

TOURISM AND TRAVEL

Program Outline

Major:	TRVL
Length:	2 Years
Delivery:	4 Semesters, plus 1 work term
Credential:	Ontario College Diploma, Co-op
Effective:	2012-2013
Location:	Barrie
Start:	Fall (Barrie), Winter (Barrie)

Description

Career Opportunities

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

Practical Experience:

Co-operative Education is a mandatory component of all Co-op programs at Georgian College; it has been designed as a process by which students integrate their academic education with paid work experience related to their program of study. This integration affects much more than simply earning a salary, including the adjustment to the work environment and the development of professionalism. It also reinforces skills and theory learned during academic semesters, develops professional contacts, job knowledge and career path, improves human relations and communication skills and promotes personal maturity and financial independence.

Students are requested to register, attend and participate in their scheduled co-operative education classes. These classes are scheduled for all first year students and are expected to be completed in order to proceed successfully to their first co-op work experience. To ensure students are eligible to proceed onto any co-op work experience students should refer to Promotional Status and Eligibility for Co-op as outlined in the College Calendar.

Co-op policies and procedures can be located on our website:
www.georgianc.on.ca/careers/for-students/

Georgian College follows the Co-operative Education guidelines set out by the Canadian Association for Co-operative Education (CAFCE) and Education at Work Ontario (EWO) by supporting the learning outcomes designed for the program specific graduate profile and curriculum as set out by the Ministry of Training, Colleges and Universities.

The Program Progression:

Fall Intake - Barrie

Sem 1	Sem 2	Work Term	Sem 3	Sem 4
Fall 2012	Winter 2013	Summer 2013	Fall 2013	Winter 2014

Winter Intake - Barrie

Sem 1	Sem 2	Sem 3	Sem 4	Work Term
Winter 2013	Summer 2013	Fall 2013	Winter 2014	Summer 2014

Articulation:

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator for specific details if you are interested in pursuing such an option. Additional information can be found on our website at
<http://www.georgianc.on.ca/academics/articulations/>

Admission Requirements:

OSS Curriculum

- OSSD or equivalent
- Grade 12 English (C) or (U) (ENG4C, ENG4U)

OR Academic and Career Entrance Certificate (ACE) program with:

- Communications

OR Ontario High School Equivalency Certificate (GED)

OR Mature applicant with standing in the required courses and/or mature student testing that meets the minimum standards for admission

Applicants who are 19 years of age or over by the first day of classes, and who lack the academic entrance qualifications, may be considered for entrance to an appropriate post-secondary diploma or certificate program as mature applicants. Each applicant will be considered on an individual basis and acceptance will be determined by counselling, Communication Placement Assessment (CPA), previous post-secondary education and evaluation of experience. Some programs also have specific prerequisite requirements that must be met prior to admission. Mature applicants must meet all program specific prerequisites. Those applying as mature students and having no documentation of Grade 12 education must supply, if required, proof of age, such as a copy of an official birth certificate or driver's licence. Refer to Section 2.5 and 2.6 of the Academic Calendar for further details.

Graduation Requirements:

- 15 Mandatory Courses
- 2 Communications Courses
- 2 Optional Courses
- 4 General Education Courses
- 1 Co-op Work Term

Graduation Eligibility:

To graduate from this program, the passing weighted average for promotion through each semester, from year to year and to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester.

Mandatory Courses

- BUSI2007 Entrepreneurship and Small Business
- FNCE1001 Understanding Accounting
- MKTG1000 Introduction to Marketing
- REAS1000 Research in the Information Society
- TOUR1000 Introduction to Hospitality and Tourism
- TOUR1001 Canadian Tourism Destinations
- TOUR1002 Destination Planning and Development
- TOUR1004 Professional Customer Service
- TOUR1006 Attractions, Festivals and Special Events
- TOUR2010 Attractions, Festivals, and Event Promotion
- TOUR2011 Eco-Adventure Travel
- TOUR2016 Tourism Data Collection and Analysis
- TOUR2017 Tourism Product Development and Sustainability

TOUR2018 Attractions and Event Planning
TOUR3003 Building Your Travel Trade Business

Communications Courses

To be selected at time of registration from the College list, as determined by testing.

