HOSPITALITY AND TOURISM & TRAVEL PROGRAM CLUSTERS[1]:

PROGRAM STANDARDS REVIEW/DEVELOPMENT PROJECT

FOCUS GROUP BACKGROUND DOCUMENT

1. Vocational Standards Review or Development

Every year the Program Standards and Evaluation Unit of the Ministry of Training, Colleges and Universities (MTCU), in consultation with the Vice Presidents Academic of the Colleges of Applied Arts and Technology (CAATs), select a number of college vocational programs for review of existing or development of new program standards. The primary purpose is to ensure consistency of standards among similar programs across the province. The process can also lead to identifying potential learning pathways and credit transfer opportunities between programs. This year colleges offering one or more of several programs in the Hospitality and Tourism & Travel clusters are being asked to participate in the consultation process (a list of the colleges and programs included is included at the end of this document).

MTCU is committed to reviewing vocational standards for programs offered at the postsecondary level to ensure that they are appropriate and relevant to the needs of students, graduates, and employers across the Province of Ontario. As part of this process, focus groups are being conducted to solicit feedback from a variety of stakeholders. At the focus group meeting you will be asked to contribute in the following ways:

- Brainstorm the trends and issues currently impacting the Hospitality and/or Tourism & Travel industries, including the external and internal forces shaping the industry, the entry-level employment opportunities for graduates of CAAT programs, and the essential vocational knowledge, skills and attitudes required of graduates to compete for these jobs;
- Identify the fundamental "dimensions" (main functions/requirements) associated with entry-level employment in the Hospitality and/or Tourism & Travel industry sectors; and
- Drill-down to identify the essential areas of vocational knowledge, specific skills (including products graduates need to produce and processes they need to follow), and attitudes required of future graduates of CAAT programs to ensure employability in the industry.

A review of the existing program vocational learning outcomes and goals for the relevant programs in the Hospitality and Tourism & Travel clusters reveals considerable overlap between the sectors. Most of the existing program standards and goals date back to the early or mid-2000's, so it will be important to assess the currency of

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[1] Colleges offering programs under any of the following MTCU funding codes are invited to participate in this consultation process: 52202, 53200, 53201, 53205, 53209, 63200, 63201, 73199, and 73201. New or revised program standards may not be developed for all of these programs.

the dimensions they describe, and identify areas that may be missing. The following chart summarizes the broad dimensions of employment that appear to be common across most programs (in no particular order):

Customer Service	Health, Safety and Risk Management	Ethics / Corporate Social Responsibility
Finance, Accounting and/or Cost Control	Sales and Marketing	"Big Picture" and Keeping Current
Other Business Functions (HR, Legal, Project Management, Operations)	Technology (Devices and Applications)	Teamwork and Management/Leadership Skills
Ongoing Professional Development		

While these broad dimensions may be common across industry sectors, it is anticipated that specialized vocational knowledge and skills will be identified within each dimension related to the industry sub-category (i.e. Accommodation, Food and Beverage, Adventure Tourism and Outdoor Recreation, Transportation, Travel Services, Tourism Services, Events and Conferences, and Attractions). This is where your particular area of expertise will be most beneficial.

The jobs that are available and obtained by program graduates are also important in order to determine the future direction of, and distinction between, Hospitality and Tourism & Travel programs. Program graduates are surveyed annually to identify the jobs they have secured. The chart below lists the primary occupations reported by graduates of various Hospitality and Tourism & Travel programs from 2007/8 to 2011/12:

Hospitality Management Programs (Diploma)[2]	Tourism & Travel Programs (Diploma)[3]
• Hotel Front Desk Clerks (19%) • Food and Beverage Servers (17%) • Restaurant and Food Services Managers (7%) • Retail Salespersons and Sales Clerks (5%) • Food Counter Attendants, Kitchen Helpers and related occupations (4%)	• Travel Counsellors (28%) • Hotel Front Desk Clerks (9%) • Retail Salespersons and Sales Clerks (7%) • Customer service, Information and related clerks (5%) • Food and Beverage Servers (5%)
Hospitality & Tourism Management Programs (Diploma)[4]	
• Food and Beverage Servers (16%) • Hotel Front Desk Clerks (10%) • Cashiers (5%) • Food Counter Attendants, Kitchen Helpers and related occupations (5%) • Retail Salespersons and Sales Clerks (5%)	

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[2] Source: MTCU Labour Market Employment Profile, Survey results from Ontario's Colleges of Applied Arts and Technology. Top occupations found by graduates of Hospitality Management – 2yr (OCD):
http://www.tcu.gov.on.ca/eng/labourmarket/employmentprofiles/compare.asp
[3] *Ibid*. Top occupations found by graduates of Tourism & Travel – 2yr (OCD)
[4] *Ibid*. Top occupations found by graduates of Hospitality & Tourism – 2yr (OCD)

Hospitality Administration Programs (Advanced Diploma)[5]	Hospitality & Tourism Administration Programs (Advanced Diploma)[6]
• Hotel Front Desk Clerks (23%) • Food and Beverage Servers (10%) • Light Duty Cleaners (7%) • Restaurant and Food Services Managers (6%) • Food Service Supervisors (5%)	• Hotel Front Desk Clerks (14%) • Food and Beverage Servers (12%) • Retail Salespersons and Sales Clerks (8%) • Food Counter Attendants, Kitchen Helpers and related occupations (5%) • Cashiers (3%) • Restaurant and Food Services Managers (3%) • Sales Representatives – Wholesale Trade (Non-Technical) (3%)

Job opportunities will of course vary by region and program specialization, but it is apparent that there is considerable overlap of reported occupations between the two program clusters and levels of credentials. Consideration also needs to be given to the industry sub-sectors that are growing (e.g. Recreation and Entertainment, Food and Beverage Services), and whether program graduates are obtaining opportunities in the domestic market or securing opportunities outside of Ontario or Canada.

After the focus group meetings the feedback will be analyzed and incorporated into revised draft vocational standards. The draft vocational learning outcome statements will then be sent out for a broad-based online survey consultation. Everyone who participates in the focus groups meetings will receive a link to the survey and have an opportunity to provide feedback. It will also be sent to additional external stakeholders within the Hospitality and Tourism & Travel fields, such as employers, graduates and stakeholders from professional associations. The feedback from the broad-based consultation will be analyzed and incorporated into further revised draft vocational standards which will be sent to the Credentials Validation Service (CVS) of Colleges Ontario. CVS will review the developed or revised vocational learning outcomes and confirm the level of the credentials. Once this process is completed, the community colleges will be asked to validate that the process undertaken for the review of the vocational standards was appropriate. After this final validation step, a report will be written and the vocational standards will be submitted to MTCU for final approval, publication and implementation.

2. Vocational Standard Definitions

For this program standards review and development process, it is helpful to know the definitions of the two main components of the vocational standard.

- **Vocational Learning Outcomes (VLOs)** describe the essential, vocationally relevant learning that all students must demonstrate in order to graduate from a program. The achievement of the vocational learning outcomes should give graduates the knowledge, skills, and attitudes essential for entry-level positions.

  Learning outcomes represent culminating demonstrations of learning and achievement. They are not simply a listing of discrete skills, nor broad statements of knowledge and comprehension. In addition, learning outcomes are interrelated and cannot be viewed in isolation of one another. As such, they

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[5] *Ibid*. Top occupations found by graduates of Hospitality Administration – 3yr (OCAD)
[6] *Ibid*. Top occupations found by graduates of Hospitality & Tourism Administration – 3yr (OCAD)

should be viewed as a comprehensive whole. They describe performances that demonstrate significant integrated learning by graduates of the program has been achieved and verified.

- **Elements of the Performance** for each vocational learning outcome define and clarify the complexity, breadth and depth of the performance. They can take the form of more discrete skills, products, processes and areas of knowledge. The elements are indicators of the means by which the student may proceed to satisfactory performance of the learning outcome. The elements do not stand alone, but rather in reference to the vocational learning outcome of which they form a part. The elements of the performance are not prescriptive or exhaustive but provide examples to guide the development of curriculum to align with the vocational learning outcomes.

Your participation in this focus group is a vital part of the vocational standards review process. If you are unable to attend a focus group, you can still contribute to the process by filling in an online contribution form. If you can attend the focus group and are interested and able to provide pre- or post-focus group feedback, we also encourage you to fill in the contribution form.

Here is the link: http://fluidsurveys.com/surveys/nella/handt-program-standards-feedback-form/

Thank you very much for your participation and sharing your industry expertise.

