



## Tourism Management (TMGT)

### Program Outline

PROGRAM IMPLEMENTATION DATE:	September 2018
OUTLINE EFFECTIVE DATE:	September 2021
PROGRAM OUTLINE REVIEW DATE:	March 2026

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#### GENERAL PROGRAM DESCRIPTION:

The Tourism Management diploma program prepares students for careers in resorts, hotels, and other tourism operations. The program includes courses in tourism, business management, and related specialty courses as well as experiential and interdisciplinary learning opportunities. Students can also use the knowledge and skills acquired in this program to transfer into a bachelor degree in tourism management at other post-secondary institutions as well as the College of the Rockies Bachelor of Business Administration (BBA) in Sustainable Business Practices.

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#### Credentials Granted

Students can be admitted into a one-year certificate program or a two-year diploma program. Students in the two-year diploma program may exit with a certificate after completing all first-year requirements of the diploma program.

Certificate and diploma students are required to maintain a minimum course grade of C- (55 percent) in all program courses that contribute to the credential. BBA students are required to maintain a minimum course grade of C (60 percent) and an average course grade of C+ in all program courses that contribute to the BBA.

Industry-recognized certifications in the program include Foodsafe, Worldhost, CPR-C, Occupational First Aid Level 1, and Serving it Right.

#### Certificate

The Tourism Management certificate provides an academic foundation in tourism and business courses and is awarded on successful completion of the first year requirements of the diploma program. (30 credits)

#### Diploma

The Tourism Management diploma offers specialized courses in tourism and business and is awarded on successful completion of all requirements of the diploma program. (60 credits)

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## Program Information

The Tourism Management Diploma program is based on the [BC Provincial Tourism Management Diploma Program: Standardized Core Curriculum Handbook](#), 4<sup>th</sup> edition (November 2016 draft). Transfer agreements with various BC Institutions help students receive transfer credit for courses completed in the diploma program. For more information see <http://www.cotr.bc.ca/Transfer>

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**Delivery:** This program is available entirely online. Most courses are also offered face to face.

**College of the Rockies Credits:** 60

**Hours for this program:** 995 hours

### Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	795
Seminars / Tutorials	
Laboratory / Studio Hours	60
Practicum / Field Experience Hours	140
Other Contact Hours	
<b>Total</b>	<b>995</b>

### Practicum Hours (if applicable):

Type of Practicum	Duration
On-the-job Experience	140
Formal Work Experience	
Other	
<b>Total</b>	<b>140</b>

### Program Outline Author or Contact:

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Signature

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### APPROVAL SIGNATURES:

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EDCO

Valid from: September 2021- March 2026

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Education Council Approval Date

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## PROGRAM PREREQUISITES AND TRANSFER CREDIT:

### Admission Requirements:

- Secondary school graduation (or equivalent)
- 65% in either English 12, English Studies 12, English First Peoples 12, ENGL 090, or equivalent (refer to Course Equivalency information on the College Website)
- TOUR 231 requires CPR-C and Occupational First Aid Level 1 before work placement

### Recommended:

- Either Principles of Math 11, Foundations of Math 11, Applications of Math 12, MATH 080, Math 082 or equivalent
- Basic computer skills

### Flexible Assessment (FA):

Credit can be awarded for one or more courses in this program through FA  Yes  No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Self-assessment, Interview, Products/Portfolio, Challenge Exam. Contact an Education Advisor for more information.

**Transfer Credit:** For transfer information within British Columbia, Alberta and other institutions, please visit <http://www.cotr.bc.ca/Transfer>

Students should also contact an academic advisor at the institution where they want transfer credit.

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## PROGRAM GOALS:

Selected program learning outcomes include the following:

- Identify career paths, sources of career path information and career opportunities in tourism.
- Identify evolving issues and trends in the tourism industry and discuss their implications.
- Demonstrate an understanding of cultural diversity and values, attitudes, beliefs and behaviors as they impact on tourism activities.
- Describe the principles, concepts and applications of sustainability as applied to tourism.
- Identify major areas of risk associated and legal responsibilities with the business of tourism.
- Develop professional responsibility and accountability in a tourism work setting.
- Articulate the fundamental purpose of accounting used in tourism management.
- Develop the skills necessary for successful management communications in the tourism industry.
- Learn effective communication skills in three directions – downward, upward and laterally.
- Demonstrate proficiency in written and oral communications.

- Demonstrate competency in using selected computer and mobile device applications commonly used in the tourism industry.
- Explain the organizational behavioral challenges in the Canadian work environment.
- Students will learn the structure and function of tourism marketing.
- Prepare and present a business plan for a proposed new venture.
- Assess the impact of tourism as a worldwide economic, environmental, cultural, political and social force.

### **Tourism Management diploma program:**

This program is designed for entry to the workplace or transfer to a Tourism Management degree program after two full-time years of study.

### **Program Studies Year One**

Year 1 (Tourism Management Certificate)

#### **Fall Semester**

<b>Course</b>	<b>Title</b>	<b>Lecture-Lab-Practicum</b>
ENGL 100	English Composition	(45-0)
COMP 153 <b>or</b> COMP 154	Introduction to Data Processing <b>or</b> Computer Applications in Business	(15-45) or (30-45)
TOUR 111	Introduction to Tourism	(45-0)
MGMT 204	Principles of Management	(45-0)
ACCT 263 <b>or</b> ACCT 261	Financial Accounting for Tourism Majors <b>or</b> Introductory Financial Accounting 1	(45-0) (45-0)

#### **Winter Semester**

<b>Course</b>	<b>Title</b>	
COMC 102	Advanced Professional Communications	(45-0)
TOUR 231	Student Work Placement	(15-0-140)
MKTG 281	Principles of Marketing	(45-0)
MGMT 216	Organizational Behavior	(45-0)
TOUR 160	Industry Certifications	(45-0)
elective	One elective from list below	

**NOTE:** COMP 153 and ACCT 263 are the default courses for Tourism students. COMP 154 and ACCT 261 are listed as options for students who may later want to complete a BMGT diploma.

Recommended Winter electives: one of ECON 101, COMP 154, COMP 155, KTUN 100, POLI 100, STAT 106, any language course, any Fine Arts course; alternately, students may choose any elective in University Arts and Science or Business Management that supports their tourism management goals.

**Total Certificate Credits: 30**

## **Program Studies Year Two**

Year 2 (Tourism Management Diploma)

### **Fall Semester**

<b>Course</b>	<b>Title</b>	<b>Lecture-Lab</b>
RECR 220	Event Management	(45-0)
TOUR 240	Risk Management and Liability in Tourism and Recreation	(45-0)
TOUR 237	Environmental Stewardship	(45-0)
MKTG 283	Consumer Behaviour	(45-0)
elective	One elective from list below	

Recommended Fall electives: one of ANTH 101, INDG 120, KTUN 101, MGMT 303, SOCI 101; alternately, students may choose any elective in University Arts and Science or Business Management that supports their tourism management goals.

### **Winter Semester**

<b>Course</b>	<b>Title</b>	
COMC 253	Intercultural Communication	(45-0)
GEOG 210	Geography of British Columbia	(45-0)
MGMT 302	Human Resource Management	(45-0)
MGMT 316	Entrepreneurship and Small Business Management	(45-0)
MKTG 289	Integrated Marketing Communications	(45-0)

**Total Diploma Credits: 60**

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### **PROGRAM CHANGES:**

Information contained in this program outline is correct at the time of publication. Courses and course content may be revised from time to time based on changing educational, employment and marketing needs. The timetable may also be revised.

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### **COURSE GRADE:**

Course grades are assigned as follows:

	A+	A	A-	B+	B	B-	C+	C	C-	D	F
<b>Mark</b>	≥ 90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	< 50
<b>(Percent)</b>											

A course grade of "C-" or better is required for credit towards a certificate or diploma in Tourism Management.

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**COURSE DESCRIPTIONS** can be found on the COTR SharePoint site:

<http://www.cotr.bc.ca/CourseOutlines/>

### **ACCT 261**

In this first semester of a two-semester course in accounting, the students are introduced to the basic accounting cycle including preparation of useful financial statements. Other topics include accounting for cash, receivables, inventory, and payroll.

### **ACCT 263**

This course is designed to teach non-accounting majors to understand the accounting records of a small business and/or to give them the opportunity to use an accounting software program. Concepts, terminology and principles are introduced at a basic level. Topics include revenue and expense recognition, cash vs. accrual accounting, the accounting cycle and analysis of financial statements and other financial information.

### **COMC 102**

This course presents the written and oral communication strategies required in any workplace environment. Students gain practical experience that centers on gathering, summarizing and critically assessing information to produce professional documents. Students will also gain a better understanding on how basic design elements enhance the readability of workplace documents and online communication. This course also focuses on helping students develop speaking skills appropriate to informal and formal presentations and interviews.

### **COMC 253**

This course explores the inherent relationship between culture, language and communication. The key concepts of study are identity, culture, assumptions and stereotypes, beliefs, value systems, and globalization. From theory to practice, students will investigate the impact of identity and context in intercultural interactions. The focus of this course is to help students develop meaningful strategies to communicate in today's culturally diverse communities.

