

# Transcript of “BComm Experience: Hospitality, Food and Tourism Management”

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Video title: BComm Experience: Hospitality, Food and Tourism Management

Date recorded: Fall 2015

Running time: 4 minutes 31 seconds

## Summary

This video was filmed at the University of Guelph's main campus and features three student speakers from the School of Hospitality, Food and Tourism Management: Aaron, Melanie and Lauren. In this video, they discuss different aspects of their experience in their respective majors. In addition to their commentary, the video includes footage of the campus and a number of still photos.

## Descriptive Transcript

VIDEO: The video starts with music and footage of various University of Guelph landmarks including the University of Guelph sign, science complex, cannon and Winegard Walk. Text appears “B.Comm Experience Hospitality, Food + Tourism Management.”

AARON: I chose to come to the University of Guelph because our hospitality program is ranked as one of the top hospitality programs in the world. They do have those specializations in the commerce program and I like the thought of getting a degree that had a specialization as opposed to a normal BComm or a normal BBA. One of the benefits of being a part of the hotel and food administration program is that you get to see every different side of the hotel industry whether that be hotel operations hotel sales and marketing hotel real estate and you get to really figure out what your main interest is.

MELANIE: When I came into the tourism focus I really wasn't aware of how big the tourism industry was I was thinking maybe I'd end up in the cruise industry but after being in the program now for 3 years coming up I learned that I really love experiential tourism and helping make experiences amazing for people.

AARON: Once I graduate I'm hoping to get in the hotel field specifically I'm looking to get into the hotel real estate side of things I'm looking to do either hotel development brand development or hotel asset management.

LAUREN: When I first started this program I thought I could only work in a hotel or a restaurant but now I know that there are so many more great opportunities out there where you can be specific and dive into different facets of the industry.

VIDEO: Footage of a group of students studying together, the Gryphon holding a sign at an event in the University Centre, a wide shot of Johnston Green.

AARON: One of the best classroom experiences I had was in my hotel market feasibility analysis class and where we actually got to do a real feasibility study for a proposed hotel so we had actual industry professionals come out to watch our presentations.

MELANIE: So during my second year I was able to take a marketing information management course and during that course we had to do this group consulting project where you're actually partnered with a local company in Guelph and we were able to do some consulting work for them looking at a five-year strategic plan.

AARON: One of the fantastic experiences in the hospitality, food and tourism management program is that you get to experience our on campus restaurant PJ's Restaurant. As part of the class you're working in a restaurant setting you're working in both the front of house and the back of house they put you in a team and you as a team get to come up with your own restaurant concept it's a great way to get hands-on skills for restaurant operation.

LAUREN: I was interested in hotel and food because of the co-op program I knew that it was an opportunity to be out in the world and work for one full year and make my learning experience much more meaningful.

AARON: My co-op allowed me to travel it allowed me to gain hands-on experience and it also allowed me to use the teachings that I learned in class and apply them to the real hotel industry.

VIDEO: Footage from UC, time-lapse footage of students walking through the UC courtyard, two students studying in a lounge.

AARON: One of the benefits of our school being one of the top ranked hospitality schools in the world is we compete in one of the most elite case competitions for hotel students specifically we have the opportunity to compete in the Young Hoteliers Summit where we're split into teams with other hotel schools and we had the opportunity to present a case to one of the top hotel companies in the world and I was fortunate enough to be a part of the winning team winning the presentation.

LAUREN: This summer I had the opportunity to do an internship in China with the United Nations World Tourism Organization this sparked my interest to do further research in sustainable tourism development. My experience at the University of Guelph really helped me prepare for this internship I understood that it's important to respect other types of cultures and ways of thinking. A positive classroom experience I had was the opportunity to create a magazine called the Hornblower Magazine. This is a yearly publication that's dedicated just for our school and I was editor and publisher for this magazine. I really enjoyed it because it gave me the chance to be creative and to take photos and write stories about our industry. I love being a University of Guelph student because of the community. The community I have in the city of Guelph, the community I have on campus and the community I have within my faculty.

AARON: There's nothing better at the University of Guelph than the people and that includes your friends other student colleagues and the faculty.

LAUREN: My experience here has been incredibly meaningful I've had the opportunity to take what I've learned in the classroom co-op placement as well as on my study abroad program to be better equipped to be a leader in our industry.

VIDEO: Footage of the University of Guelph campus and of business students featured in all of the BComm experience videos. Text appears: "Be a part of our community. Guelph's Bachelor of Commerce program."