

TOURISM AND TRAVEL

Program Outline

Major:	TRVL
Length:	2 Years
Delivery:	4 Semesters, plus 1 work term
Credential:	Ontario College Diploma, Co-op
Effective:	2013-2014
Location:	Barrie
Start:	Fall (Barrie)

Description

Discover and engage in the exciting world of tourism at Georgian College. Experience a unique blend of supportive academic instruction and active hands-on learning opportunities designed to provide a solid foundation for entry into the world's fastest growing industry. The demand for new tourism experiences has created many exceptional career possibilities. An extended co-op work term also allows students to gain and sustain valuable industry knowledge and skills that set them apart from other applicants upon graduation. Join this dynamic global industry and explore a world of possibility.

Sustain. Engage. Discover. Experience.

Career Opportunities

Millions of jobs worldwide are directly related to tourism. Many of these positions are available in travel or tourism related small businesses, corporations, government agencies and destination marketing organizations or in areas such as attractions and events, or heritage and cultural sites. A few examples of positions in these areas include: Events Coordinator, Marketing Coordinator, Public Relations Assistant, Tour Guide, Incentive Travel Sales Associate, Tourism Coordinator, Guest Service Supervisor, Group Sales Specialist, Visitor Information Coordinator and Communications Officer.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

- apply knowledge of the various sectors of tourism and their interrelationships to effectively engage in the industry.
- apply fundamental business strategies and techniques of marketing, financial management, human resources, research, planning, and development to tourism specific organizations/enterprises in order to contribute to the growth of the tourism industry.
- engage productively in industry- related activities using customer service, interpersonal, organizational behavior, leadership, and teamwork skills.
- integrate global industry awareness and cross-cultural understanding to expand international and domestic opportunities.
- integrate the principles of sustainable tourism development (economic, socio-cultural, and environmental) into individual and organizational decisions and actions.
- incorporate a range of industry-specific skills based on relevant certification standards.
- integrate a range of current and relevant technologies to assist in achieving operational objectives.
- apply the principles of entrepreneurial thinking into a variety of tourism industry scenarios and situations.
- integrate personal and professional knowledge and skills for effective career development in the tourism and travel industry.
- apply the principles and duties related to civic responsibility awareness in order to become a community-minded citizen.

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 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	Winter	Summer	Fall	Winter
2013	2014	2014	2014	2015

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:

You must meet ONE of the following requirements to be eligible for admission to these programs:

Secondary school applicants:

- OSS curriculum: OSSD or equivalent, with Grade 12 English (C) or (U) (ENG4C, ENG4U)

Non-Secondary school applicants (19 years or older):

- Any credit Communication course taken at Georgian College
- College preparatory programs including those taken at Georgian College: Hospitality Skills and General Arts and Science*
- Equivalent courses in English taken through secondary school or Independent Learning Centres (at the general, advanced, college or university level)
- Academic and Career Entrance Certificate (ACE) program with communications
- Mature student testing in English that meets the minimum standards for admission (available through most testing services)*
- Ontario High School Equivalency Certificate (GED)
- English, Literature or Communication credit courses from accredited colleges/universities

Home school applicants:

- Applicants can write the mature student testing in English that meets the minimum standards for admission (available through testing services)*

* available from Georgian College. For a complete listing please contact the Office of the Registrar.

Non-secondary school 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. Mature applicants must meet all program specific prerequisites including all selection criteria; equivalencies are stated above. Applicants who are unsure whether they meet admission requirements should contact the Office of the Registrar. In addition, 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.

Credit transfer and course exemptions:

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may be eligible for credit transfer/course exemptions. Courses/experience must match at least 80% of the learning outcomes of a Georgian College course with a minimum grade of 60% or C achieved in previous coursework; some program exceptions apply (see program outline). For further information please visit the Credit Transfer Centre website: georgiancollege.ca/admissions/credit-transfer/

Additional Information:

Applicants are invited to attend an information session or pre-arrange a visit to the Hospitality and Tourism area of Georgian College.

Graduation Requirements:

- 17 Mandatory Courses
- 2 Communications Courses
- 1 Optional Courses
- 3 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

ACCT1013 Accounting Fundamentals
MKTG1000 Introduction to Marketing
REAS1000 Research in the Information Society
TOUR1001 Canadian Tourism Destinations
TOUR1004 Professional Customer Service
TOUR1009 Dynamics of Hospitality and Tourism
TOUR1010 Eco-Adventure Travel
TOUR1011 World Tourism Destinations
TOUR2010 Tourism Promotion
TOUR2016 Tourism Data Collection and Analysis
TOUR2023 Festival and Event Planning
TOUR2024 Guiding and Interpretation
TOUR2025 Managing Attractions
TOUR2026 Managing Destinations
TOUR2027 Sustainable Tourism
TOUR2028 Global Travel Patterns and Trends
TOUR2029 Tour Packaging and Sales

Communications Courses

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

Optional Courses

BUSI2007 Entrepreneurship and Small Business
TOUR2014 Sports Tourism
TOUR2015 Spa Tourism
TOUR2030 Trip Planning and Travel Experience

General Education Courses

To be selected from College list

Co-op Work Term

COOP1003 Hospitality and Tourism Work Term 1

Course Descriptions:**ACCT1013 Accounting Fundamentals 42.0 Hours**

This introductory course is based on the need for non-financial personnel to understand basic accounting techniques, financial statements used in a business and accounting for service operations necessary to operate a successful business.

