

# TOURISM (TOUR)

## Become a leader in Canada's fast-growing tourism industry

This program is uniquely crafted to prepare you for the vibrant and innovative tourism industry within Canada, equipping you with the necessary skills to thrive in a high-demand sector with substantial career opportunities.

Our courses expertly blend technical knowledge with crucial soft skills, empowering you to understand the overarching economic trends and the detailed, customer-focused interactions that characterize the tourism industry.

You will learn about the latest trends and best practices in hospitality and tourism in diverse areas such as resort and conference management, sports events, gaming and casinos, travel management, and sustainable tourism.

Through interactive coursework, you will build your management, organization, and leadership skills, along with your ability to develop, market, and deliver memorable experiences for organizations of all types and sizes.

This comprehensive, industry-relevant approach ensures you are career-ready and poised to become an innovative leader in the tourism sector.

### Program highlights

- Become job-ready for diverse career opportunities in tourism related to events, conferences, resorts, travel, sports, gaming, sustainable tourism, and more.
- Courses have been crafted to reflect current industry needs and trends, which includes training on the latest software and the standards of excellence for delivering outstanding experiences and exceptional customer service.
- Gain the know-how to be a leader within tourism operations, as well as the skills to run your own business.
- Option of a placement or capstone project in final semester to put your skills and knowledge into action.

### Program of study for 2024-25 Academic Year

#### Program of Study

Semester 1		Credits
ACC 1045	Introduction to Accounting	3
ISP 3026	Spreadsheets for Business	3
ENG 1002	College Communications	3
BUS 1146	Introduction to Business Management	3
HRM 1035	Hospitality and Tourism	3
BUS 1125	Business Professionalism	3
One General Education course. <sup>1</sup>		3
<b>Credits</b>		<b>21</b>
Semester 2		
TTP 2425	Technology for Tourism	3
LAW 1300	Tourism and Hospitality Law	3
MKT 1204	Foundations of Marketing	3
TTP 1305	Tourism Ethics and Negotiation	3

TTP 1400	Tourism, Leadership and Management	3
BUS 1111	Business Research Methods	3
One General Education Course. <sup>1</sup>		3
<b>Credits</b>		<b>21</b>
Semester 3		
HRM 1034	Sales and Customer Service	3
TTP 1405	Entrepreneurship in Tourism	3
BUS 2040	Organizational Behavior	3
TTP 1410	Culture and Niche Tourism	3
TTP 1415	Sports and Sustainable Tourism	3
TTP 1420	Travel and Tourism Packages	3
One General Education Course. <sup>1</sup>		3
<b>Credits</b>		<b>21</b>
Semester 4		
HRM 1030	Gaming Casinos Entertainment	3
HRM 1026	Event Conference Management	3
TTP 1014	Workplace Readiness	2
TTP 2500 or TTP 2300	Field Placement or Capstone Course	6
<b>Credits</b>		<b>14</b>
<b>Total Credits</b>		<b>77</b>

<sup>1</sup> For more information regarding General Education courses, click here (<https://cambriancollege.ca/general-electives/>).

### Admission requirements

For graduates of the new curriculum (OSS): Ontario Secondary School Diploma (30 credits) or equivalent or mature student status including:

- Any grade 12 English (C) or (U)

### Program delivery

#### 2024-2025

##### Fall Term Start

SEMESTER 1: Fall 2024  
SEMESTER 2: Winter 2025  
SEMESTER 3: Fall 2025  
SEMESTER 4: Winter 2026

### Specific program pathways

#### Transfer options

After the first year of studies, students will be eligible for transfer into the second year of the following diploma programs at Cambrian: Business (<https://cambriancollege.ca/programs/business/>), Business – Finance, Business - Accounting (<https://cambriancollege.ca/programs/business-accounting/>), Business - Accounting - Online (<https://cambriancollege.ca/programs/business-accounting-online/>), Business Administration (<https://cambriancollege.ca/programs/business-administration/>), and Business Administration-Accounting (<https://cambriancollege.ca/programs/business-administration-accounting/>). Students will need to make up two courses from the first two semesters. Please speak to your coordinator to discuss transfer options.

#### College or university degree opportunities

If you are a graduate of this program, you may continue your studies at a college or university and you may receive credit(s) for your prior college education. Refer to Cambrian's college and university agreement (<https://cambriancollege.ca/supports-services/articulation-agreements/>) details for further information.

## **Graduate options**

Graduates may find employment in entertainment, hospitality, information, and education and training industries that include the following:

- Tour and travel guides
- Travel counselors
- Event planners
- Conference and event organizers
- Accommodation service managers
- Tour operators
- Tourism development officers
- Visitor information counselors
- Heritage interpreters
- Recreation, sports, and fitness program supervisors and consultants
- Marketing coordinators – with a focus on tourism marketing
- Public relations and communications officers – specializing in tourism
- Sales executives – focusing on travel and tour packages
- Guest services managers – in hotels and other accommodations
- Flight attendants
- Cruise ship coordinators
- Adventure tourism specialist
- Casino and gaming managers
- Airline ticket agents
- Resort managers