

Program Outline

Program Title: Travel & Tourism Business Management Diploma

Program Code: TM47

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:

Title of Courses	Course Code	# of Hours
Business Computing	BUS 100	48
Small Business Fundamentals	BUS 101	48
Academic Skills for Business	BUS 102	48
Business Communications	BUS 105	48
Applied Computing	BUS 110	48
Accommodation	TOUR 101	20
Airline Industry	TOUR 102	24
Amadeus	TOUR 103	48
Career Days	TOUR 104	16
Career Development	CDEV 101	44
Professional Development	TOUR 115	20
Ground Transportation	TOUR 113	32
Group Travel Design	TOUR 117	28
International Fare Structures	TOUR 105	40
Lifestyles Tourism	TOUR 112	16
Marine Transportation	TOUR 116	28

Professional Selling Skills	TOUR 106	44
SABRE Red (GDS)	TOUR 108	36
Total Client Management	TOUR 107	32
Tour Guiding	TOUR 118	20
Tourism Industry	TOUR 100	24
Tours	TOUR 114	32
Tourism Research Project (no class time)	TRP 100	0
World Destinations 1	TOUR 109	36
World Destinations 2	TOUR 110	40
World Destinations 3	TOUR 111	40
Practicum	TPRAC	160
Total		1020

Program Duration:

	Hours	Weeks	Months
In Class	860	43	9.9
Practicum	160	4	1.0
Total	1020	47	10.9

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:

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 nd Edition	Howard Veregin	0321 652 002 Pearson Prentice Hal
The Travel Book A Journey Through Every Country 2 nd E	Lonely Planet	978-1-74220-079-8
Snapshots, an introduction to tourism 6 th C Edition	Norma Polovitz Nickerson, Paula Kerr	013 343182-7 Pearson Canada
Business Communication 2 nd 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

 Student Signature:

 Date: