

2014-2015 Graduate Calendar

The information published in this Graduate Calendar outlines the rules, regulations, curricula, programs and fees for the 2013-2014 academic years, including the Summer Semester 2014, Fall Semester 2014 and the Winter Semester 2015.

For your convenience the Graduate Calendar is available in PDF format.

If you wish to link to the Graduate Calendar please refer to the [Linking Guidelines](#).

The University is a full member of:

- The Association of Universities and Colleges of Canada

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Disclaimer

The Office of Graduate Studies has attempted to ensure the accuracy of this on-line Graduate Calendar. However, the publication of information in this document does not bind the university to the provision of courses, programs, schedules of studies, fees, or facilities as listed herein.

Limitations

The University of Guelph reserves the right to change without notice any information contained in this calendar, including any rule or regulation pertaining to the standards for admission to, the requirements for the continuation of study in, and the requirements for the granting of degrees or diplomas in any or all of its programs.

The university will not be liable for any interruption in, or cancellation of, any academic activities as set forth in this calendar and related information where such interruption is caused by fire, strike, lock-out, inability to procure materials or trades, restrictive laws or governmental regulations, actions taken by the faculty, staff or students of the university or by others, civil unrest or disobedience, Public Health Emergencies, or any other cause of any kind beyond the reasonable control of the university.

The University of Guelph reaffirms section 1 of the Ontario Human Rights Code, 1981, which prohibits discrimination on the grounds of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, handicap, age, marital status or family status.

The university encourages applications from women, aboriginal peoples, visible minorities, persons with disabilities, and members of other under-represented groups.

Introduction

Collection, Use and Disclosure of Personal Information

Personal information is collected under the authority of the University of Guelph Act (1964), and in accordance with Ontario's Freedom of Information and Protection of Privacy Act (FIPPA) http://www.e-laws.gov.on.ca/DBLaws/Statutes/English/90f31_e.htm. This information is used by University officials in order to carry out their authorized academic and administrative responsibilities and also to establish a relationship for alumni and development purposes. Certain personal information is disclosed to external agencies, including the Ontario Universities Application Centre, the Ministry of Training, Colleges and Universities, and Statistics Canada, for statistical and planning purposes, and is disclosed to other individuals or organizations in accordance with the Office of Registrarial Services Departmental Policy on the Release of Student Information. For details on the use and disclosure of this information call the Office of Registrarial Services at the University at (519) 824-4120 or see <https://www.uoguelph.ca/registrar/>

Statistics Canada - Notification of Disclosure

For further information, please see Statistics Canada's web site at <http://www.statcan.gc.ca> and Section XIV Statistics Canada.

Address for University Communication

Depending on the nature and timing of the communication, the University may use one of these addresses to communicate with students. Students are, therefore, responsible for checking all of the following on a regular basis:

Email Address

The University issued email address is considered an official means of communication with the student and will be used for correspondence from the University. Students are responsible for monitoring their University-issued email account regularly.

Home Address

Students are responsible for maintaining a current mailing address with the University. Address changes can be made, in writing, through the Office of Graduate Studies.

Name Changes

The University of Guelph is committed to the integrity of its student records, therefore, each student is required to provide either on application for admission or on personal data forms required for registration, his/her complete, legal name. Any requests to change a name, by means of alteration, deletion, substitution or addition, must be accompanied by appropriate supporting documentation.

Student Confidentiality and Release of Student Information Policy Excerpt

The University undertakes to protect the privacy of each student and the confidentiality of his or her record. To this end the University shall refuse to disclose personal information to any person other than the individual to whom the information relates where disclosure would constitute an unjustified invasion of the personal privacy of that person or of any other individual. All members of the University community must respect the confidential nature of the student information which they acquire in the course of their work.

Complete policy at <http://www.uoguelph.ca/policies>.

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Tourism and Hospitality

The School of Hospitality and Tourism offers programs of study leading to the MSc degree and Graduate Diploma. Graduates will appreciate how their practical knowledge, competencies and analytical skills can be applied through research to the identification of optimal solutions and justifiable recommendations for employers, customers or researchers.

Administrative Staff

Director

Statia Elliot (201 MACS, Ext. 53971)
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Graduate Coordinator

HS Chris Choi (304 MACS, Ext. 53370)
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Graduate Secretary

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Graduate Faculty

Joachim E. Barth

BSc Guelph, MBA Wilfrid Laurier, MPS Cornell, PhD Cornell - Associate Professor and Acting Director

HS Chris Choi

BA Chung-Ang, MTA George Washington, PhD Texas A&M - Professor and Graduate Coordinator

Statia Elliot

BCom St. Mary's, MA McMaster, PhD Carleton - Associate Professor

Kerry Godfrey

BSc Victoria, MSc Surrey, PhD Oxford Brooke - Professor

Marion Joppe

BA Waterloo, MLaw, PhD d'Aix-Marseille III - Professor

Tanya MacLaurin

BSc Kansas State, MSc Kansas, PhD Kansas - Professor

Erna van Duren

BA Waterloo, MSc, PhD, Guelph - Professor

Mike Von Massow

BA, Manitoba, BSc MSc, Guelph, PhD McMaster - Assistant Professor

Bruce McAdams

BComm, MA Guelph - Assistant Professor

MSc Program

The objective of the program is to develop a solid academic background and underpinning in the field of tourism, alongside research, critical reasoning, problem solving and data analysis skills. The intention is to equip students with the necessary skills to identify optimal solutions and justifiable recommendations for employers, customers or other researchers. In so doing, graduates will develop demonstrable competence in the assessment of existing literature, research conceptualization and design, quantitative and qualitative research methods and data analysis techniques. Completion of the program can serve as a foundation for the pursuit of a PhD.

