



## Program Outline

**Program Title:** Travel & Tourism Business Management Diploma

**Brief Program Description:** The Travel & Tourism Business Management program is designed to the Canadian National Occupational Standards for the Travel Counsellor developed by e-Merit for the Canadian Tourism Human Resources Council (CRHRC), on the core curriculum material developed and prepared by the Association of Canadian Travel Agencies (ACTA).

Further material has been developed by Canadian Tourism Business Schools in the area of life skills and leadership skills based on the best practices used at the current time.

Additionally this program includes a combination of Hospitality modules to further enhance the student's ability to explore all opportunities in the field of Tourism and Hospitality.

The Canadian Tourism College (CTC) curriculum follows and expands on these core skills with the intent of providing the learners with the skills and knowledge required for entry level positions in many areas of the travel and tourism sectors.

This training will provide the participants with skills transferable to many of the tourism sectors and office environments which will increase the employment opportunities for the graduates of the program.

**Admission Requirements:** Students are requested to have one of the following pre-requisites to qualify for enrolment into a Canadian Tourism College Diploma or Certificate program:

1. Grade 12 graduation from a Canadian High School or an equivalent level institution Worldwide;
2. Successful completion of the Government Equivalency Diploma (G.E.D);
3. Apply as a mature student, be over 19 years of age and successfully complete the Canadian Tourism College Entrance Exam with a passing grade of 65%.
4. Have completed a tourism or hospitality related program at CTC, or another institution.

If English is not the first language of the student, one of the following pre-requisites is required to be admitted into this program:

5. IELTS score of 6.0 or higher (with no band below 5.5) or equivalent English language benchmark verified by the institution.

6. Minimum of 2 semesters full-time of non-ESL studies at an English speaking secondary or post-secondary institution.
7. Canadian Tourism College English Assessment (written onsite) with a score of 70%
8. Canadian Tourism College online English assessment with a score of 75%

In addition, CTC recommends the following personal attributes: enjoy working with people, have a positive attitude, be enthusiastic, be responsible, to be willing to learn and to be ready to take on new challenges and ideas.

For domestic students, Canadian citizenship or landed immigrant status is required. International students are required to possess a valid study visa, for programs longer than 6 months and prior to the program start date. International students are also required to have sufficient accident and medical insurance coverage to cover any injuries or illnesses that may occur during the educational term.

**Learning Objectives:** Upon completion of this program the successful student will have reliably demonstrated the ability to:

- Work in a digital environment
- Demonstrate skills in making effective presentations, dealing with conflict resolutions, leading meetings and working in a team environment
- Identify and describe the five sectors of the tourism industry by looking at the history, current state of the industry, trends, and key employment and career choices.
- Demonstrate knowledge of the transportation industry covering motor coach, car rental, domestic and international rail, marine transportation, insurance and charter airlines.
- Provide counselling in a professional travel and tourism environment.
- Perform in a variety of hospitality positions such as front desk and food & beverage.

**Methods of Evaluation:** Students are evaluated according to the best practices used in adult education, guidelines set out by the Private Training Institutions Branch, and those set by Canadian Tourism College. Further evaluation standards are based on the industry experience of instructors, the advisory board and any other applicable industry association certification programs.

Student competency and understanding will be evaluated using a variety of methods. These assessments may include projects, presentations, quizzes, tests, homework, assignments, mid-term, and final. In-class participation is required and designated by the course

**Completion Requirements:** In order to achieve a diploma, a minimum passing mark for all courses must be achieved. Those students passing all courses without rewrites and

reaching an overall average of 90% or higher will graduate with honours. In addition, learners must attend a minimum of 80% of the course in which they are enrolled in.

**Program Organization:**

<b>Title of Courses</b>	<b># of Hours</b>
Business Computing	48
Small Business Fundamentals	48
Academic Skills for Business	48
Business Communications	48
Applied Computing	48
Accommodation	20
Airline Industry	24
Amadeus	48
Career Days	16
Career Development	44
Professional Development	20
Ground Transportation	32
Group Travel Design	28
International Fare Structures	40
Lifestyles Tourism	16
Marine Transportation	28
Professional Selling Skills	44
SABRE Red (GDS)	36
Total Client Management	32
Tour Guiding	20
Tourism Industry	24
Tours	32
Tourism Research Project (no class time)	0
World Destinations 1	36

World Destinations 2	40
World Destinations 3	40
Practicum	160
<b>Total</b>	<b>1020</b>

**Program Duration:**

	Hours	Weeks	Months
In Class	860		
Practicum	160		
Total	1020	47	10.9

**Delivery Method:** On-site delivery

**Required Course Materials:**

Title	Author	ISBN
Fundamentals of Business: Canadian Edition	Stephen J. Skripak, eCampus Ontario	978-0-997-92017-8
Communication for Business Professionals – Canadian Edition	Ontario Business Faculty and eCampus Ontario	
Selling Destinations Fifth Edition	Marc Mancini	017 650008-1 Nelson Publishing
Goode's World Atlas 22 <sup>nd</sup> Edition	Howard Veregin	0321 652 002 Pearson Prentice Hal
The Travel Book A Journey Through Every Country 2 <sup>nd</sup> E	Lonely Planet	978-1-74220-079-8
Snapshots, an introduction to tourism 6 <sup>th</sup> C Edition	Norma Polovitz Nickerson, Paula Kerr	013 343182-7 Pearson Canada
Business Communication 2 <sup>nd</sup> C Edition	Brounstein Bell & Smith	978-1-118-72999-1 Wiley Publishing



Conducting Tours Third Edition	Marc Mancini	07668 1419-X Pearson Publishing
Airline Industry 2014	Canadian Tourism College	NA
International Fare Structures 2014	Canadian Tourism College	NA
Amadeus	Amadeus Training Services	#101-C Rv9
Connecting with Customers 2013	Marc Mancini	0-013-093390-2
SABRE Red	Sabre Workspace	NA

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Student Signature:

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Date: