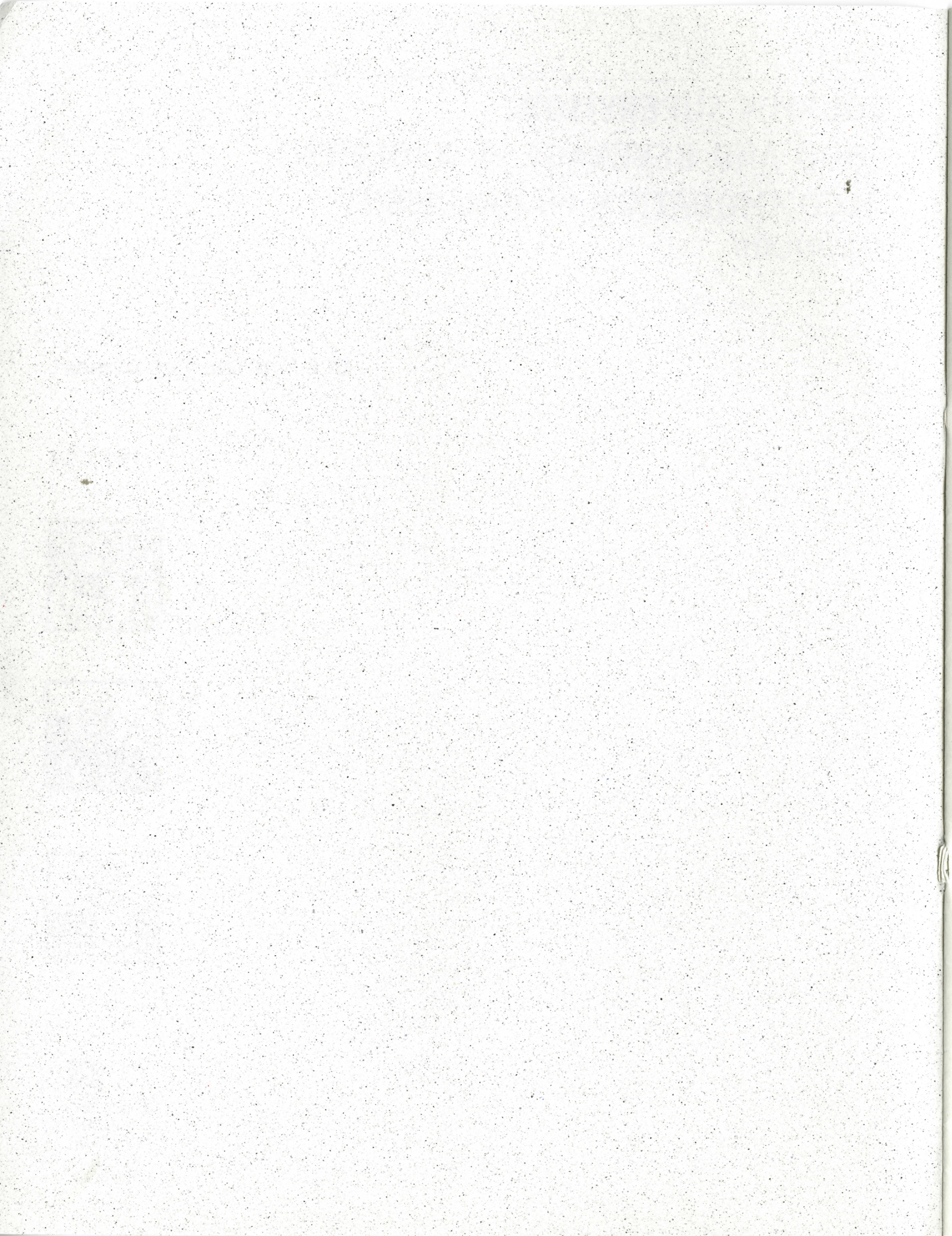

**TOURISM SUPERVISORY
FOOD AND BEVERAGE MANAGEMENT
ACCOMMODATION MANAGEMENT
CERTIFICATE**

UCC Tourism Department

1993/94



**THE
UNIVERSITY
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OF THE
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Tourism Supervisory Development Food and Beverage Management Accommodation Management Certificates

Tourism Supervisory Development Certificate

The Tourism Supervisory Development Certificate is the first step in tourism education. It is designed for the practical training of supervisory and potential supervisory personnel in the tourism industry. The program includes seven courses - an industry overview, three human resource and human relations courses, operational controls, marketing and computers, thus providing the management skills required by front-line supervisors in all sectors of the tourism industry.

Program Introduction

Each year hundreds and thousands of travellers enter British Columbia - some on business trips, others in search of pleasure and relaxation, but all requiring comfort and service to make their stay enjoyable.

Tourism is British Columbia's second largest industry. It is estimated that by the year 2000 tourism will be Canada's number one industry with 30,000 new tourism jobs in BC alone.

To maintain our domestic and international competitive edge, we need a well trained and professional work force.

The Tourism Supervisory Development Certificate is recognized provincially. It has been developed in cooperation with other colleges and institutes, tourism operators and Advisory Committee members.

Progressive, innovative instructors, experienced in the tourism industry, makes this program appealing to people working in tourism related businesses, or for anyone seeking career opportunities in the Tourism field.

Employment Opportunities

The future for tourism and those employed within it are exciting. There will be a demand in the years to come for qualified individuals in this industry. It is inevitable that the qualified front line workers of today will be the managers of tomorrow.

Admission Requirements

Please refer to the General Information section of the Calendar for the statement of admission policy at UCC.

Educational Requirements

- BC Grade 12 (or equivalent) or Mature Student Status

General Requirements

- Program orientation session with the Tourism Department.
- (Please telephone 828-5132 to make an appointment).
- Canadian Citizenship or Landed Immigrant Status.

Documentation Required

The following documentation is necessary to verify admission requirements:

- Official transcript of previous secondary and post-secondary educational record.
- Proof of Citizenship or Landed Immigrant status.
- Verification of attendance at Program Orientations session. This will be forwarded to the Admissions Department.

Orientation Session

Students are requested to attend an orientation session for any courses offered by the Tourism Department. The

purpose of these sessions is to provide valuable information about courses, programs, entrance requirements, admission procedures and allow prospective students to have pertinent questions answered. During the Orientation Sessions, prospective students may be asked to write a brief composition about a choice of topics related to the hospitality industry. Detailed instructions regarding this will be outlined at the session. Please call the Divisional Secretary at 828-5132 to attend.

Part Time Students

Students wishing to take tourism courses on a part time basis should contact the Tourism Department Chairperson at 828-5362.

Recommendations

It is recommended that students who enter this field have some industry experience in the Tourism Industry. Provincial recommendations from the Pacific Rim Institute of Tourism suggest that students should demonstrate:

- 1) At least 1500 hours of work experience within the tourism industry, OR
- 2) At least 500 hours of industry experience plus relevant training from an accredited educational institute, OR

- 3) A letter from an employer or supervisor requesting that you take this course.

Please Note: It is recognized that some students entering this program may have difficulty meeting these recommendations. Please contact the Program Coordinator if you are concerned about these recommendations.

Exemptions

Exemptions to the admissions requirements may be granted by the Chairperson of the Tourism Department after an interview has taken place with the prospective candidate.

Program Outline

TOURISM SUPERVISORY DEVELOPMENT		
Course	Course Title	Cr
TOUR 101	Tourism: An Industry Perspective	2
TOUR 102	Human Relations in Tourism	2
TOUR 103	Supervisory Leadership	2
TOUR 104	Human Resource Development	2
TOUR 105	Marketing & Customer Service	2
TOUR 106	Operation Controls	2
TOUR 107	Computer Applications	3
Total Credits		15

Please refer to the end of this section for a description of each of these courses.

Food and Beverage Management Certificate

This certificate program is designed for people who have some experience in the hospitality industry and are seeking to upgrade their skills to reach a supervisory or management position. It is also ideal for current supervisors/managers wanting to manage their operation more effectively. Those who have taken a professional cook training program are also eligible. The program's five courses are in the areas of food production, food and beverage management principles, service, and cost control. They provide skills and knowledge essential to ensuring professionally-trained staff and keeping a competitive edge.

Program Introduction

Food and Beverage operation are a major part of the Hospitality Industry, which in turn is one of the largest sectors in Tourism. This sector will require far more trained personnel over the foreseeable future to work in and run not only the various styles of operations that presently exist but also the new operations that are currently being planned for this province.

Added to the increasing numbers of new people into this tourist region are the large numbers of people who live and work in this community who have equal, but regular demands of comfort, service and quality to make their stay, no matter how brief, within a restaurant, lounge or bar enjoyable.

These patterns, along with changing food trends are creating daily challenges to operators of food and beverage outlets. It is therefore essential for establishments that not only wish to survive but wish to stay competitive (and even be in front of the pack) to have more professionally trained staff.

To maintain and even improve our domestic and international competitive edge, we need a well trained and professional work force. The Tourism and Hospitality programs at UCC address these concerns.

An academic partnership has been arranged with the American Hotel and Motel Association so that students who successfully complete this program will receive international recognition and certification as well as recognition and certification from UCC.

Admission Requirements

Please refer to the General Information section of the Calendar for the statement of admission policy at UCC.

Educational Requirements

- BC Grade 12 (or equivalent) or Mature Student Status

General Requirements

- Program orientation session with the Tourism Department. (Please telephone 828-5132 to make an appointment).
- Attend an admissions interview
- Canadian Citizenship or Landed Immigrant Status.
- Successful admission into the Tourism Supervisory Development Certificate at the commencement of the Food and Beverage Management Certificate Program or successful completion of the Tourism Supervisory Development Certificate.

Documentation Required

The following documentation is necessary to verify admission requirements:

- Official transcript of previous secondary and post-secondary educational record.
- Proof of Citizenship or Landed Immigrant status.
- Verification of attendance at Program Orientations session. This will be forwarded to the Admissions Department.
- Verification of attendance at an interview

Orientation Session

Students are requested to attend an orientation session for any courses offered by the Tourism Department. The purpose of these sessions is to provide valuable information about courses, programs, entrance requirements, admission procedures and allow prospective students to have pertinent questions answered. During the Orientation Sessions, prospective students may be asked to write a brief composition about a choice of topics related to the hospitality industry. Detailed instructions regarding this will be outlined at the session. Please call the Divisional Secretary at 828-5132 to attend.

Admissions Interview

If prospective students wish to apply for the program they must participate in an interview with representatives from the Tourism Department. Participants in the interview are asked questions to help ascertain the applicant's readiness for admission. All applicants will be asked similar questions. Students must arrange for interviews, **after** they have attended an orientation session, by calling the Divisional Secretary at 828-5132.

Part Time Students

Students wishing to take tourism courses on a part time basis should contact the Tourism Department Chairperson at 828-5362.

Recommendations

It is recommended that students who enter this field have some industry experience in the Tourism Industry. Provincial recommendations from the Pacific Rim Institute of Tourism suggest that students should demonstrate:

- 1) At least 1500 hours of work experience within the tourism industry, OR
- 2) At least 500 hours of industry experience plus relevant training from an accredited educational institute, OR
- 3) A letter from an employer or supervisor requesting that you take this course.

Please Note: It is recognized that some students entering this program may have difficulty meeting these recommendations. Please contact the Program Coordinator if you are concerned about these recommendations.

Exemptions

Exemptions to the admissions requirements may be granted by the Chairperson of the Tourism Department after an interview has taken place with the prospective candidate. Students who have successfully completed the one-year Food Trades Cooking program (in BC) will also be given preference.

Program Development

This program has been developed with the consultation of the Ministry of Advanced Education and Technical Training, other Colleges and Institutes, the American Hotel and Motel Association, members of a local Advisory Committee and business operators not only in the High Country and Cariboo Tourism Regions, but also throughout British Columbia.

Field Trips

These programs will also include some field trips to visit the Food and Beverage Industry as well as some of their suppliers. This has been included in the Program so that students can better understand some of the concepts discussed in class. While costs will be kept to a minimum, students should be expected to contribute to the overall cost of the field trip. (To an approximate maximum of \$200.00)

The Food and Beverage Management program will include the following courses:

Program Structure

This program will comprise of the Tourism Supervisory Development Certificate and the Food and Beverage Management Program. It will take a student two semesters from September to May to complete this program.

Section One: "Supervisory Development" has been included because of its Tourism Management skills and its provincial focus. This course is a prerequisite/co-requisite to all other tourism courses.

Section Two: "Food and Beverage Management" has been included because of the importance that quality food and its presentation play in the overall success of any food and beverage operation.

Graduation Credentials

Graduates who successfully complete the program will receive a Food and Beverage Certificate from UCC.

Students will also be eligible to apply for the Tourism Supervisory Development Certificate as well as American Hotel and Motel Association Food and Beverage Certificates.

Program Outline

SECTION ONE TOURISM SUPERVISORY DEVELOPMENT		
Course	Course Title	Cr
TOUR 101	Tourism: An Industry Perspective	2
TOUR 102	Human Relations in Tourism	2
TOUR 103	Supervisory Leadership	2
TOUR 104	Human Resource Development	2
TOUR 105	Marketing & Customer Service	2
TOUR 106	Operation Controls	2
TOUR 107	Computer Applications	3
Total Credits		15

SECTION TWO FOOD AND BEVERAGE MANAGEMENT		
Course	Course Title	Cr
FOOD 101	Applied Principles	3
FOOD 102	Food Production Principles	3
FOOD 103	Food and Beverage Service	3
FOOD 104	Lounge and Bar Supervision	3
FOOD 105	Food and Beverage Controls	3
Total Credits		15

Please refer to the end of this section for a description of each of these courses.

Accommodation Management Certificate

This certificate program teaches both theory and practical skills for the successful operation of a hotel front office. The program's six courses - from front office and housekeeping procedures to computer systems, security, and marketing - provide the training necessary to work efficiently in the front office of a resort or hotel. The Tourism Department works cooperatively with resorts and hotels in the region to secure work study opportunities allowing students to practice the skills learned in the classroom.

Program Introduction

Hotels and motels are playing a major role in the expansion of the Tourism Industry in Canada. The purpose of this program is to train people to become more knowledgeable and, therefore, more professional in the Accommodation Industry.

This program is designed to attract:

- 1) Individuals seeking employment opportunities within the Hotel and Motel Industry.
- 2) People seeking promotion within this area.
- 3) Individuals already working within this field who are able to access this program on a part-time basis.
- 4) People looking for a career, and a life change in the accommodation field.

Graduation Credentials

Graduates who successfully complete the Accommodation Management program will receive a certificate from this College.

Students will also be eligible, upon successful completion to receive a Certificate of Specialization in Room Division Management from the Educational Institute of the American Hotel and Motel Association.

Admission Requirements

Please refer to the General Information section of the Calendar for the statement of admission policy at UCC.

Educational Requirements

- BC Grade 12 (or equivalent) or Mature Student Status

General Requirements

- Program orientation session with the Tourism Department. (Please telephone 828-5132 to make an appointment).
- Attend an admissions interview
- Canadian Citizenship or Landed Immigrant Status.
- Successful admission into the Tourism Supervisory Development Certificate at the commencement of the Accommodation Management Certificate or successful completion of the Tourism Supervisory Development Certificate.

Documentation Required

The following documentation is necessary to verify admission requirements:

- Official transcript of previous secondary and post-secondary educational record.
- Proof of Citizenship or Landed Immigrant status.
- Verification of attendance at Program Orientations session. This will be forwarded to the Admissions Department.
- Verification of attendance at an interview.

Orientation Session

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Admissions Interview

If prospective students wish to apply for the program they must participate in an interview with representatives from the Tourism Department. Participants in the interview are asked questions to help ascertain the applicant's readiness for admission. All applicants will be asked similar questions. Students must arrange for interviews, **after** they have attended an orientation session, by calling the Divisional Secretary at 828-5132.

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- 2) At least 500 hours of industry experience plus relevant training from an accredited educational institute, OR
- 3) A letter from an employer or supervisor requesting that you take this course.

Please Note: It is recognized that some students entering this program may have difficulty meeting these recommendations. Please contact the Program Coordinator if you are concerned about these recommendations.

Exemptions

Exemptions to the admissions requirements may be granted by the Chairperson of the Tourism Department after an interview has taken place with the prospective candidate.