Admission Requirements

All students entering the MSc are required to hold an undergraduate Honour's degree (minimum 2nd class (B+) or equivalent), from a recognized post-secondary institution (see also Graduate Diploma in Tourism Research (GDip) for alternate admission requirements). In addition, they should have a GMAT score of 550 or better or a GRE score of 1200 (Minimum verbal score of 450) or better.

Applicants also need to have an academic or industry background in tourism, the social sciences, humanities or professional/business related programs in allied areas such as hospitality, travel, human resources, marketing or consumer studies. For applicants who did not major in these areas in their undergraduate degree or diploma, additional prerequisites may be required.

MSc applicants who believe their experiential learning may compensate for a lack of academic standing and thus not meet the University's minimum requirements may contact the Graduate Coordinator regarding alternative admissions criteria, which normally would require at least 5 years in a research or equivalent position in industry.

Degree Requirements

All students will complete six courses, three core courses and three restricted electives, plus the thesis proposal and defence. The thesis is expected to be sufficiently meritorious to warrant publication in reputable refereed journals within the student's field and area of specialization. The three core courses cover topics dealing with the theories, methods, contemporary issues, and research applications in tourism and hospitality. The three restricted electives include: one quantitative methods course; one qualitative methods course; and one topic course. All are to be chosen in consultation with the School's graduate coordinator. It is intended that the topic will be related to and/or lead to the student's thesis proposal and subsequent research.

Core Courses

TRMH*6100	[0.50]	Foundations of Tourism and Hospitality
TRMH*6200	[0.50]	Contemporary Issues in Tourism
TRMH*6310	[0.50]	Research Applications in Tourism and Hospitality
TRMH*6400	[1.00]	Thesis Proposal

Restricted Electives

One of the following quantitative research methods courses:

SOC*6130	[0.50]	Quantitative Research Methods
PSYC*6060	[0.50]	Research Design and Statistics
Or with permission		
GEOG*6090	[0.50]	Geographical Research Methods I

plus

One of the following qualitative research methods courses:

MCS*6080	[0.50]	Qualitative Research Methods
ANTH*6140	[0.50]	Qualitative Research Methods
SOC*6140	[0.50]	Qualitative Research Methods

plus

One of the following topic courses:

HTM*6300	[0.50]	Hospitality and Tourism Marketing
HTM*6600	[0.50]	International Tourism and Tourism Marketing
HTM*6630	[0.50]	Special Topics in Tourism
TRMH*6250	[0.50]	Tourism and Sustainable Development
TRMH*6270	[0.50]	Data Mining Practicum

Or other courses as appropriate depending on availability

Note: Candidates for the MSc who successfully complete at least 2.5 credits of course work, with a minimum 70% overall average grade, and no less than 65% in any single HTM course in the 2.5 credits, may be eligible for to receive a Type 1 Graduate Diploma in Tourism Studies, if they choose to withdraw from the program.

Graduate Diploma Program in Tourism Research

The objective of the Graduate Diploma is to provide highly focused training in tourism research, including theoretical concept assessment, conceptual model development, methodology selection, research design, data analysis, and presentation of results. The intention is to equip students with the necessary skills to identify optimal solutions and justifiable recommendations for employers, customers or other researchers. The diploma program is designed to meet the needs of students who want to extend their knowledge of tourism research beyond the level they obtained while taking their undergraduate degree. It also offers alternate entry criteria and the opportunity to transfer to the MSc, depending on individual academic performance in courses and an application.

Admission Requirements

Applicants are required to have a general degree or diploma with at least a B average over the last four semesters, and/or an acceptable professional designation AND at least 3 years relevant work and research experience in the tourism industry. Applicants should also have a GMAT score of 550 or better or a GRE score of 1200 (Minimum verbal score of 450) or better.

An applicant who believes their experiential learning may compensate for a lack of academic standing and thus not meet the University's minimum requirements may contact the Graduate Coordinator regarding alternative admissions criteria, which normally would require at least 5 years in a research or equivalent position in industry.

Applicants need to have an academic or industry background in tourism, the social sciences, humanities or professional/business related programs in allied areas such as hospitality, travel, human resources, marketing or consumer studies. For applicants who did not major in these areas in their undergraduate degree or diploma, additional prerequisites may be required.

