

# **TOURISM - MARKETING AND PRODUCT DEVELOPMENT**

---

## **Program Outline**

<b>Major:</b>	TMPD
<b>Length:</b>	2 Years
<b>Delivery:</b>	4 Semesters, plus 1 work term
<b>Credential:</b>	Ontario College Diploma, Co-op
<b>Effective:</b>	2016-2017
<b>Location:</b>	Barrie
<b>Start:</b>	Fall (Barrie), Winter (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. A practical 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:

- support an industry and workplace service culture by adopting a positive attitude and professional decorum, accommodating diverse and special needs, and contributing as a team member;
- deliver customer service and solutions that anticipate, meet and/or exceed individual expectations, as well as organizational expectations, standards and objectives;
- use marketing concepts, market research, social networks, sales strategies, relationship management skills and product knowledge to promote and sell tourism products, services and customer experiences;
- apply business principles as well as basic accounting, budgeting, financial and administration skills to support the effective management and operation of a variety of organizations delivering tourism products and services;
- comply with relevant organization and workplace systems, processes, policies, standards, legal obligations and regulations and apply risk management principles, to support and maintain efficient, safe, secure, accessible and healthy tourism operations;
- use appropriate technologies to enhance the quality and delivery of tourism products, services and customer experiences, to measure the effectiveness of tourism operations and to participate in tourism development;
- keep current with tourism trends and issues, and interdependent relationships in the broader tourism industry sectors to improve work performance and guide career development;
- use leadership, teamwork, conflict and relationship management skills and tools, as well as knowledge or organizational behaviour, employment standards and human rights to contribute to a positive work environment;
- respond to issues and dilemmas arising in the delivery of tourism products, services and customer experiences by using and promoting ethical behaviour and best practices of corporate social responsibility and environmental sustainability;
- apply the principles of entrepreneurial thinking into a variety of tourism industry scenarios and situations;
- 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 programs 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 for students to proceed successfully to their first co-op work experiences. 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.georgiancollege.ca/student-services/co-op-and-career-services/students-tab/](http://www.georgiancollege.ca/student-services/co-op-and-career-services/students-tab/)

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 2016	Winter 2017	Summer 2017	Fall 2017	Winter 2018

Winter Intake - Barrie

Sem 1	Sem 2	Sem 3	Sem 4	Work Term
Winter 2017	Summer 2017	Fall 2017	Winter 2018	Summer 2018

### **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.georgiancollege.ca/admissions/credit-transfer/>

### **Admission Requirements:**

OSSD or equivalent with

- Grade 12 English (C or U)

Mature students, non-secondary school applicants (19 years or older), and home school applicants may also be considered for admission. Eligibility may be met by applicants who have taken equivalent courses, upgrading, completed their GED, and equivalency testing. For complete details refer to: [www.georgiancollege.ca/admissions/policies-procedures/](http://www.georgiancollege.ca/admissions/policies-procedures/)

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may also be considered for admission; refer to the Credit Transfer Centre website for details: [www.georgiancollege.ca/admissions/credit-transfer/](http://www.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
- 2 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 unless otherwise stated on the course outline.

**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

To be selected from College list

#### General Education Courses

To be selected from College list

#### Co-op Work Term

COOP1039 Tourism - Marketing and Product Development 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.

COOP1039 Tourism - Marketing and Product Development Work Term 1 560.0 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 focusses 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 are 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.

**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 provides the student with the knowledge and 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 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.

**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.*