

Introduction

Hospitality and Tourism 110 is an introductory course providing students with an awareness of career opportunities in a dynamic and growing industry sector. Students are made aware of potential social and economic benefits. Emphasis is placed on Tourism in Atlantic Canada. A combination of sound business principles and vision are demonstrated throughout the course.

Learning Activities

Throughout this document, suggestions are provided for teaching and learning activities and projects. Sample assignments are provided in Appendix B. Students may complete assignments individually or in groups. Teachers are encouraged to use these suggestions as well as develop their own.

Prerequisite

None

General Curriculum Outcomes

Upon the completion of this course, students will meet the following outcomes:

- **GCO 1** Introduction to the hospitality and tourism industry.
- **GCO 2** Identify tourism as it relates to the Atlantic region.
- **GCO 3** Demonstrate an understanding of marketing strategies, trends and technology as it relates to hospitality and tourism.
- **GCO 4** Identify the eight sectors of the hospitality and tourism trade.
- **GCO 5** Demonstrate career opportunities in hospitality and tourism.

Duration

90 hours

Course Code

1237930