If you have any questions, please contact the project officers for this program standard review/development initiative:

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2013-14 Program Standards Review – Hospitality and Tourism & Travel Clusters (by cluster and college)

	Hospitality Cluster	Tourism & Travel Cluster
	Program title(s) and MTCU code(s)	Program title(s) and MTCU code(s)
Algonquin College	• Hospitality Management – Hotel and Restaurant (Diploma – MTCU #53200)	• Tourism and Travel (Diploma – MTCU #53205)
Collège Boréal	*No relevant programs currently offered.*	*No relevant programs currently offered.*
Cambrian College	*No relevant programs currently offered.*	*No relevant programs currently offered.*
Canadore College	*No relevant programs currently offered.*	*No relevant programs currently offered.*
Centennial College	• Hospitality Management - Hotel and Resort (Diploma – MTCU #53200) • Hospitality Management – Restaurant and Catering (Diploma – MTCU #53201) • Hospitality and Tourism Administration (Advanced Diploma – MTCU #63201) • Hotel, Resort and Restaurant Management (Graduate Certificate – MTCU #73199)	• Tourism and Travel (Diploma – MTCU #53205) • Tourism Management - Cultural & Heritage Tourism (Diploma – MTCU #53205)
Conestoga College	• Hospitality Management – Hotel and Restaurant (Diploma – MTCU #53201 (s/b 53200)) • Hospitality and Tourism Management (Diploma – MTCU #53209)	*No relevant programs currently offered.*
Confederation College	*No relevant programs currently offered.*	• Tourism - Travel and Eco-Adventure (Diploma – MTCU #53205)
Durham College	• Hospitality Management - Hotel, Restaurant and Tourism (Diploma – MTCU #53200)	*No relevant programs currently offered.*
Fanshawe College	• Hospitality Management – Hotel (Diploma – MTCU#53200) • Hospitality Management – Food and Beverage (Diploma – MTCU#53201)	• Tourism and Travel (Diploma – MTCU #53205)
Fleming College	• Hotel and Restaurant Management (Diploma – MTCU #53200)	• Tourism and Travel (Diploma – MTCU #53205)
George Brown College	• Hotel Management International (Diploma – MTCU #53200) • Hospitality Management – Food and Beverage (Diploma – MTCU #53201)	*No relevant programs currently offered.*
Georgian College	• Hospitality Management - Hotel and Resort (Diploma – MTCU #53200) • Hospitality Administration - Hotel and Resort (Advanced Diploma – MTCU #63200)	• Tourism and Travel (Diploma – MTCU #53205)
Humber College	• Hotel and Restaurant Management (Diploma – MTCU#53200) • Hospitality and Tourism Management - Event Planning (Diploma – MTCU #53209) • Hospitality and Tourism Operations Management (Graduate Certificate - MTCU #73201)	• Tourism Management - Travel Industry Services (Diploma – MTCU #53205)
La Cité collégiale	• Gestion hôtelière et de restaurant (diplôme - MFCU #53200)	• Tourisme et Voyage (diplôme - MFCU #53205)
Lambton College	• Hospitality and Tourism Management (Diploma – MTCU #53200)	*No relevant programs currently offered.*
Loyalist College	*No relevant programs currently offered.*	*No relevant programs currently offered.*

	Hospitality Cluster	Tourism & Travel Cluster
Mohawk College	*No relevant programs currently offered.*	• Tourism and Travel (Diploma – MTCU #53205)
Niagara College	• Hospitality Management - Hotel and Restaurant (Diploma – MTCU #53200) • Hospitality and Tourism Management (Graduate Certificate – MTCU #73201)	• Tourism Management - Business Development (Diploma – MTCU #52202)
Northern College	*No relevant programs currently offered.*	*No relevant programs currently offered.*
Sault College	• Hospitality Management - Hotel and Resort (Diploma– MTCU #53200)	*No relevant programs currently offered.*
Seneca College	• Hospitality Management - Hotel and Restaurant (Diploma– MTCU #53200)	• Tourism and Travel (Diploma – MTCU #53205)
Sheridan College	*No relevant programs currently offered.*	• Tourism and Travel (Diploma – MTCU #53205)
St. Clair College	• Hospitality Management - Hotel and Restaurant (Diploma – MTCU #53200)	• Tourism and Travel (Diploma – MTCU #53205)
St. Lawrence College	• Hospitality Management - Hotel and Restaurant (Diploma – MTCU #53200) • Hospitality & Tourism Management (Diploma – MTCU #53209)	*No relevant programs currently offered.*