Program Development

This program has been developed with the consultation of the Ministry of Advanced Education and Technical Training, other Colleges and Institutes, the American Hotel and Motel Association, members of a local Advisory Committee and business operators not only in the High Country and Cariboo Tourism Regions, but also throughout British Columbia.

Field Trips

These programs will also include some field trips to visit the Resort and Hotel Industry as well as some of their suppliers. This has been included in the Program so that students can better understand some of the concepts discussed in class. While costs will be kept to a minimum, students should be expected to contribute to the overall cost of the field trip. (To an approximate maximum of \$200.00)

Program Structure

This program will comprise of the Tourism Supervisory Development Certificate and the Accommodation Management Certificate. It will take a student two semesters from September to May to complete this program.

Section One: "Supervisory Development" has been included because of its Tourism Business Management skills and its provincial focus. This course is a prerequisite/co-requisite to all other tourism courses.

Section Two: "Accommodation Management" has been included because of the importance that quality service plays in the overall success of an hotel, motel or resort.

Graduation Credentials

Graduates who successfully complete the program will receive an Accommodation Management Certificate.

Students will also be eligible to apply for the Tourism Supervisory Certificate as well as the American Hotel and Motel Association Room Division Certificates.

Program Outline

SECTION ONE TOURISM SUPERVISORY DEVELOPMENT		
Course *	Course Title	Cr
TOUR 101	Tourism: An Industry Perspective	2
TOUR 102	Human Relations in Tourism	2
TOUR 103	Supervisory Leadership	2
TOUR 104	Human Resource Development	2
TOUR 105	Marketing & Customer Service	2
TOUR 106	Operation Controls	2
TOUR 107	Computer Applications	3
Total Credits		15
SECTION TWO ACCOMMODATION MANAGEMENT		
ACCM 101	Front Office Procedures	3
ACCM 102	Supervisory Housekeeping	3
ACCM 103	Hospitality Ind Comp Systems	3
ACCM 104	Resort/Hotel Safety & Security	3
ACCM 105	Marketing of Hospitality Services	3
ACCM 106	Accommodation Mgmt Practicum	0
Total Credits		15

Please refer to the end of this section for a description of each of these courses.

Course Descriptions

ACCM 101-3

Front Office Procedures

This course presents a systematic approach to front office procedures by detailing the flow of business through a hotel, motel or resort beginning with the reservation process and ending with checkout and settlement. The course also examines the various elements of effective front office management, paying particular attention to planning and evaluating front office operations and to personnel management.

ACCM 102-3

Supervisory Housekeeping

Provides an overview of the fundamentals of housekeeping management. This course describes the management function, tools and practices required in today's lodging housekeeping department.

ACCM 103-3

Hospitality Industry Computer Systems

An overview of the information needs of lodging properties and food service establishments. Addresses essential aspects of computer systems such as hardware, software, and generic applications. It focuses on computer-based property management systems for both front office and back office functions and focuses on computer based restaurant management systems for both service oriented and management oriented functions.

ACCM 104-3

Resort/Hotel Safety and Security Management

Explains the issues surrounding the need for individualized security programs, examines a wide variety of security and safety equipment and procedures, discusses guest protection and internal security for asset protection.

ACCM 105-3

Marketing of Hospitality Services

This course is designed to provide students with basic knowledge and practical experience which will enable them to develop strategic marketing plans for hotel, motel or resort operations.

ACCM 106-0

Accommodation Management Practicum

This section of the course allows the student to put into practice, in the front office of a hotel, motel, or resort, those skills learned in the classroom. Students will be supervised and evaluated during this process.

FOOD 101-3

Applied Principles of Food and Beverage Operations

Provides a basic understanding of the principles of food production and service management, reviewing sanitation, menu planning, purchasing, storage, and beverage

management. This course will also give students the opportunity to work in the college dining room.

FOOD 102-3

Food Production Principles

Explains the techniques and procedures of quality and quantity food production, provides the principles underlying the selection, composition and preparation of the major food products. Includes an extensive set of basic and more complex recipes for practice purposes. Foodsafe level I will also be included.

