

## Program Outline

**Program Title:** Tourism Certificate

**Program Code:** TC12

**Brief Program Description:** The Tourism 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).

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. TOEFL score CBT 211, IBT 78 or equivalent verified by the institution.
7. Minimum of 2 semesters full-time of non-ESL studies at an English speaking secondary or post-secondary institution.
8. Canadian Tourism College English Assessment (written onsite) with a score of 70%

9. 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:

- Demonstrate knowledge of the transportation industry covering domestic and international air travel.
- Demonstrate proficiency on two airline Global Distribution Systems.
- Identify air transportation and the International Transport Association (IATA) coding by being able to encode and decode when required.
- Calculate domestic and international airfares.
- Provide counselling in a professional travel and tourism environment.
- Demonstrate enhanced skills in understanding and practicing a successful sales cycle.

**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 certificate, 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:**

Title of Courses	Course Code	# of Hours
Airline Industry	TOUR 102	24
Amadeus	TOUR 103	48
Career Days	TOUR 104	16
International Fare Structures	TOUR 105	40
Total Client Management	TOUR 107	32
SABRE Red (GDS)	TOUR 108	36
Professional Selling Skills	TOUR 106	44
<b>Total</b>		<b>240</b>

**Program Duration:**

	Hours	Weeks	Months
In Class	240	12	2.8

**Delivery Method:** This program is designed to be delivered in any one of the following instructional delivery methodologies: in-class; online; and hybrid delivery.

For In-class instruction, teaching methods primarily consist of lectures, discussion, exercises, audio and video presentations, off-site tours, and directed learning; but may also include, seminars, tutorials, and workshops. Attendance is taken in person and based on actual minutes in the classroom.

For online instruction, teaching methods primarily consist of recorded and synchronous lectures, discussion forums, Powerpoint presentations, interactive presentations and tutorials, exercises and projects, audio and video presentations, and videoconferences. Online delivery is facilitated by the College's Learning Management System and requires the student to interact with their own digital device (computer, laptop, tablet or phone). Attendance for online courses is recorded by the Learning Management System. Student time is recorded from the moment they log in to the system to the moment they log out. In order to be in attendance, a student must maintain 20 hours per week of logged time.

Hybrid delivery is a combination of in-class and online instruction. The percentage of in-class to online content will vary from course to course, but at least 20 percent of the sessions in a hybrid course will be in-class. Attendance is recorded as a combination of in-person sessions and online sessions.

**Required Course Materials:**

<b>Title</b>	<b>Author</b>	<b>ISBN</b>
Airline Industry 2014	Canadian Tourism College	NA
International Fare Structures 2014	Canadian Tourism College	NA
Amadeus Functionality	Amadeus Training Services	#101 – C Rv9
Connecting with Customers 2013	Marc Mancini	0-013-093390-2

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Student Signature:

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Date: