use of Generalized Software to Create Computer Aided Instruction Applications

Objectives

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

8.1   use a database management program to create a knowledge base for a given subject;
8.2   develop a structure for a knowledge base for a subject;
8.3   update the database;
8.4   explain how the database is accessed, and updated by a user;
8.5   use the spreadsheet management program to demonstrate graphs and charts;
8.6   use the spreadsheet to demonstrate the use of mathematical functions;
8.7   use the word processor to develop writing skills;
8.8   use the word processor to improve spelling.

Content

- Software used to create computer aided instruction applications
  - Database management program
  - Spreadsheet management
  - Word processing program

9.0   Presentation

Objectives

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

9.1   start a presentation program
9.2   define presentation software terms
9.3   create and edit a presentation
9.4   save and retrieve a presentation document
9.5   work with various program objects and graphics
9.6   various selection methods, and uses of selection techniques
9.7   print handouts

9.8   competently carry out a presentation using technology

Content

- Presentation programs
- Presentation software terms
- Creating and editing of presentations
- Retrieving presentation documents
- Working with program objects and graphics
- Selection methods and techniques
- Printing handouts
- How to execute a presentation

10.0 Internet

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

10.1   define the internet and describe how it works
10.2   distinguish between the web and the internet
10.3   explain virus alerts
10.4   define the terms internet address, URLs, Hostnames
10.5   use search engines
10.6   use of email and messaging
10.7   demonstrate respectful use the internet

Content

- Introduction to the internet
- Overview of the web and the internet
- Virus alerts
- Internet address, URLs, Hostnames
- Search engines
- Email and messaging
- Respectful use of the internet

11.0 Property Management Systems

Objectives

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

11.1   Reservations Management
   - demonstrate how to access the electronic Reservation Chart
   - record and verbally state a forecast for a specified period
   - show how to deduce the room availability

   - create an electronic reservation
   - demonstrate imputing the components that guide the system in calculating room pricing
      - type of room
      - no. of persons
      - arrival date
      - departure date
      - meal plan
      - guest type

11.2   Rooms Management
   - Demonstrate changing the housekeeping room statuses, for example:
      - VD to VC
      - OD to OC
      - OOO to VR
   - Demonstrate how to register a walk-in-guest
   - Demonstrate how to retrieve and register guaranteed reservations
   - Show how to make room assignments

11.3   Guest Account Management
   - Post charges for goods and services daily to:
      - Master folios
      - Non-guest folios
      - Guest folios
   - Monitor credit balances, daily
      - Establish credit limits
      - Demonstrate how to complete an employee audit

11.4   General Management
   - Retrieve and print revenue analysis reports on request
   - Retrieve and state operating statistics on request
      - Occupancy
      - Nationality, etc
   - Maintain guest histories
   - Utilize histories to enhance customer service

Content

- Electronically managing:
   - Reservations
   - Housekeeping rooms status
   - Guest accounting
   - General information

12.0   Departmental Interfaces

Objectives

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

12.1   Back Office Interfaces
   - Record Account Receivables
   - Record Account Payables
   - Process time and attendance records
   - Process tax withholdings
   - Process pay distributions
   - Produce a balance sheet
   - Produce an Income statement
   - Print transactional analysis reports
12.2   Front Office Interfaces
   - Compare electronic postings to hard copy totals
   - Activate in-room telephone access after electronic registration
   - Deactivate in-room telephone access at departure
   - Transfer all direct debit bills to city ledger at departure
   - Zero out guest bills at departure

Content

- Back office interfaces
- Front office interfaces

Instructional Methodology

Lecture
Demonstrations

Assessment and Evaluation

- Six assessments in the following areas (60%):
  - Introduction to basics
  - File management
  - Word Processing
  - Spread Sheets
  - Presentation
  - Database
- One comprehensive project worth 35%
- Participation – 5%

Recommended Text

Computer Literacy and Information Technology: How to Make Computers Work for You; RSA; Heinemann Educational Books

Resources

Tutor Notes
Computer Applications

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.

18   IMPLEMENTING A GREENING PROGRAMME

Prerequisites:

Credits:

Overview

This course is designed to provide the students with theory and practice required to start the Greening process in their environments. The learner will focus on the practical and formal aspects of starting and establishing an Environmental Management System.

General Objectives

This course is designed to:

1. Identify the necessary frame work required to formulate a greening culture
2. Develop the knowledge and skills which are applicable to starting and maintaining an Environmental Management System
3. Formulate the local and international relationships which are needed to communicate adoption of a green culture

Learning Outcomes

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

1. Select the best strategy to used when choosing a green team
2. Create environmental policy pertinent to their organization
3. Develop a mission, vision and logo statement that can be embraced by the constituents
4. Create practices which will uphold the principles of reuse, reduce, recycle and rethink
5. Organize the workload to ensure that data is collected and collated efficiently
6. Read utility meters and analyze the data effectively

7. Coordinate and organize green team meetings, chair and record minutes
8. Emphasize the necessity of creating linkages and exchanging ideas
9. Assess their carbon footprint

Topics

1.0   Creating framework to start Greening

Objectives

Upon successful completion of the topic, the learner will be able to:

1.1   Form a Green Team
1.2   Create an environmental policy
1.3   Generate a mission, a vision statement and a logo

Content

- Structure of the Green team
- Writing an environmental policy
- Formulating a mission, vision and logo

2.0   Establishing an Environmental Management System (EMS)

Upon successful completion of the topic, the learner will be able to:

1.4   Audit your environment in respect to its sustainability
1.5   Create an Impact Assessment of your property

Content

- The Internal audit process
- the Impact Assessment
- Framework to record data
- Non Conformance (monitoring)

3.0   Creating a Sustainable Environment

Objectives

Upon successful completion of the topic, the learner will be able to:

3.1   Implement systems around the concepts of Recycle, Reuse, Reduce and Rethink
3.2   Establish communication among shareholders

Content

- Benefits and disadvantages of signage
- Communication of the initiative
- Growing your own food
- Setting up and maintaining systems
- Recycling programmes (food, oil, bottles, cans, paper, plastics, machinery etc.)
- Composting
- Reading Metres

4.0   Building linkages

Objectives

Upon successful completion of the topic, the learner will be able to:

4.1   Create partnerships with various organizations

Content

- Community Outreach programmes with various local organizations

5.0   International Accreditation of EMS

Upon successful completion of the topic, the learner will be able to:

5.1   Identify international accreditation programmes (Green Globe, EarthCheck, Blue Flag etc.)

Content

- Preparation for Auditing of the EMS
- Collation of data in a standardized format
- Social Interaction

Instruction Format

This unit will use PowerPoint presentations and interactive discussions.   Organized Group Tours to various entities that practice environmentally acceptable concepts. Guest Speakers will be included. The students will engage in practical exercises that imitate environmental activities done by recognized greening organizations.

Assessment & Evaluation

An Essay based on analysis of the information delivered in the units 20%. A mid Term Exam consisting of short answer questions for 20 %. A Group assignment including no more than four (4) students, marks awarded 60%.

The Group Assignment Topic could be in the following vein: Formulate a greening project that would enhance the sustainable position for an organization within which you are an active participant.

Recommended Text

The Little Green Book 365 Ways to Love the Planet, 2008: Joseph R. Provey & Owen Lockwood

Environmental Best Practices reference Guide: PA Consulting Group (email:tourism@paconsulting.com)

Environmental Management Toolkit: Caribbean Alliance for Sustainable Tourism (email:cast@chahotels.com)

Resources

Websites:

www.earthcheck.org
www.queensu.ca/discover/greencampus
www.queesu.ca/live/green