FOOD 103-3

Food and Beverage Service

This course provides students with practical skills and knowledge for effective management of food and beverage service in outlets ranging from cafeterias and coffee shops to room service, banquet areas and high-check average dining rooms. Presents basic service principles while emphasizing the special needs of guests.

FOOD 104-3

Professional Lounge and Bar Supervision

This course explains how important it is for professionals in this area to be conversant with current fashions in beverage consumption. The legality of serving alcoholic beverages is covered as well as the possible consequences of serving to excess. The variety and use of equipment is also discussed. There is a lab fee (approx. \$30) associated with this course.

FOOD 105-3

Food and Beverage Control

Covers the principles and procedures involved in an effective food and beverage control system, including standards determination, the operating budget, income and cost control, menu pricing, and computer applications. An appendix on computer essentials is included for those not familiar with computers.

TOUR 101-2

Tourism: An Industry Perspective

An introduction to the tourism industry and its role in the economy: its scale and impact, major sectors, tourism products in BC, development potential, language and terminology, industry structure and organization, revenue and costs in various sectors, case studies and applications. Students will learn key legal issues in the industry, and will identify educational and professional career path opportunities in various industry sectors in the province.

TOUR 102-2

Human Relations in Tourism

Interpersonal communications skills for supervisors in the tourism industry, stress management, time management, presentation methods, conflict resolution techniques, active

listening, climate setting, staff counselling interviews, non-verbal cues, positive guidance methods.

TOUR 103-2

Supervisory Leadership in Tourism

Motivation techniques, leadership styles, leadership development, supervisory analysis, role-modelling, team-building techniques, concepts of organizational culture, innovation support, dealing with organizational change.

TOUR 104-2

Human Resource Development in Tourism

Recruiting, hiring, performance appraisal, guidance methods, orientation, initial job training, designing job specifications, interviewing techniques, human rights guidelines, relevant legislation, employee incentive programs, employment overview of different industry sectors, training and development approaches, learning principles, on-the-job-training.

TOUR 105-2

Marketing and Customer Service in the Tourism Industry

Concepts and principles of marketing, market research, product pricing and costing, service as a primary product, advertising methods, target marketing, factors in consumer preference, assessment of guest satisfaction.

TOUR 106-2

Operational Controls in Tourism

Financial control methods, inventory control, labour costs and controls, employee scheduling, payroll, loss prevention, reporting, accounting applications, financial statements, cash/credit transactions, basic financial planning.

TOUR 107-3

Basic Computer Applications in Tourism

This course is an introduction to computing and assumes no previous knowledge of computers. The basic concepts of computers will be explored as well as their uses and their applications to the tourism industry. Students will be introduced to DOS, LOTUS 123, WordPerfect and Dbase.

ACCM 101-3

Front Office Procedures

This course presents a systematic approach to front office procedures by detailing the tasks of business through a hotel, motel or resort beginning with the reservation process and ending with checkout and settlement. The course also examines the various elements of effective front office management, paying particular attention to planning and evaluating front office operations and to personnel management.

ACCM 102-3

Supervisory Fundamentals

Provides an overview of the fundamentals of supervising. The course develops the management, control, and practice required in today's lodging industry.

ACCM 103-3

Hotel/Industry Computer Systems Overview

An overview of the various types of lodging properties and food service establishments. Address essential aspects of computer systems such as hardware, software, and general applications. Includes an overview of computer-based property management systems for both hotels and resorts. Office location and features of computer based restaurant management systems for both service oriented and non-service oriented facilities.

ACCM 104-3

Resort/Hotel Safety and Security Management

Explores the issues surrounding the need for individualized security programs, examines a wide variety of security and safety equipment and procedures, discusses guest protection and internal security for asset protection.

ACCM 105-3

Marketing of Hospitality Services

This course is designed to provide students with basic knowledge and practical experience which will enable them to develop strategic marketing plans for hotel, motel or resort operations.

ACCM 106-3

Accommodation Management Practices

This section of the course allows the student to put into practice in the front office of a hotel, motel, or resort, those skills learned in the classroom. Students will be supervised and evaluated during the process.

FOOD 101-3

Applied Principles of Food and Beverage Operations

Provides a basic understanding of the principles of food production and service management, reviewing sanitation, menu planning, purchasing, storage, and beverage

