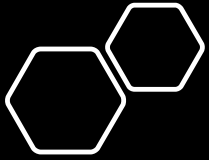


COVID-19 Pandemic Impact on SHTM Programs and Students

Maria Banyai, Ph.D.
Tammy Vaillancourt, M.A. Ed





AGENDA



SHTM Enrollment



Virtual Externship



Incorporating VR



Students' Perceptions and Feedback

School of Hospitality & Tourism
Management
George Brown College

4 Diploma Programs

- Tourism and Hospitality Management
- Special Event Management
- Food and Beverage Management – Restaurant Management
- Hospitality – Hotel Operations Management

Degree Program

- Honours Bachelor of Business Administration (Hospitality)





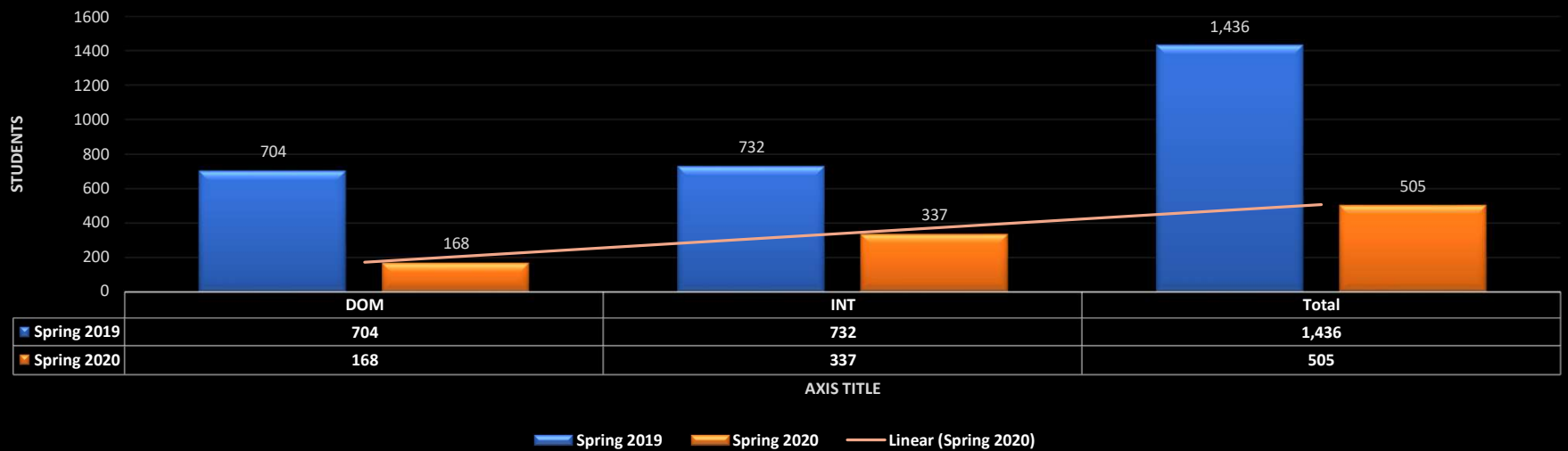
Source: Urbantoronto.ca



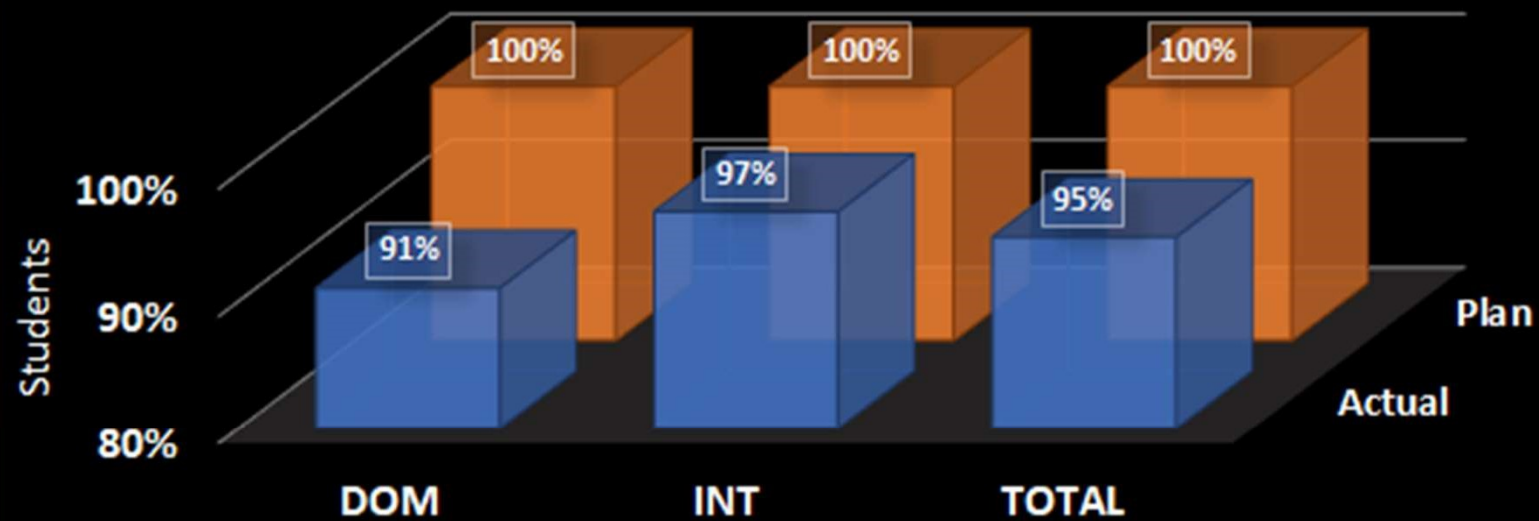
Source: SeeTorontonow.com



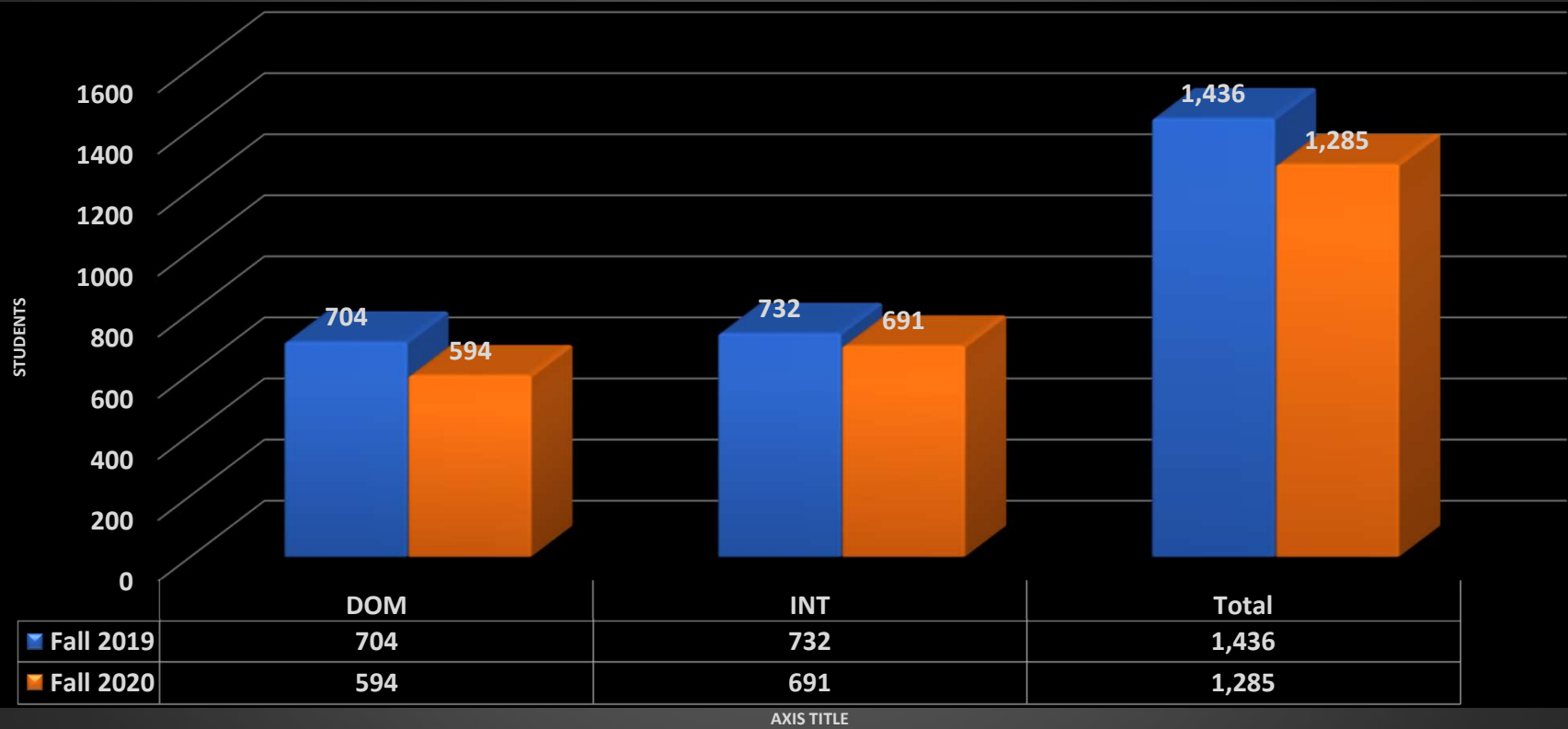
Decrease in Student Targets with COVID-19 Spring Term



SHTM SPRING 2020 ENROLMENT ACTUAL VS PLAN



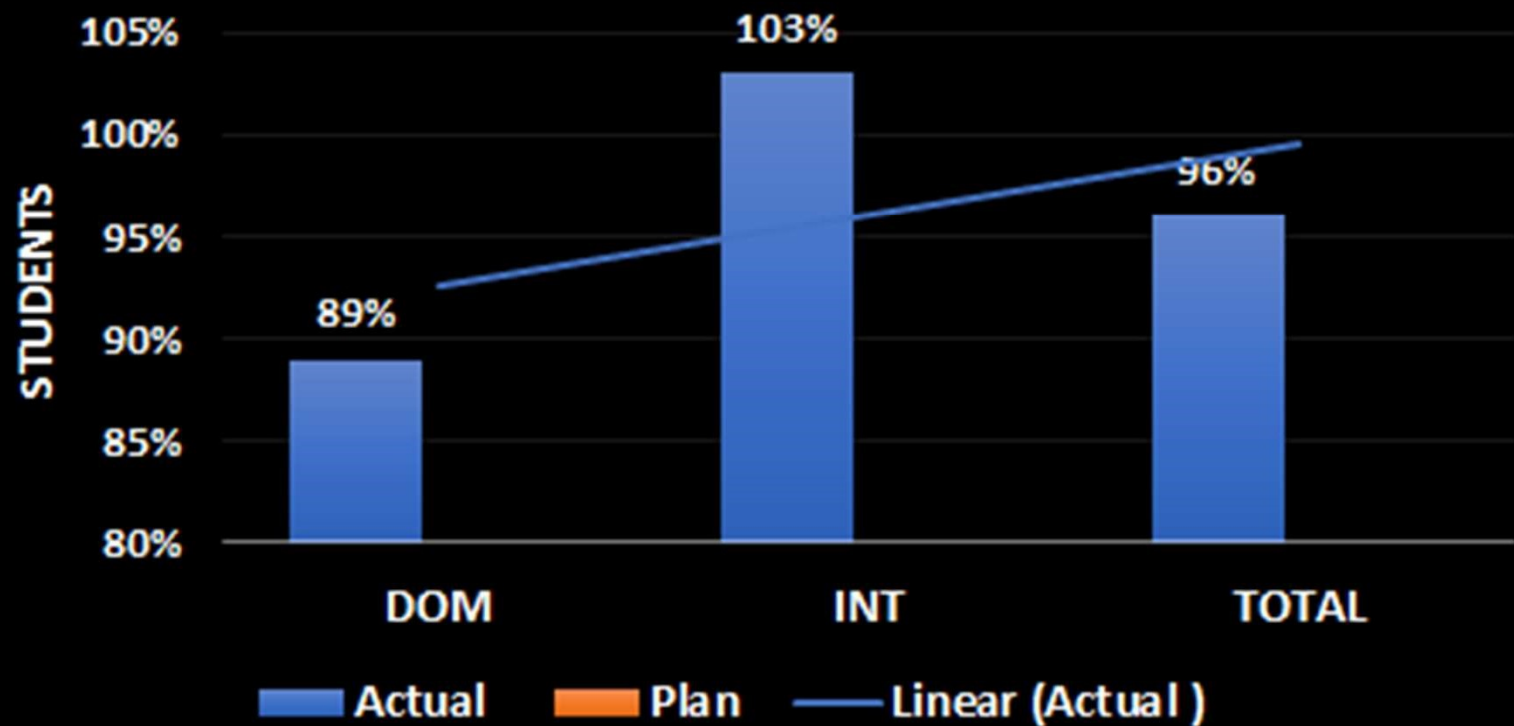
Decrease in Student Targets with COVID-19 Fall Term



AXIS TITLE

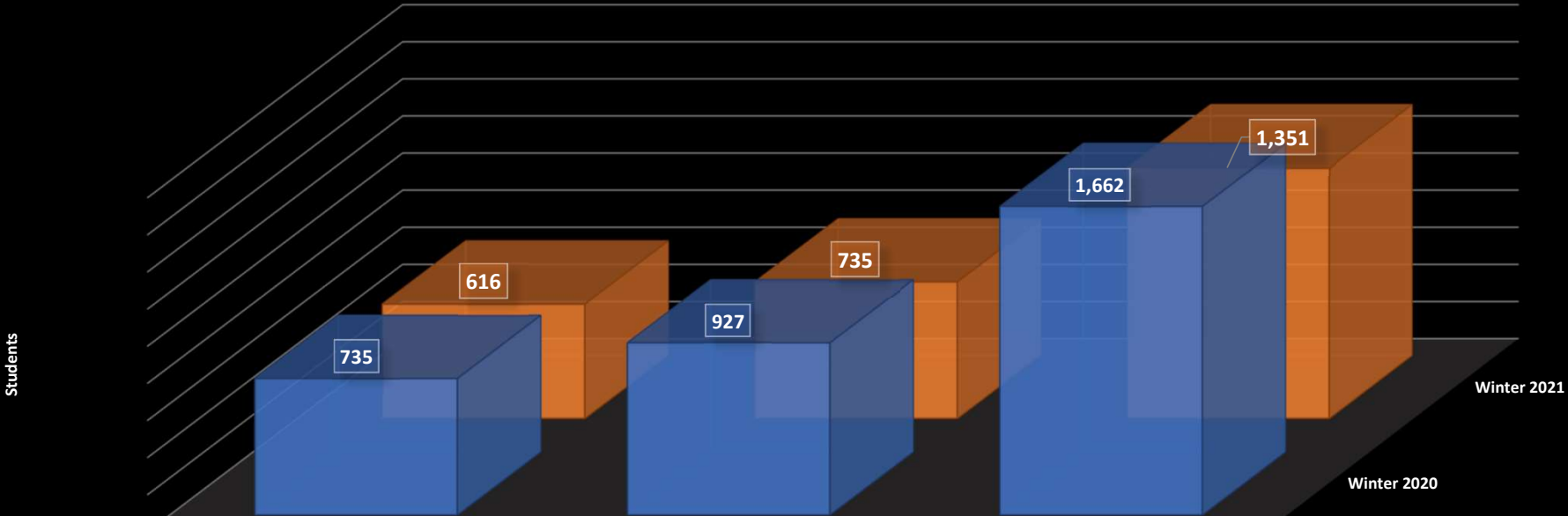
Fall 2019 Fall 2020

SHTM FALL 2020 Enrolment % of Target



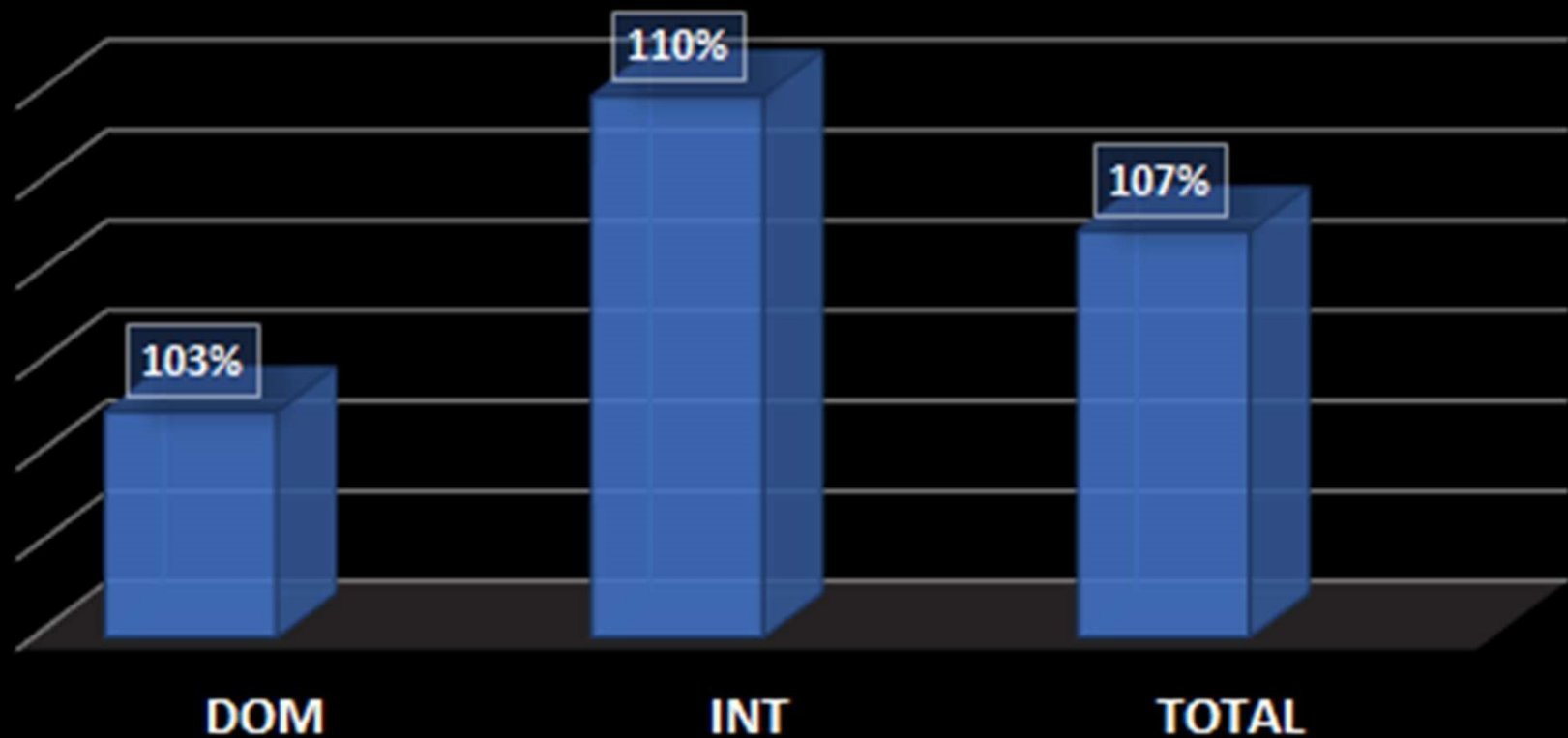
DECREASE IN STUDENT TARGETS WITH COVID-19 WINTER TERM

Winter 2020 Winter 2021

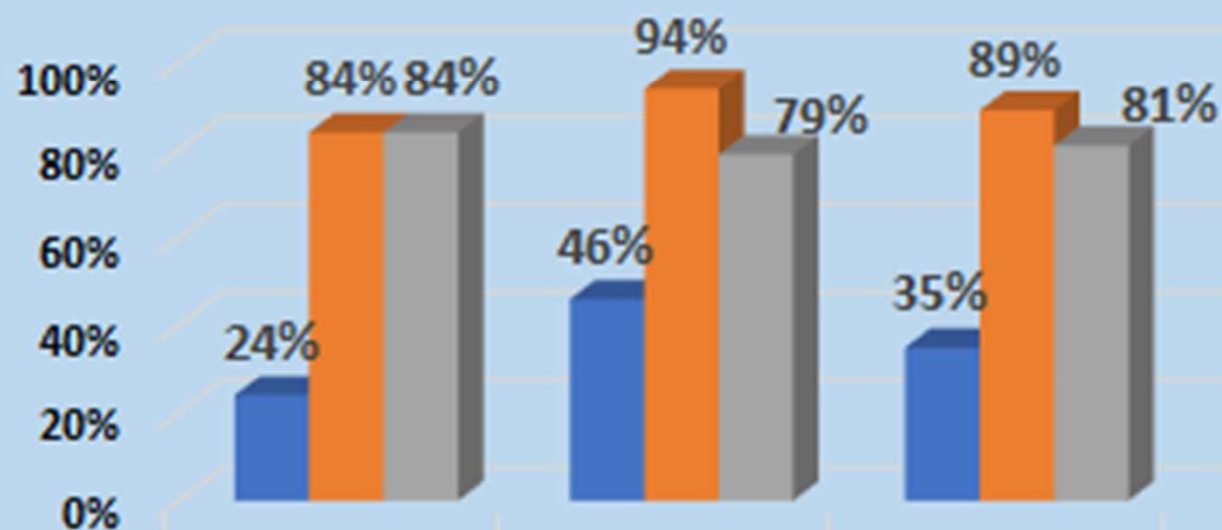


	DOM	INT	Total
Winter 2020	735	927	1,662
Winter 2021	616	735	1,351

SHTM WINTER 2021 ENROLMENT % OF TARGET



Enrolment % Change with COVID-19



■ Spring 2019 to Spring 2020

■ Fall 2019 to Fall 2020

■ Winter 2020 to Winter 2021

DOM

INT

Total

24%

46%

35%

84%

94%

89%

84%

79%

81%

■ Spring 2019 to Spring 2020 ■ Fall 2019 to Fall 2020 ■ Winter 2020 to Winter 2021



- **March 2020**
 - **Two weeks off to implement transition/changes to curriculum delivery**
- **Transition 90% of curriculum from in-class lecture format to online delivery**
 - **Blackboard Collaborate**
 - **Microsoft Teams**
- **Faculty Professional Development**
 - **The Teaching and Learning Exchange Team**
 - **PD Sessions**
- **Fully Online delivery Spring 2020, Fall 2020, Winter 2021 semesters**





Virtual Externship

**SCHOOL OF HOSPITALITY AND TOURISM
MANAGEMENT**

CUSTOMER SERVICE WEBINAR



Stephanie Rapko
Project Manager
MCI Group



Arashasp Shroff
Beverage Manager
CN Tower



Bruno Rios
Travel Experience Manager
Klick Health



Carolina Avaria
Chef Concierge
Four Seasons Hotel Toronto

Live: Monday, July 13, 10 am

**SCHOOL OF HOSPITALITY AND TOURISM
MANAGEMENT**

LEADERSHIP WEBINAR



Marcel Bregstien
Manager
Toronto Hunt Club



Agnelo Fernandes
Chief Strategy Officer
Terranea Resort



Steve O'Brien
General Manager
One King West Hotel and Residence



Steven Hellman
Founder
Foodies Group

Live: Monday, June 8, 10 am

**SCHOOL OF HOSPITALITY AND TOURISM
MANAGEMENT**

HUMAN RESOURCE WEBINAR



Blair Bhojwani
Senior Director Innovation
Hilton



Emilia Kim
Leadership Team
Metro Toronto Convention Centre



Tara Jones
Director of HR and Corporate Services
Destination Ontario



Andrea Sutherland
Director of People and Culture
The Hazelton Hotel



Meaghan Joyce
Director of HR
One King West Hotel and Residence

Live: Monday, June 15, 10 am

**SCHOOL OF HOSPITALITY AND TOURISM
MANAGEMENT**

RISK MANAGEMENT WEBINAR



Mary Buczkowicz
Events Coordinator
Restaurants Canada



Dana Toma
Procurement/Global
Product Development



Tina Shipley
Assistant Engineering Manager
Sheraton Centre Toronto Hotel



Saleem Malik
Clubhouse Manager
Lambton Golf & Country Club

Live: Monday, July 20, 10 am

Industry Webinars

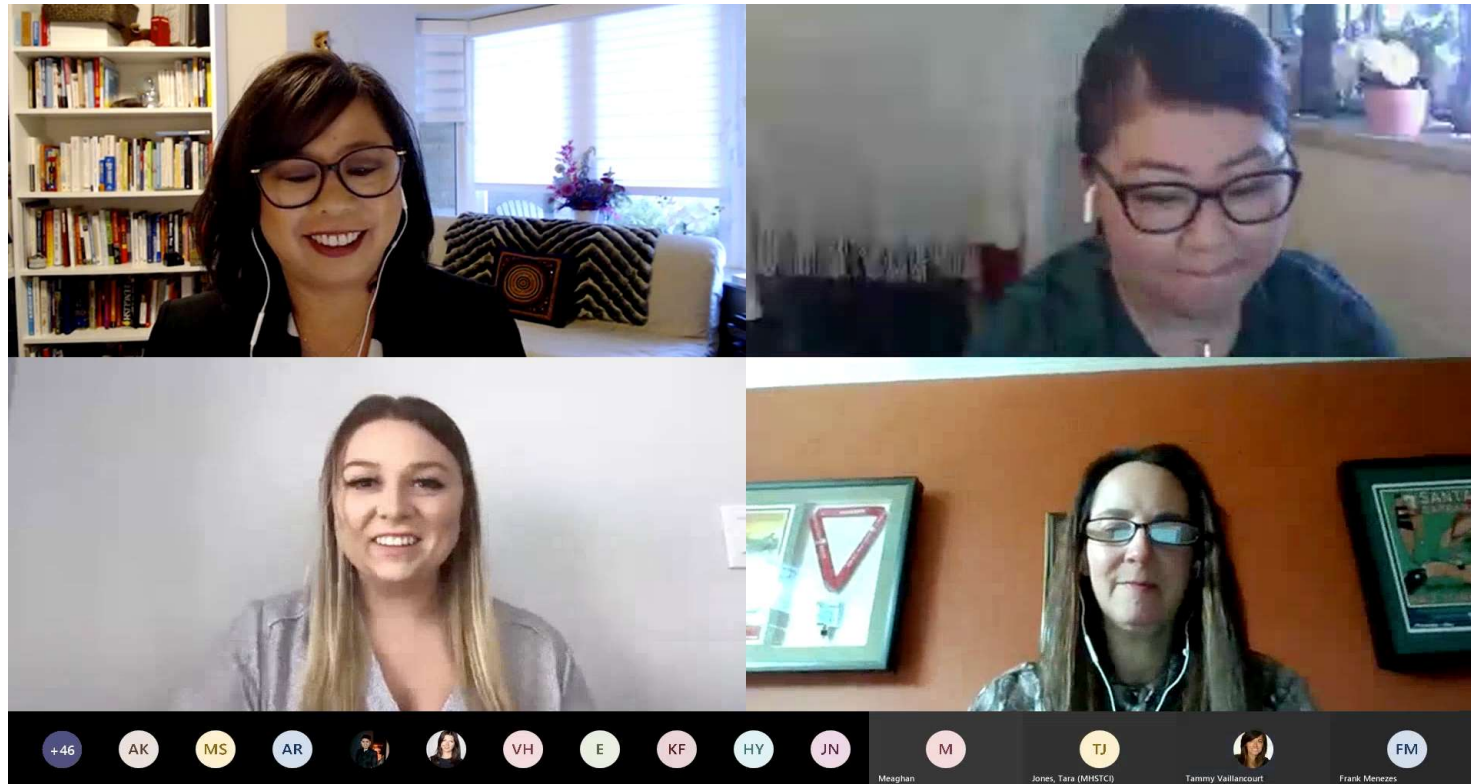
Student Led

Topic-Focused Questions

Sharing Experiences and Advice

Q&A





Virtual Externship Webinar



Jason Mercier, Director of Operations,
Retirement Life Communities



Tara Jones, Director of HR & Corporate
Services, Destination Ontario



Landon Logie, Event Manager, Culinary
Tourism Alliance



Bruno Rios, Travel Experience
Manager, Klick Health



Ilana Valo, Owner, Twil Travel



Dana Toma, Travel Senior
Executive/Senior
Partnerships/Procurement



Steve O'Brien, General Manager, One
King West Hotel & Residence



Lou-Anne Fradsham, Part-Owner & Travel
Consultant, Uniglobe Bon Voyage Travel



Brad Weiler, Sales Manager & BDM, GTA
& Northeastern Ontario, Contiki Holidays
Canada



Solmaz Khosrowshahian, PR & Social
Media Consultant, Travel & Food Blogger

Industry Interviews

50+ Industry Interviews

Industry Challenges & Issues

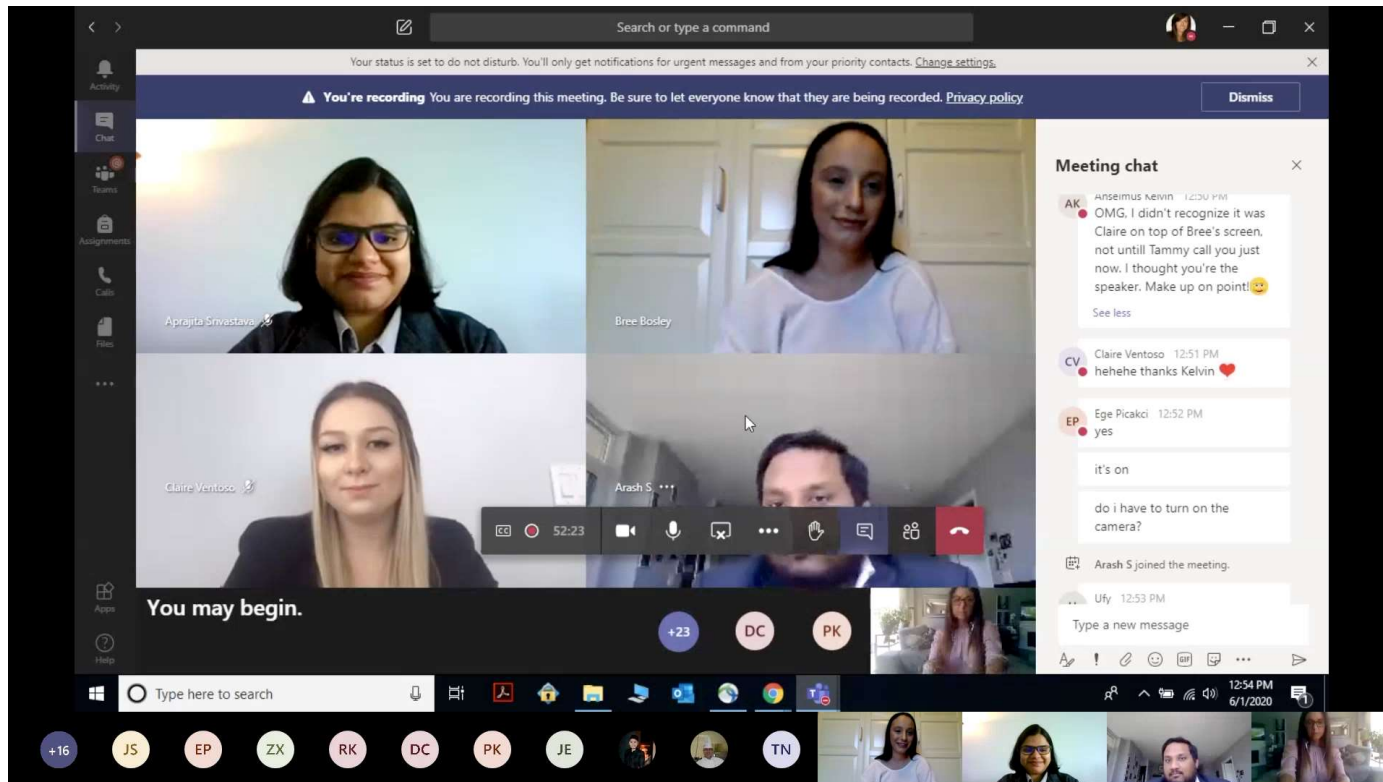
Career Development Advice

1 hour

Groups of students

Present Solutions to Challenges & Issues





Virtual Externship Interview

LinkedIn Learning Certificates



LinkedIn Learning



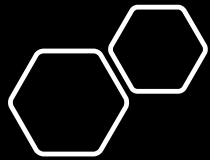
22 Certificates



Soft-Skills Based



Uploaded on LinkedIn accounts



VR

Integration



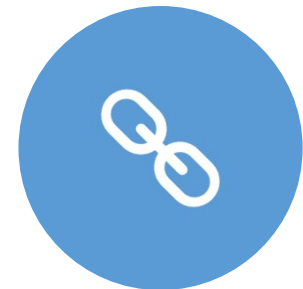
PARTNERSHIP WITH HILTON
HOTELS (EXCEED WITH EMPATHY)



PARTNERSHIP WITH OCULUS GO
(ONE WORLD)



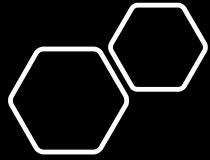
30 HOSPITALITY PRE-LOADED VR
EXPERIENCES



OCULUS GO VR - HILTON
TRAINING

Virtual Reality Oculus GO & Hilton Hotels Partnership





Student Feedback



Student Feedback
Questionnaire (SFQs)



Graduating Student
Survey



Student Feedback Questionnaire

n=2378



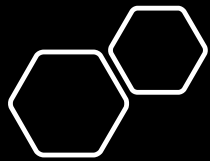
Fall 2020 term



September – December 2020



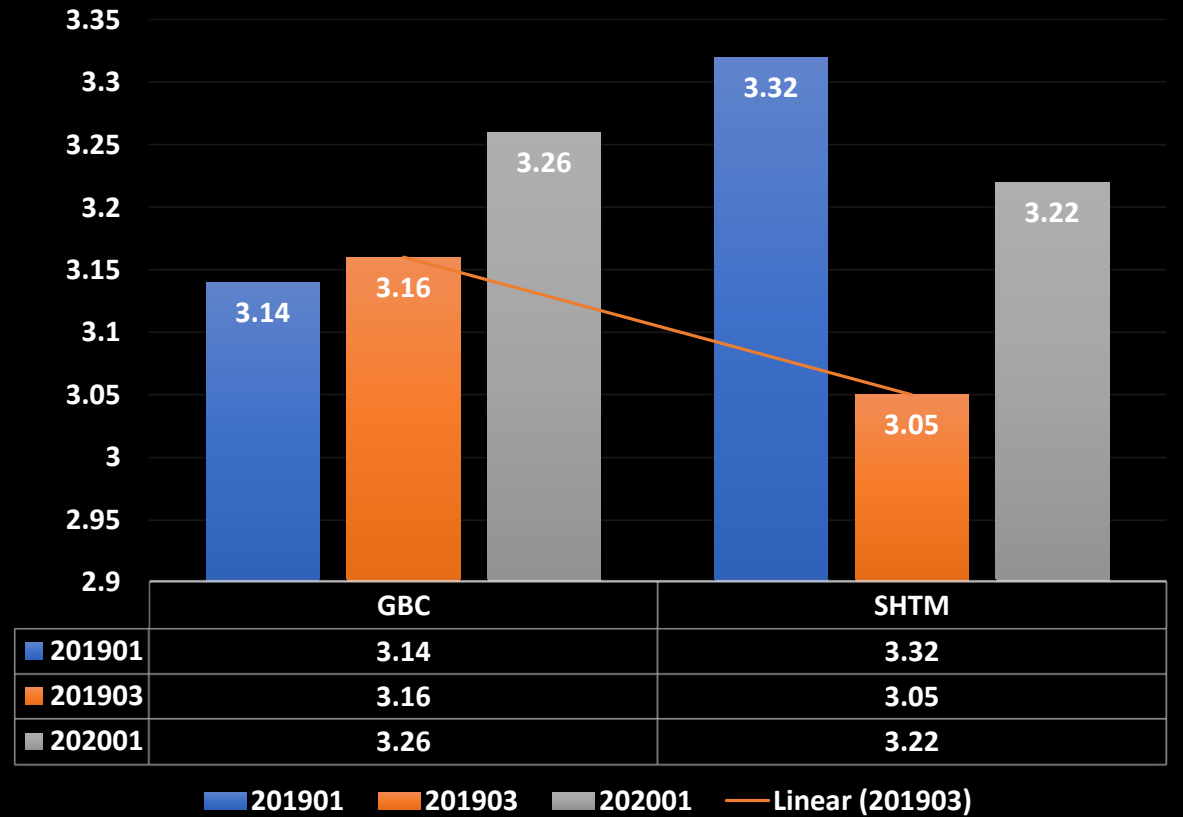
Fully Online

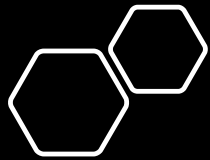


SHTM

SFQ

This course motivated me to learn more about the subject

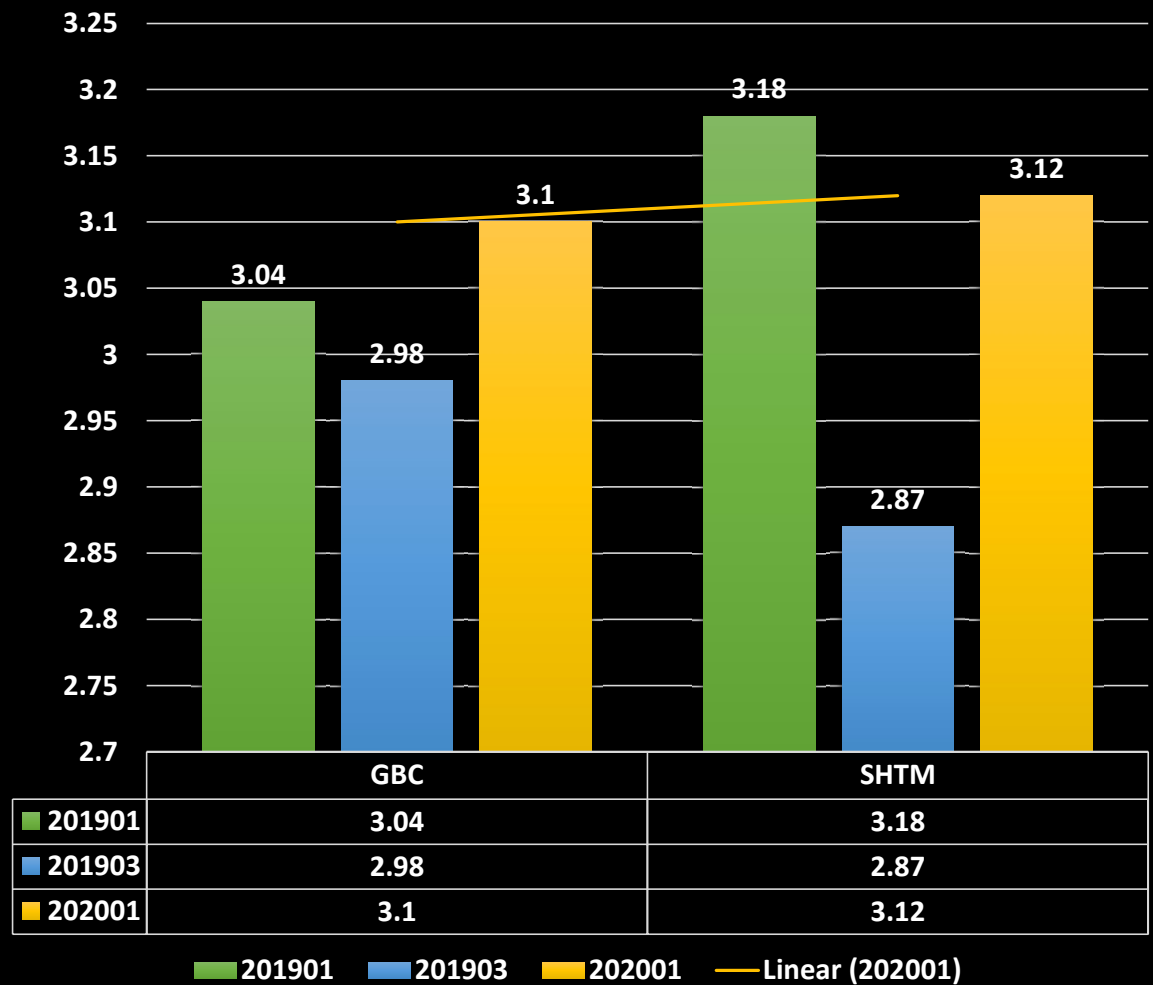


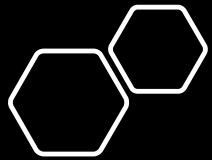


SHTM

SFQ

In this course, I feel connected to an online community

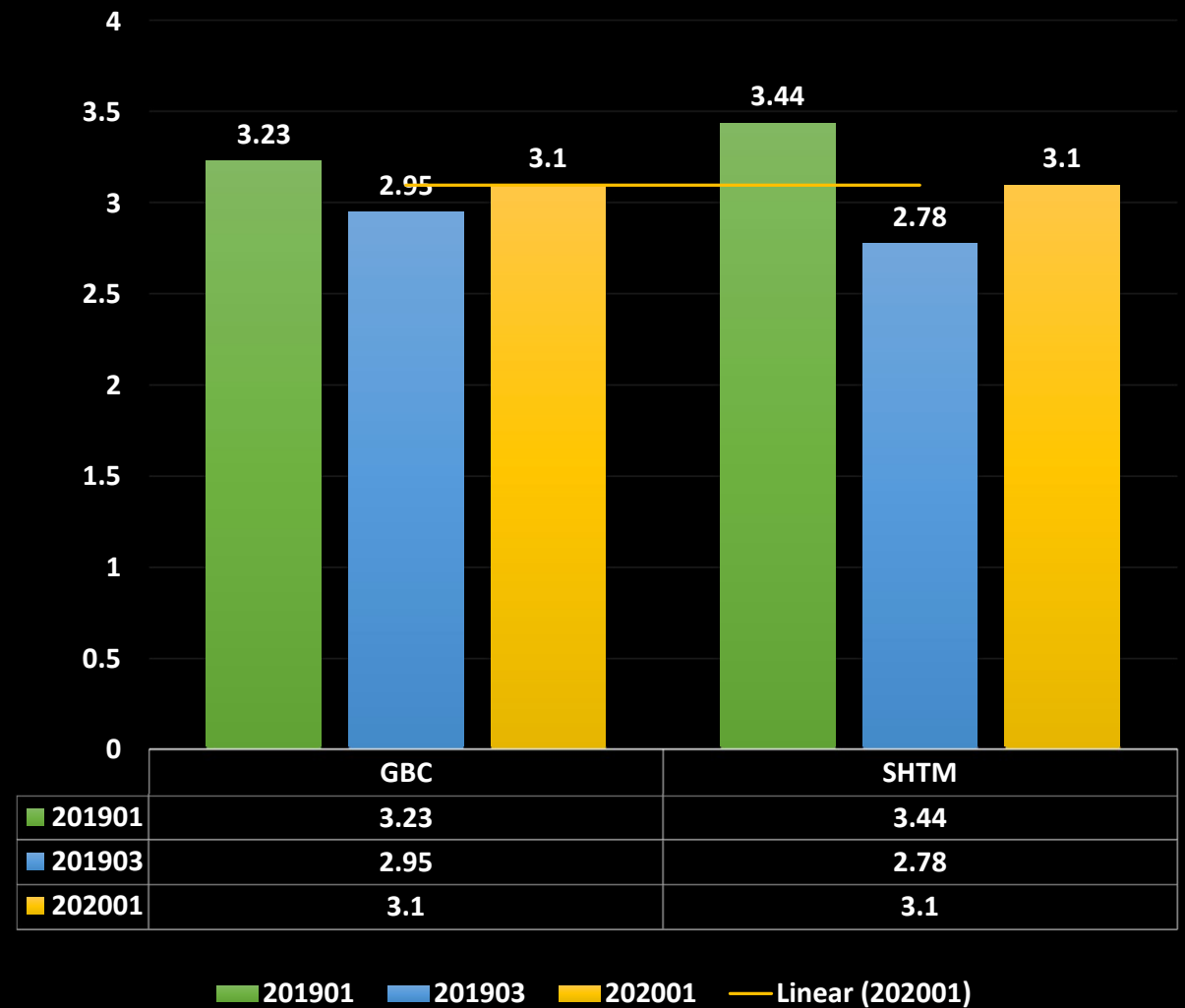


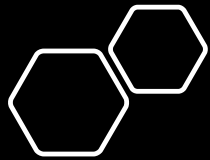


SHTM

SFQ

The course works well online

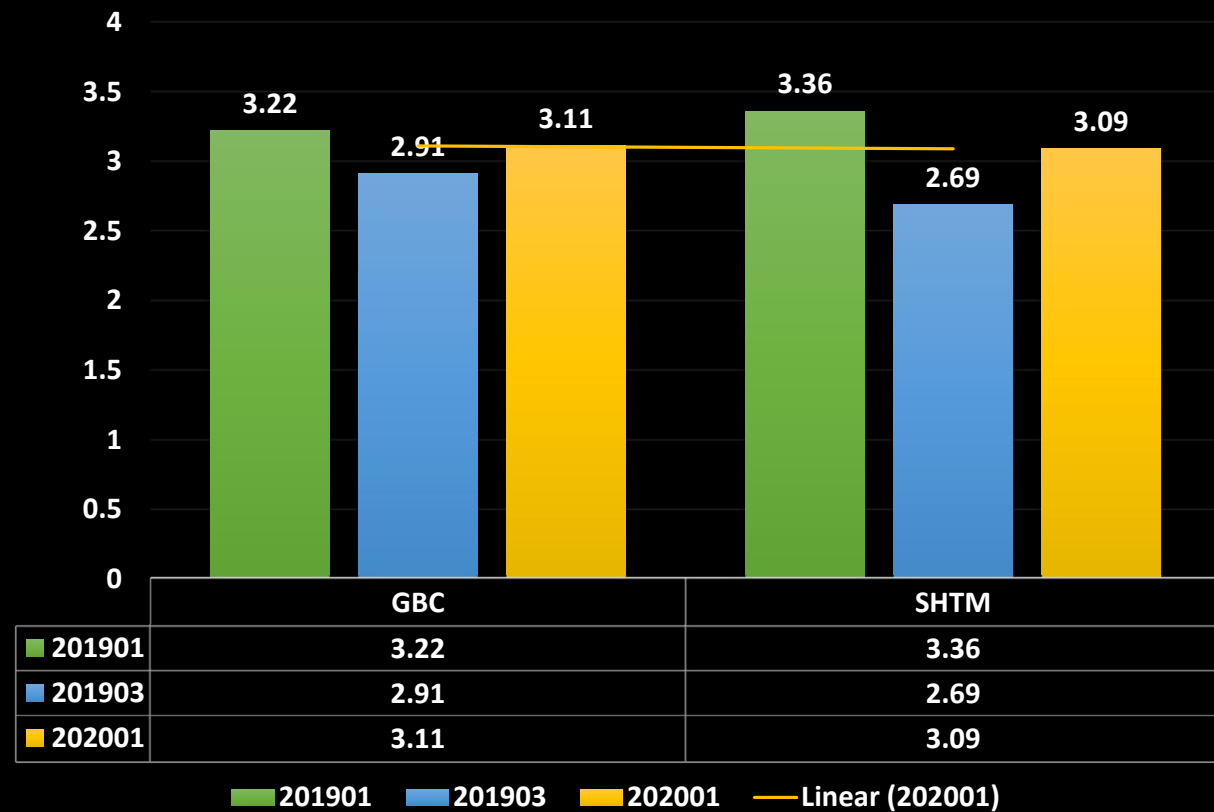




SHTM

SFQ

Based on my experience in this course, I would take an
online course again

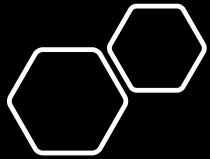


Student Feedback



- ...it is inspiring to see how businesses are responding to the [pandemic] It's not everyday you get to hear stories from managers and CEOs of the companies on how they got in the industry, what steps they took, their experiences, wins and failures, and advice for us students on how to prepare ourselves for the industry. (Chiselle F.)
- All the Webinars were so thoughtful and interesting, there were not taken from a consultation book from the library, they were shared from the core of the Hospitality Industry professionals and shared from real experiences; that to me is really valuable. I appreciate very much the teachers' efforts to support us, and to encourage us in these uncertain times and I am grateful to GBC because I had a tremendous learning path where I achieved an important network, strong relationships and amazing friends (Emma C).
- I would like to thank all the beloved professors and coordinators for such a great effort in building an efficient virtual externship (Shabnab G.)
- I would like to thanks all you and our professors for giving me this amazing experience. In my opinion, professor did an amazing job showing us that the new normal can be good too! (Milagros L.C)



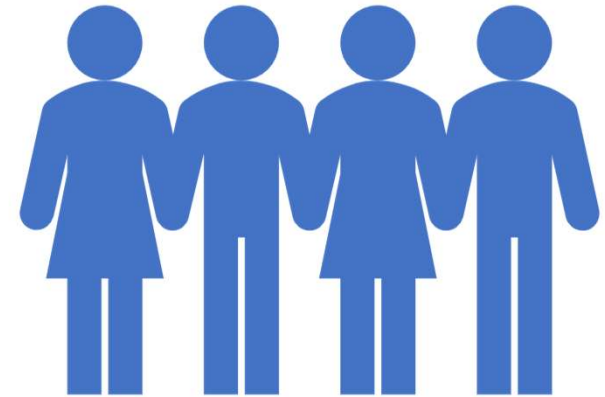


Survey Results

SHTM Graduating
Students

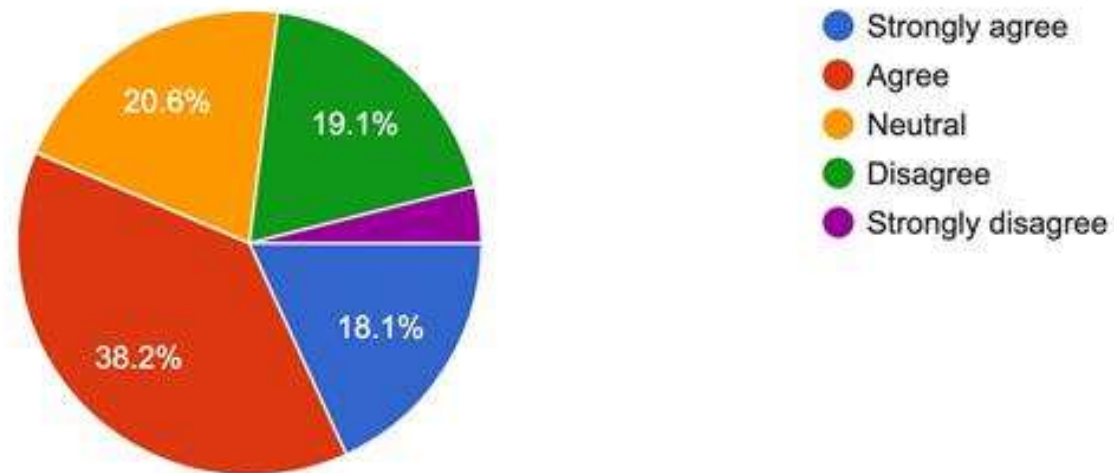
Jan.-Feb. 2021

n= 204



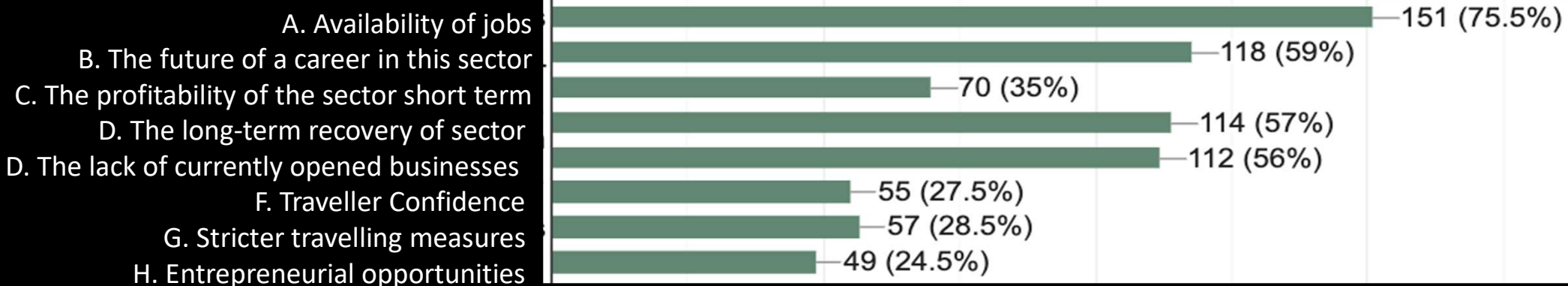
1. As a graduating student during the COVID-19 pandemic, my view of the hospitality and tourism sector as a place of work has changed and I am debating different career options in a different sector.

204 responses



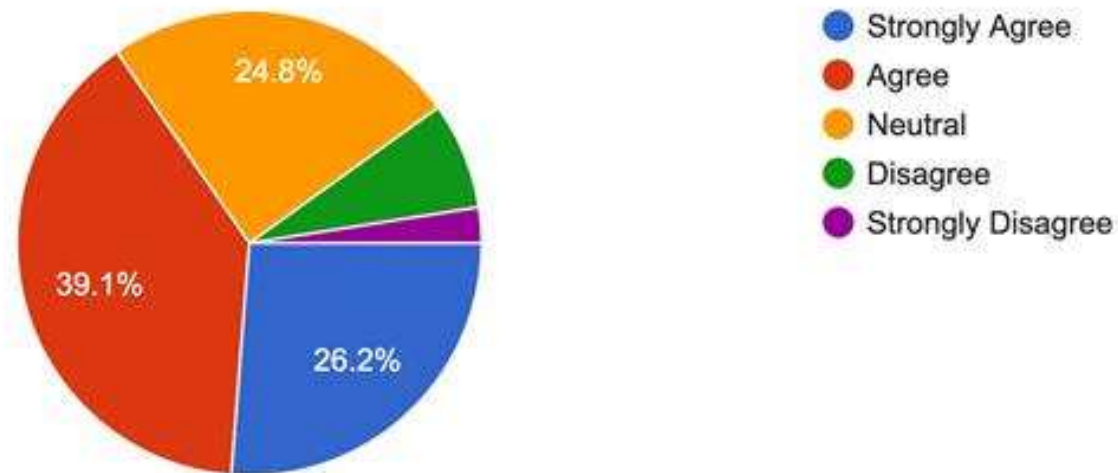
2. If you are likely to change careers, what are the main factors that have impacted your perspective regarding a career in the hospitality and tourism sector? Select all that apply to you.

200 responses



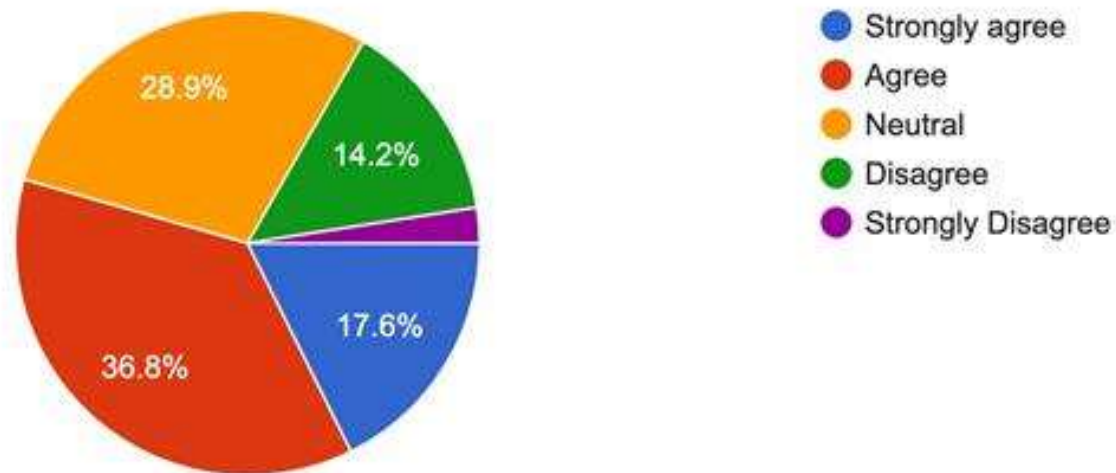
4. I believe that the Pandemic provides opportunities for innovation, creativity and entrepreneurial endeavours in the hospitality and tourism sector.

202 responses



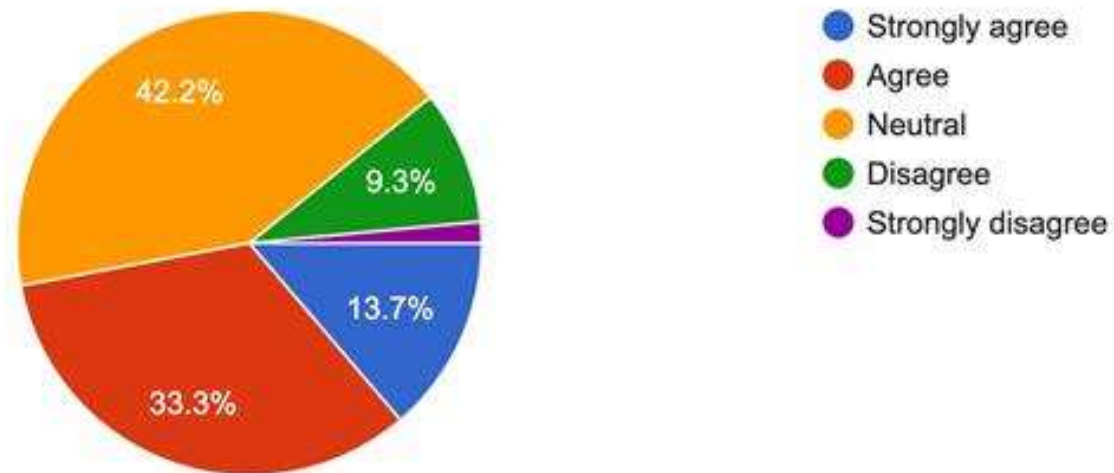
7. Taking the Capstone course, has reinforced my desire to become an entrepreneur in the hospitality and tourism sector despite the current Pandemic.

204 responses



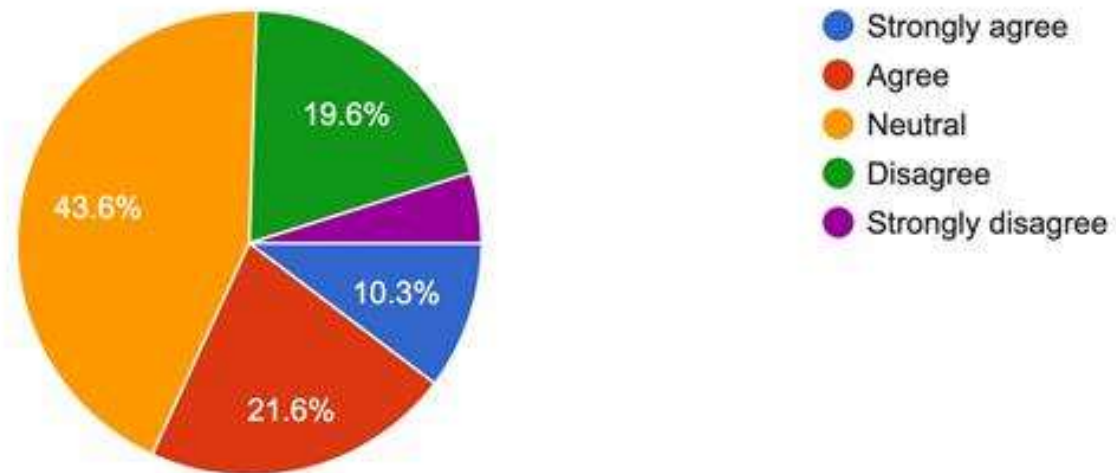
5. After attending the SHTM Industry Webinars in my Virtual Externship, and hearing from our industry partners, I am confident in pursuing a career in the hospitality and tourism sector despite the Pandemic.

204 responses



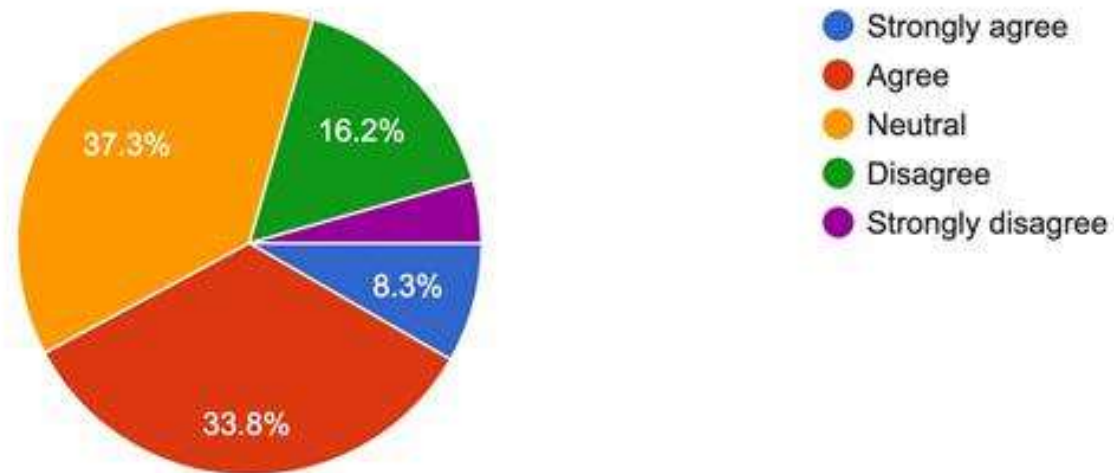
6. The Virtual Externship, as a substitute for physical placements, has reinforced my desire to work in the hospitality and tourism sector.

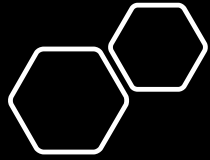
204 responses



9. Considering the Pandemic, I am likely to recommend SHTM programs and a career in the hospitality and tourism sector to my family and friends.

204 responses

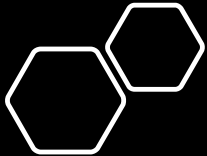




Qualitative Feedback

Q 3 n=149

If you are not likely to change careers, and will continue in the hospitality and tourism sector, what are the main factors that influence you in continuing with a career in this sector?



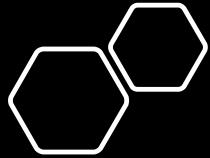
Passion

- “Hospitality industry has always been my passion. I do not see myself in any other industry and I do not want to do something else”
- “I get to truly practice my passion which is to be part of the hospitality industry whereby I get to travel and learn about different cultures”

People

- “My love for people and the social...aspects of travel/tourism.”
- “My passion to serve and entertain people”.
- “I like to interact with people”





Keywords & Collocates

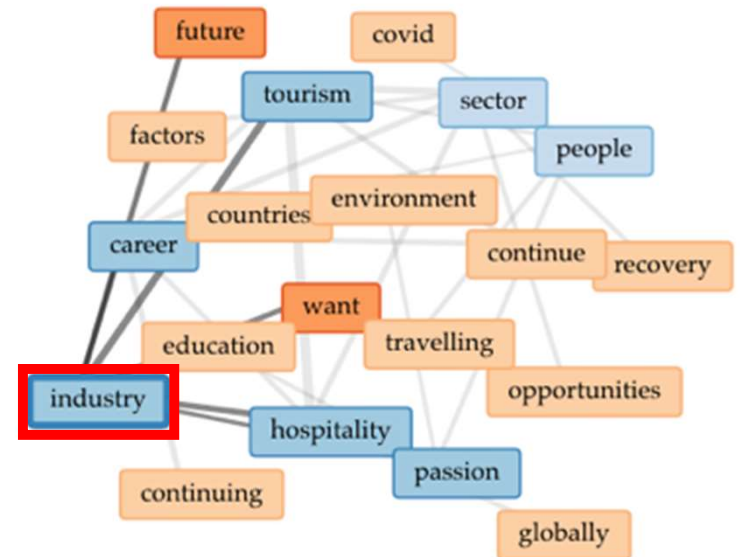
Students' perceptions of the
"Industry" and "Sector"

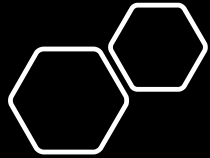
Sector

- collocates: tourism, hospitality, factors, career, recovery, opportunities

Industry

- collocates: future, tourism, hospitality, want, passion





Keywords & Collocates

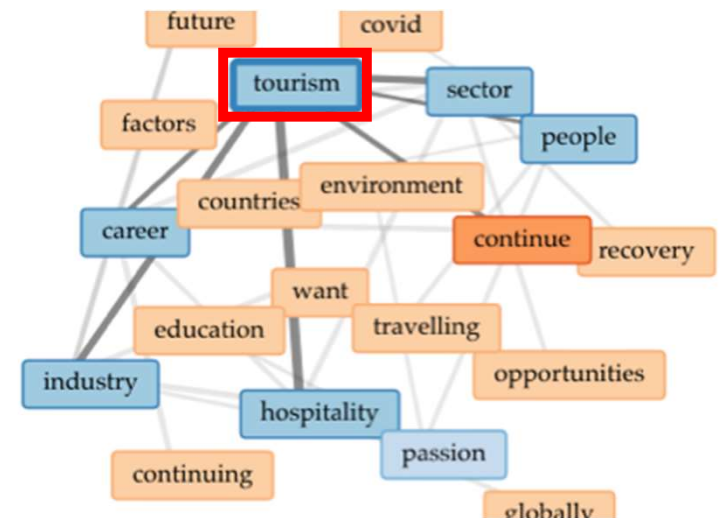
Students' perceptions of the
"Tourism" and "Hospitality"

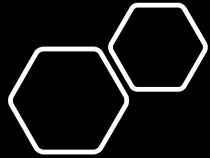
Tourism

- collocates: career, industry, hospitality, continue, people, sector

Hospitality

- collocates: industry, career, tourism, sector, globally





Implications



Academic Curriculum & Virtual Delivery



Connecting to the "Neutral" graduating student



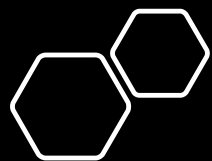
Innovation & Entrepreneurship



Focus on People & Passion

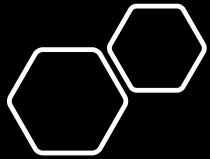


Conversation around the future of the industry, recovery, post-pandemic opportunities, career



Thank you





COVID-19 Pandemic Impact on SHTM Programs and Students

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