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

Co-op education provides learners with the opportunity to integrate academic learning with relevant work experience. It reinforces academic learning by placing the student in a "learn by doing" mode in a hospitality/tourism setting. The work experience allows for the demonstration of communication skills and the application of knowledge and skills related to the course of study. The learner will gain an understanding of the different roles within an organization and the various management functions.

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.

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.

TOUR1004 Professional Customer Service 42.0 Hours

This course focuses on the importance of service delivery as demonstrated by front line service providers, supervisors, and others in a service leadership role. Topics will include the art of giving and receiving effective feedback and the importance of service quality standards and customer relationship management. An underlying theme is the effective use of communication skills including listening.

TOUR1009 Dynamics of Hospitality and Tourism 42.0 Hours

The elements of the Tourism and Hospitality sectors and how they relate to each other will be introduced along with discussions of career opportunities and future trends. Students will study the roles of organizations and associations as well as the influence of the economy and environment on this global industry.

TOUR1010 Eco-Adventure Travel 42.0 Hours

Students will have the opportunity to learn about this dynamic area of tourism through classroom and hands-on learning at an established eco-adventure facility in Ontario. The course addresses the elements involved in developing, operating and leading successful, authentic eco and adventure tourism businesses and appropriate eco and adventure activities that respect the principles of sustainable development.

TOUR1011 World Tourism Destinations 42.0 Hours

This course will focus on global destinations and the people who inhabit them. With advancements in transportation, destinations are more accessible to greater numbers of international tourists. A review of the popular and emerging destinations globally and the reason for their popularity; such as scenery, attractions and exotic cultures will be discussed in this course.

TOUR2010 Tourism Promotion 42.0 Hours

The contemporary marketing communication process used to promote a variety of tourism organizations, activities, and attractions is explained in this course. The use of selling techniques and the development of promotional methods and materials used to attract visitors to major tourism destinations and events is also part of this course.

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

Questionnaires and focus groups are common and valuable tools which can be quick, inexpensive and accurate ways to monitor customer needs and opinions. In this course, students will apply the concepts of primary research design and process to the tourism and travel industry. Students will develop basic data collection, processing, analysis and interpretation skills using research related tools and software.

TOUR2023 Festival and Event Planning 42.0 Hours

This course starts with an introduction to Festivals and Events and the important role they play in Tourism. Students will learn the skills required to organize, plan and develop festivals and events. Physical development and program planning, site selection, budgeting, promotion and negotiating will be studied and demonstrated using a relevant planning assignment.

TOUR2024 Guiding and Interpretation 42.0 Hours

Students will learn the key elements of guiding a successful tour including the importance of using effective, accurate and positive interpretation and presentation skills. Students will have ample opportunity to develop practical skills in guiding and interpretation in a number of different tourism situations such as cultural, nature based, historical tourism scenarios and more.

TOUR2025 Managing Attractions 42.0 Hours

The significance of attractions, their major roles, key design elements and best practices are examined to highlight the successful operation and management of attraction complexes worldwide.

TOUR2026 Managing Destinations 42.0 Hours

Managing destinations is an area of growing importance as tourism regions compete to provide unique experiences and exceptional value to visitors. Principles and concepts of building strong destinations are explored to assist future tourism professionals in establishing stronger regional tourism organizations while responding to the needs and wants of community residents.

TOUR2027 Sustainable Tourism 42.0 Hours

Sustainable tourism development and the relationships that exist between tourism activity, economic development, environmental conservation, and local heritage and

culture are actively explored by students in order to create long-term positive impacts of tourism while avoiding foreseeable problems that may occur in the future.

TOUR2028 Global Travel Patterns and Trends 42.0 Hours

The international tourism market from a global perspective is explored in this course. Emphasis is placed on international travel markets whose patterns, demographic profiles, motivations and perceptions are analyzed. Current global travel trends and Canada's existing and emerging competitive destinations are also discussed.

TOUR2029 Tour Packaging and Sales 42.0 Hours

This course focuses on how tourism professionals can build their travel business. Emphasis is placed on developing, promoting, selling, and managing tour packages. The course covers the roles of the travel/tour wholesaler, the tour operator, the travel agent, and other tourism partners. An evaluation of existing travel programs and packages directed to specific market segments form an integral part of this course.

TOUR2030 Trip Planning and Travel Experience 42.0 Hours

This experiential course provides students with a travel opportunity to an ecotourism destination that focuses on sustainability, greening practices, cultural learning in a nature based environment. There will be a volunteer experience component attached to this course. A Certificate of Tourism Sustainability will be achieved. Note: Students enrolling in this course must bear any travel and related expenditures incurred in the study tour portion 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.