

Program Outline

Certificate in Essential Skills for Hospitality, Service and Tourism

Brief Program Description

The program is a workplace readiness program designed for international students seeking training in and knowledge of transferable soft skills for the international and Canadian workplace.

The program includes six courses (80 hours each / total 480 hours) and a capstone project (40 hours)

The student is expected to leave the program with suitable industry knowledge and skills allowing them to be successful at entry level service positions in hospitality and tourism.

Career Occupation

Graduates of this program will be prepared for a variety of customer service, tourism and hospitality positions in a broad range of settings: for example, hotels, motels, resorts, restaurants, casinos, convention centres, and cruise ships.

Admission Requirements

- (1) Minimum age is 19.
- (2) Applicants who wish to qualify as domestic students must produce valid documentation confirming their legal status as Canadian citizens or permanent residents.
- (3) Applicants who are classified as International students must meet the requirements for international students studying in Canada as laid down by Citizenship and Immigration Canada and possess a valid Study Permit.

International students must demonstrate Level 4 English with Tamwood Career's online test and interview. The online test and interview are exempt if CEFR B1, IELTS 5, TOEFL iBT 52-64, Cambridge PET (Merit) or Tamwood Language Centre's level 4 is presented.

Learning Objectives

The objective of this program is to prepare students with the knowledge and skills required for a variety of customer service, hospitality and tourism positions in a broad range of related employment settings; for

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example, hotels, motels, resorts, restaurants, convention centres and on cruise ships.

Upon completion of this program, the student will have reliably demonstrated the ability to apply and conduct basic research essential skills and knowledge related to:

Course 1 - Canada, National Culture and Cross Cultural Communication: National culture and behavior, Canadian and international workplace culture, intercultural communication skills, acculturation and stages of culture shock, knowledge of the multi-cultural make-up of visitors in regards to tourism management and guest relations, establishing good first impressions

Course 2 - Customer Service, Sales and Marketing: Sales, marketing and advertising strategies, key customer service standards, understanding of customer personality types, effective problem solving in resolving customer issues and complaints and transforming them into loyal customers, SWOT analysis and its integral role in continuous improvement

Course 3 - Professionalism and Professional Development in Tourism and Hospitality: Professional online portfolio creation, setting specific personal and professional goals, targeted cover **letters and resumes, identification of quality applicants from a human resources perspective, knowledge of skills and requirements for different jobs in the tourism and hospitality sectors, high quality job interviews.**

Course 4: Managing Events and Destination Development: Market research, time management, organizational and teamwork skills, management strategies, handling special needs and requests, writing effective emails, scheduling, resource management, forecasting and budgeting, targeting and managing business priorities, destination life

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cycles applied to real world situations.

Course 5 - Tourism, Trends & Impacts: Public speaking and presentations, knowledge of eco-friendly best practices in a hospitality service setting, sustainable tourism and impacts of tourism, trends in tourism attractions, social and cultural benefits of tourism, and the future of tourism

Course 6 - Tourism Based Businesses, Workplace Ethics and Workplace Communications: Meeting negotiation, handling complaints ethically, designing ethical workplace policies and procedures, introductory knowledge of small tourism and hospitality business operations and business types

Method(s) of Evaluation

Graded assessment methods for each of the six classroom courses include an individual or group projects; one summative assessment (ie: course final exam) and formally assessed coursework tasks, such as quizzes, mini-presentations or written assignments. Students are also graded on active participation in class. Students are expected to achieve a 70% average to pass the course. At the instructor's discretion, students can attempt a re-test on one of the course assessments if they do not meet the required 70% average.

For the Capstone Project, three separate assessment methods are used. Students are graded for the initial development of their capstone project (20%), participation in the project such as attendance of meetings with their instructor and completion of set tasks (30%) and on the quality and rigor of the final project itself as well as the presentation of the project (50%)

Completion Requirements

To graduate, the student must fully participate meet the minimum standards in classroom assessment.

Minimum standards in the classroom assessment are

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a final grade of 70% average for all course's assessment tasks, including the Capstone project.

Program Duration 520 hours, 26 weeks

Homework Hours Two hours per week

Delivery Method(s) In-class instruction

Required course materials

Core text: Wiley Custom: Essential Skills for Hospitality, Service and Tourism – Tamwood Careers
Wiley Custom Learning Solutions

List of titles in custom text:

Contemporary Business, Canadian Edition (2013) by *Louis E. Boone, David L. Kurtz, Michael Khan, and Brahm Canzer*

Delivering Effective Social Customer Service: How to Redefine the Way you Manage Customer Experience and your Corporate Reputation (2013) by *Martin Hill Wilson and Carolyn Blunt*

Events Exposed: Managing and Designing Special Events (2011) by *Lena Malouf*

Guest Service in the Hospitality Industry (2013) by *Paul J. Bagdan*

Hotel Front Office Management, 5th edition (2011) by *James A. Bardi*

Human Resources Management in the Hospitality Industry (2009) by *David K. Hayesm Ph.D and Jack D. Ninemeier, PhD.*

Principles of Food, Beverage and Labor Cost Controls, 9th edition (2009) by *Paul R. Dittmer and J. Desmond Keefe, III*

Remarkable Banquet Service (2014) by *Ezra Eichelberger and The Culinary Institute of America*

Special Events: Creating and Sustaining a New World for Celebration, 7th edition (2014) by *Joe Goldblatt*

Tourism Management, 5th edition (2014) by *David Weaver and Laura Lawton*

Reference texts available to borrow from Tamwood Library:

Blunt, C. and Hill-Willson, M. (2013) *Delivering Effective Customer Service*, Wiley, Sussex

Bonkowi, F. and Gonzales, C. (2013) *Write Now: Business Writing that Gets Results*: Charlston

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- Briegar, N. (2011) *Collings English for Business Writing*, Collins: London
- Davis, K. (2013) *Secrets of Dynamic Communication*, W Publishing Group: Nashville
- Donovan, J. (2014) *How to Deliver a Ted Talk: Secrets of the World's Most Inspiring Presentations*, McGraw Hill Education: USA.
- Green, M. (2013) *Painless Performance Conversations, A Practical Approach to Day-to-Day Workplace Discussions*, John Wiley & Sons Inc.: New Jersey
- Meyer, D. (2012) *Setting the Table: The Transforming Power of Hospitality in Business*, Harper: NY
- Pophal, L. (2014) *The Everything guide to Customer Engagement*, Adams Media: Avon
- Shofield, James (2014) *Presentation Skills in 7 Simple Steps*, Collins: London
- Tomalin, B. (2014) *Delivering from the Experts*, Collins, London
- Walter R. and Harding K. (2009) *Oxford Careers Tourism 2*, Oxford University Press: New York
- Walter R. and Harding K. (2009) *Oxford Careers - Tourism 3*, Oxford University Press: New York
- Managing Time* (2014) Harvard Business Review, Harvard Business School Publishing Corporation: Boston
- Running Meetings* (2014) Harvard Business Review, Harvard Business School Publishing Corporation: Boston

Program Organization

Title of Course	# of Hours
Course 1: Canada, National Culture and Cross Cultural Communication	80
Course 2: Customer Service, Sales and Marketing	80
Course 3: Professionalism and Professional Development in Tourism and Hospitality	80
Course 4: Managing Events and Destination Development	80
Course 5: Tourism, Trends and Impacts	80
Course 6: Tourism-Based Businesses, Workplace Ethics and Workplace	80

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Communications	
Course 7: Capstone project	40