



TMGT – Tourism Management Certificate

Business

Effective Term & Year: Fall 2024

Program Outline Review Date: 2029-03-01

Program Area: Tourism, Recreation, & Hospitality

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 the College of the Rockies Bachelor of Business Administration (BBA) in Sustainable Business Practices or a bachelor's degree in tourism management at other post-secondary institutions.

Program Information:

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.

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

Co-op Option

Students enrolled in these programs may be eligible to choose Co-op as an option. The Co-op option involves alternating full-time academic and work terms. For more information Co-op and Employment Services.

Credentials Granted:

Tourism Management 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).

Minimum Course Grade: A minimum grade of C-

Program Average: A minimum program grade point average of 2.0/10 (C- average)

Progression Requirements:

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.

Delivery Methods: On-Campus (Face-to-Face), Online

Credits: 30

Admission Requirements:

- Complete all of the following
 - Secondary school graduation (or equivalent)
 - Completed at least 1 of the following:
 - [ENST 12](#) – English Studies 12
 - [ENFP 12](#) – English First Peoples 12
 - [ENGL090](#) – English – Provincial Level

Recommended Admission Requirements:

Either Principles of Math 11, Foundations of Math 11, Applications of Math 12, MATH 080, MATH 082 or equivalent

Basic computer skills

Program Completion Requirements:

Fall Semester

15 Total Credits

- Complete all of the following
 - Completed at least 1 of the following:
 - COMC101 – Technical and Professional Writing (3)
 - ENGL100 – English Composition (3)
 - Completed at least 1 of the following:
 - COMP153 – Introduction to Data Processing (3)
 - COMP154 – Computer Applications in Business (3)
 - Completed the following:
 - TOUR111 – Introduction to Tourism (3)
 - MGMT204 – Principles of Management (3)
 - Completed at least 1 of the following:
 - ACCT263 – Financial Accounting for Tourism Majors (3)
 - ACCT261 – Introductory Financial Accounting 1 (3)

Winter Semester

15 Total Credits

- Complete all of the following
 - Completed the following:
 - COMC102 – Advanced Professional Communication (3)
 - MKTG281 – Principles of Marketing (3)
 - MGMT216 – Organizational Behaviour (3)
 - TOUR160 – Industry Certifications (0)
 - TOUR231 – Student Work Placement (3)
 - Completed at least 1 courses from the following:
 - Fine Arts
 - Humanities
 - Kinesiology
 - Sciences
 - Social Science
 - Business Management

Grand Total Credits: 30

Program Completion Requirements Notes:

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

Program Learning Outcomes:

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.
- Apply 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.

Flexible Assessment: Yes

In some cases students may be able to apply for recognition of prior learning outside the classroom. This flexible assessment process provides equivalent course credit. It is a rigorous process that may include external evaluation, worksite assessment, demonstration, standardized test, self-assessment, interview, products/portfolio, and challenge exam, or other measures as appropriate. Tuition fees apply. Contact an education advisor for more information.

Program Transfer Credit:

For information about block transfer agreements between programs in British Columbia, Alberta, and elsewhere, please visit <http://www.cotr.bc.ca/transfer>.

To minimize transfer issues, check with an academic advisor at the institution that will receive the transfer credits.

Academic Policies:

College of the Rockies policies related to courses can be found at <https://cotr.bc.ca/about-us/college-policies/> and include the following:

- Policy 2.4.3 Students with Documented Disabilities
 - Policy 2.4.4 Student Conduct (plagiarism, other cheating, behavioral misconduct)
 - Policy 2.5.8 Academic Performance
 - Policy 2.5.3 Grade Appeal
 - Policy 2.4.9 Student Concerns Re Faculty
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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.

Course Descriptions: Refer to Course Outlines – <https://outlines.cotr.bc.ca/course/>