TMGT2 – Tourism Management Diploma

Business

Effective Term & Year: Fall 2022
Program Outline Review Date: 2026-04-01

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 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.

Program Information:

The Tourism Management Diploma program is based on the BC Provincial Tourism Management Diploma Program: Standardized Core Curriculum Handbook, 4th 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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Credentials Granted:

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)

Tourism Management Diploma

Minimum Course Grade: A minimum grade of C-

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

Program Goals and Career Pathways:

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.

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: 60

Admission Requirements:

- Complete all of the following
  - Earned a minimum grade of C+ (65%) in 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

Non-Academic Admission Requirements:

TOUR 231 requires CPR-C and Occupational First Aid Level 1 before work placement.

Program Completion Requirements:

Year 1 – Tourism Management Certificate
30 – 31Total Credits

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

  Winter Semester
  - Complete all of the following
    - Completed the following:
      - COMC102 – Advanced Professional Communication (3)
      - TOUR231 – Student Work Placement (3)
      - MGMT216 – Organizational Behaviour (3)
      - TOUR160 – Industry Certifications (0)
      - MKTG281 – Principles of Marketing (3)

- Completed at least 1 courses from the following:
  - Fine Arts
  - Humanities
  - Kinesiology
  - Sciences
  - Social Science
  - Business Management
- 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.

Year 2 – Tourism Management Diploma
30 – 31Total Credits

- Complete all of the following

Fall Semester

- Complete all of the following
  - Completed the following:
    - RECR220 – Event Management (3)
    - TOUR240 – Risk Management and Liability in Tourism and Recreation (3)
    - TOUR237 – Sustainable Tourism (3)
    - MKTG283 – Consumer Behaviour (3)
  - Completed at least 1 courses from the following:
    - Fine Arts
    - Humanities
    - Kinesiology
    - Sciences
    - Social Science
    - Business Management
  - 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

- Completed the following:
  - COMC253 – Intercultural Communication (3)
  - GEOG210 – Geography of British Columbia (3)
  - MKTG289 – Integrated Marketing Communications (3)
  - MGMT302 – Human Resource Management (3)
  - MGMT316 – Entrepreneurship and Small Business Management (3)

Grand Total Credits: 60 – 62

Program Completion Requirements Notes:

A grade of "D" grants credit, but may not be sufficient as a prerequisite for sequential courses.

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 2.4.8 Academic Performance
- Policy 2.5.3 Grade Appeal
- Policy 2.4.9 Student Concerns Re Faculty

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/