Diploma Requirements

All students must complete three core courses and three restricted electives. The three core courses cover topics dealing with the theories, methods, contemporary issues, and research applications in tourism and hospitality. The three restricted electives include: one quantitative methods course; one qualitative methods course; and one topic course. All are to be chosen in consultation with the School's graduate coordinator.

Core Courses

TRMH*6100	[0.50]	Foundations of Tourism and Hospitality
TRMH*6200	[0.50]	Contemporary Issues in Tourism
TRMH*6310	[0.50]	Research Applications in Tourism and Hospitality

Restricted Electives

One of the following quantitative research methods courses:

MCS*6050	[0.50]	Research Methods in Marketing and Consumer Studies
SOC*6130	[0.50]	Quantitative Research Methods
PSYC*6060	[0.50]	Research Design and Statistics
Or with permission		
GEOG*6090	[0.50]	Geographical Research Methods I

plus

One of the following qualitative research methods courses:

MCS*6080	[0.50]	Qualitative Research Methods
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ANTH*6140 [0.50] Qualitative Research Methods

SOC*6140 [0.50] Qualitative Research Methods

Or with permission

FRAN*6020 [0.50] Qualitative Methods

plus

One of the following topic courses:

HTM*6300 [0.50] Hospitality and Tourism Marketing

HTM*6600 [0.50] International Tourism and Tourism Marketing

TRMH*6250 [0.50] Tourism and Sustainable Development

TRMH*6270 [0.50] Data Mining Practicum

Or other courses as appropriate depending on availability

Transfer to MSc in Tourism and Hospitality

Candidates admitted to the graduate diploma who wish to transfer to the MSc once they have commenced their program of study, must achieve a minimum grade of 75% in the three compulsory courses, and no mark less than 70% across all courses.

Courses

TRMH*6100 Foundations of Tourism and Hospitality F [0.50]
The course is designed to discuss theoretical concepts and theories which provide an understanding of societal, managerial and strategic aspects of tourism and hospitality. An emphasis will also be placed on key theories and concepts of relevant disciplines which may affect tourism and hospitality research.
<i>Department(s):</i> School of Hospitality, Food and Tourism Management
TRMH*6200 Contemporary Issues in Tourism W [0.50]
The course will acquaint students with the tourism industry. An overview of the scale and scope, involved stakeholders, and the organization of the industry will be examined and critiqued. An emphasis will be placed on the sustainable development and management of tourism resources and organizations.
<i>Prerequisite(s):</i> TRMH*6100
<i>Department(s):</i> School of Hospitality, Food and Tourism Management
TRMH*6250 Tourism and Sustainable Development F [0.50]
The course introduces students to the issues affecting planning and development of tourism by understanding tourism planning and sustainable development. Core elements include a discussion on tourism impacts (economic, social, cultural and environmental), issues of sustainability, carrying capacity, 'eco-tourism' and other 'alternative forms' of tourism.
<i>Department(s):</i> School of Hospitality, Food and Tourism Management
TRMH*6270 Data Mining Practicum W [0.50]
An applied course introducing popular concepts, methods and applications of data mining utilizing data warehoused at the government agencies and user friendly software and cases. This course covers various topics in data mining association rule, clustering, logistic regression, decision tree and artificial neural network.
<i>Prerequisite(s):</i> TRMH*6100 and PSYC*6060
<i>Co-requisite(s):</i> Must take one of these courses ANTH*6140, MCS*6080 or SOC*6140
<i>Department(s):</i> School of Hospitality, Food and Tourism Management
TRMH*6290 Research Methods for Tourism and Hospitality F [0.50]
This course looks at selected analytical techniques in tourism and hospitality research, both empirical and subjective, as well the nature of research questions and theory. The course is intended to help students make informed judgements about selected research tools and designs, and draw logical and substantive conclusions.
<i>Department(s):</i> School of Hospitality, Food and Tourism Management
TRMH*6310 Research Applications in Tourism and Hospitality W [0.50]
This course is designed to enhance the student's analytical capability, using both basic and advanced analytical techniques and tools of tourism and hospitality research. They learn to critically evaluate, enabling them to make effective judgments, choose proper statistical techniques, and draw logical and substantive conclusions.
<i>Prerequisite(s):</i> TRMH*6100 and PSYC*6060
<i>Co-requisite(s):</i> Must take one of these courses ANTH*6140, MCS*6080 or SOC*6140
<i>Department(s):</i> School of Hospitality, Food and Tourism Management
TRMH*6400 Thesis Proposal F,W,S [1.00]
The students engage in seminars to share experiences and reflections on the research process. This course is a development of the proposal: framing a research question, developing a methodological plan within a challenging interdisciplinary area such as tourism and hospitality, data planning and more.
<i>Prerequisite(s):</i> TRMH*6100, TRMH*6200, TRMH*6310, PSYC*6060 and one of ANTH*6140, MCS*6080 or SOC*6140
<i>Department(s):</i> School of Hospitality, Food and Tourism Management