### **COMP 153**

This course allows students to develop knowledge and skills in the field of information technology. Students will explore the operation and application of professional productivity software. Students use four applications of the Microsoft Office 2016 suite; Word, Excel, Access and PowerPoint. The theory component develops a broad and general understanding of current computer technology, methods and models.

### **COMP 154**

This course explores information systems theory and utilizes computer technology. Students will explore the application of technology in organizations. Students will investigate information systems, evaluate organizational needs, and develop effective solutions. Security, legal and ethical issues will be examined along with characteristics of professional administration. Microsoft Office applications, including Word, Excel, PowerPoint, Access and Outlook, will be utilized to create effective business artifacts and fulfill organizational needs.

### **ENGL 100**

English 100 focuses on composition for academic purposes and develops a student's ability to write clearly and effectively. Students also learn the fundamentals of critical thinking, persuasive writing techniques (including rhetorical appeals and devices), scholarly research, and academic reading.

**GEOG 210**

A regional geographic analysis of British Columbia are presented, and the physical, cultural, economic, and historical characteristics of the various provincial regions are investigated. This course also examines patterns of settlement and development, with particular emphasis on industries of importance to the Columbia Basin region, including forestry, mining, and tourism.

**MGMT 204**

This course provides an overview of management. It covers theory, process and practice of the four fundamental management skills: Planning, Organizing, Leading and Controlling, as well as the role of managers in organizations.

**MGMT 216**

In this course students can discover and apply concepts to both explain and influence how people and their organizations work. Specific topics include motivation, perception, personality, emotions, communication, team dynamics, decision making, conflict and negotiation, power and organizational politics, leadership, organizational change and development, organization, and culture.

**MGMT 302**

This Human Resource Management course covers planning, recruitment, selection and placement; job analysis, job description and job evaluation; compensation and performance appraisal plans; employee benefit programs; training and education programs and employee rights, labour relations, personnel planning and evaluation.

**MGMT 316**

This course introduces the students to the basics of entrepreneurship and small business management. Students gain an understanding of how to establish and manage a small business. An essential part of the course is the students' development of research and analysis skills. The application of the knowledge is demonstrated by the student completing a business plan.

**MKTG 281**

To gain an overview of the marketing process as it applies to marketing products and/or services in public, private and not-for-profit organizations. At the end of the course, the students should understand the four P's of marketing: Price, Place, Promotion and Product, and the interrelationships between marketing and overall business practices. This 45-hour course provides an introduction to other more advanced courses in the College of the Rockies Business program.

**MKTG 283**

This course is a study of the many influences on the consumer's purchasing decisions. Topics covered include economic, demographic, cultural, social and reference group influences. The emphasis is on understanding the customer, the concepts underlying target marketing and market segmentation.

**MKTG 289**

The purpose of this course is to gain an overview of the marketing communications process as it applies to marketing in organizations. At the end of the course the student understands the interrelationships between business performance and marketing communications.

**RECR 220**

This course explores and develops ideas and concepts utilizing a linear or cyclical planning model, and focuses on the details required when planning a special event. Emphasis is placed on the planning of

events with research into selecting the right event, event themes, site selection, task and responsibility checklists, organizational committee structures, budgeting and finance, advertising and promotion and event administration.

### **TOUR 111**

This course is an introduction to the tourism industry and explores its role in the economy. The eight sectors of the tourism industry are examined and factors that have affected the industry over time are analyzed. Students develop a travel destination package to learn the planning process involved in organizing a trip. Students also investigate career paths and consider potential opportunities in this exciting field.

### **TOUR 160**

This course is designed for each student to obtain training/certification in a number of areas that are directly relevant to the field of Tourism and Recreation. Units/Modules of this course will be offered throughout the semester during designated times and/or evenings and weekends.

### **TOUR 231**

The work experience provides workplace-based learning opportunities in an industry setting. This allows students to practice the principles and skills learned during classroom study and develop industry competencies. Internships provide the learner with a more direct access to industry employees and managers, building networks and establishing the foundations of one's career.

### **TOUR 237**

This course examines the relationship between tourism, outdoor recreation and the management and conservation of natural resources. The central concepts of sustainability and sustainable development in working with communities, other resource based industries and visitors to natural resource based areas are studied. Planning and management strategies to maximize benefits and minimize impact to ecosystems, communities and visits are addressed. The roles of various agencies and organizations managing natural resources are examined in terms of their tourism/outdoor recreation roles.

### **TOUR 240**

This course will familiarize students with concepts of risk management and legal liability as they apply to the business of tourism and recreation. The course introduces students to Canadian law and liability issues that may arise for tourism industry professionals and other businesses. Students will also learn about ways to minimize risk and liability.