Optional Courses

MGMT2007 Leadership Skills for Hospitality and Tourism Management
TOUR2014 Sports Tourism
TOUR2015 Spa Tourism
TOUR2019 International Tourism Management Destinations and Cultures
TOUR3001 Adventure Travel

General Education Courses

To be selected from College list

Co-op Work Term

COOP1003 Hospitality and Tourism Work Term 1

Course Descriptions:

BUSI2007 Entrepreneurship and Small Business 42.0 Hours

This course will deal with creative and administrative elements and management concepts that impact a hospitality and tourism entrepreneur who wishes to establish a practical and viable small business. The required skills and aptitudes for small business management will be explored. The business background in which small business operates in Ontario and Canada will be studied to provide a solid basis for decisions regarding the undertaking of small business opportunities.

COOP1003 Hospitality and Tourism Work Term 1 700.0 Hours

Students are required to complete 20 weeks of paid work experience related to their program of study. Students work in a wide range of front line positions in hotels, resorts, restaurants and clubs. The co-op experience enhances their academic learning and develops practical skills and experience. Students are encouraged to attend and participate in scheduled co-operative education classes CPHR0001 which support the co-op process. Students are required to submit an employer evaluation and co-op work experience report for co-op credit.

FNCE1001 Understanding Accounting 42.0 Hours

This introductory course is predicated on the need for non-financial personnel to understand the accounting and financial procedures necessary to operate a successful business. Revenue and cost control, the accounting cycle and basic understanding of financial statements will be covered in this course.

MGMT2007 Leadership Skills for Hospitality and Tourism Management 42.0 Hours

This course is designed to give students the opportunity to develop leadership and team building skills through participation in activities which allow them to obtain practical experience in these areas.

This course is for students who are, or wish to be in regular and ongoing leadership or team positions in student or community organizations. Examples of suitable leadership/team positions are the Junior Branch of the Muskoka District Chefs Association, the Expo Organizing Committee, the Hospitality and Tourism Society, the Culinary Competition Team, and RATS (Responsible Adventure Travelers Society).

Students are required to actively participate in their selected team in a manner and level deemed satisfactory by the course instructor.

MKTG1000 Introduction to Marketing 42.0 Hours

This is an overview course with primary focus on marketing products and services to the ultimate consumer. Emphasis is placed on the basic marketing premise that customer needs must be satisfied in order to achieve company objectives. The student gains insight into the complex and interdependent variables involved in developing successful marketing strategies. The strategic marketing planning process is introduced, along with the specific concepts and principles involved in the four key components of the marketing plan - Product, Price, Distribution, and Promotion Strategies.

REAS1000 Research in the Information Society 42.0 Hours

In today's global information society, tourism operations such as hotels, resorts, and attractions must be very attuned to their customer's business and leisure needs. This course focuses on the importance of research processes, and the role research plays in staying competitive. Students learn how to access and interpret relevant information using a variety of techniques and sources.

TOUR1000 Introduction to Hospitality and Tourism 42.0 Hours

The hospitality and tourism industry is exciting, challenging, dynamic and growing on a world wide basis. There are many businesses, associations and partnerships that must work together for the industry to thrive. This course provides students with an introduction to the sectors of the Canadian hospitality and tourism industry and the many career opportunities that exist.

TOUR1001 Canadian Tourism Destinations 42.0 Hours

This course will focus on Canada's uniqueness as a tourist destination. Using specific regional examples, students will gain a knowledge of the major tourism destinations of the country by examining the physical landscape, resources, culture, heritage and attractions unique to each area and to Canada as a whole.

TOUR1002 Destination Planning and Development 42.0 Hours

This course responds to the many development challenges and opportunities facing tourism destinations. Tourism planning approaches and guidelines for sustainable development are examined from a variety of perspectives. Tourism and its effects on the economy and the environment are emphasized as well as the social/cultural impacts of tourism.

TOUR1004 Professional Customer Service 42.0 Hours

This course focuses on the importance of service delivery as demonstrated by the front line service provider. Topics will include the art of giving and receiving effective feedback and the importance of service quality standards and performance appraisals. An underlying theme is the effective use of communication skills including listening.

TOUR1006 Attractions, Festivals and Special Events 42.0 Hours

This course will provide students with an understanding of the roles and significance of attractions, festivals and events within the tourism industry. The key factors influencing the successful operation and management of attraction sites, festivals and events are examined to provide a solid understanding of the attraction's environment. The evolution of an event or festival from its conception through its development to implementation and evaluation stages is followed to assist students in gaining relevant skills to integrate attractions into local communities.

TOUR2010 Attractions, Festivals, and Event Promotion 42.0 Hours

This course deals with the contemporary marketing communication process used to promote major attractions, events and expositions. The use of personal and non-personal selling techniques is included in this course as well as the development of promotional methods and materials used to attract visitors to major attraction festivals and events.

TOUR2011 Eco-Adventure Travel 42.0 Hours

Due to the changing demographics in western societies, there has been a growing interest in learning and active vacations. This has led to the global trend and demand for ecotourism and adventure tour products as alternative forms of traditional tourism. As well, tourist's concern for the environment has encouraged lodges, resorts and tour companies to implement "green tourism" practices. This course will focus on ethics, tour operation, programming and interpretation, risk management, and trends such as adventure for women, seniors and disabled persons.

TOUR2014 Sports Tourism 42.0 Hours

"In industrialized countries, sports tourism contributes between 1 and 2 percent of the GNP" (Simon Hudson). Sport Tourism refers to vacations that include playing, or watching competitive or non-competitive sports or participating in recreation or leisure activities. Topics covered in this course include: sport industries, politics in sport, sport marketing, and sport facility operation. Sports have become a major demand generator for many countries around the world and consequently the growth and status of this phenomenon is a major aspect of this course. The process of creating proposals and bids for sport events will also be discussed.

TOUR2015 Spa Tourism 42.0 Hours

This course will focus on the growing trend towards spa destination development in Canada and internationally. A variety of destination spas, from active, wellness or retreat destinations will be examined. As well, the organization, scheduling and management of spa facilities within the destination or resort will be examined. (Example, Georgian Manor - Vacation Inn, Horseshoe, Hockley Valley, Millford Inn, Whiteoaks).

TOUR2016 Tourism Data Collection and Analysis 42.0 Hours

For the tourism professional, questionnaires are common and valuable tools which can be quick, inexpensive and accurate ways to monitor the customers' needs. Surveys are examined and discussed in terms of their application to planning, marketing and tourism policy issues. Students will apply the concepts of issue identification, questionnaire design and sampling for a tourism business. In addition, technological advances in personal computer hardware and software make the once laborious tasks of data analysis now fast, efficient and fun. In this course, the student develops the basic data processing, analysis and interpretation skills related to tourism industry. Emphasis is placed on the important applied aspects of descriptive statistics and data analysis.

TOUR2017 Tourism Product Development and Sustainability 42.0 Hours

In this course students apply their knowledge of the tourism system to the planning, design and management of tourism products and sites. Attractions, festivals and events are examined as a method to understand design elements, preparing location analysis, undertaking site assessments, estimating development costs and revenues and determining return on investment.

TOUR2018 Attractions and Event Planning 42.0 Hours

This course provides the student with the knowledge and skills required to organize, plan and develop attractions and events. Physical development and program planning, site selection, budgeting, promotion, and negotiating will be studied and demonstrated using a relevant planning assignment.

TOUR2019 International Tourism Management Destinations and Cultures 42.0 Hours

This course will focus on global destinations and the people who inhabit them. With the advent of jet air travel, destinations are more accessible to more populations. However destinations and international travel patterns are affected by global issues and events. Political and environmental issues and their impact on global tourism will be discussed, as well as a review of the popular and emerging destinations globally and the reason for their popularity; such as scenery, attractions and exotic cultures.

TOUR3001 Adventure Travel 42.0 Hours

This course will give students an insight into the business of adventure travel. Students will develop primary competencies necessary to plan, organize and lead adventure outings, trips and tours which maximize participants' experiences and yet manage the inherent risks appropriately. The course will focus on the technical, interpersonal and administrative skills required to be successful in this industry sector.

TOUR3003 Building Your Travel Trade Business 42.0 Hours

This course focuses on how entrepreneurs can build their Travel Trade business. Emphasis is placed on developing, promoting and managing Tour Packages. The course covers the roles of the travel/tour wholesaler, the tour operator, ground handler and travel agent. An evaluation of existing travel programs and packages directed to specific market segments form an integral part of this course.

Course Description Legend

P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.