



TMGT2 – Tourism Management Diploma

Business

Effective Term & Year: Fall 2025

Program Outline Review Date: 2030-03-01

Program Area: Tourism, Recreation, & Hospitality

Description:

The Tourism Management Diploma focuses on the issues and topics that are impacting this dynamic industry from a local to global level. Tourism is a customer-centric, fast-paced industry and this program provides you with the professional skills and knowledge required to start or enhance your career. Taking advantage of our exceptional location within the Canadian Rockies, you will learn about destination management in large and small areas, the unique challenges facing rural and mountain tourism, and how tourism relates to sustainable development in more urban settings. You will also enhance your general management knowledge by studying how managing businesses in a sustainable manner is the key to operational success. During the program, you'll engage with active and experiential learning opportunities, including networking with regional businesses, launching small-scale events, taking part in culinary experiences, delving into contemporary topics facing the industry today, and completing a mandatory co-operative education work term during the busy summer tourist season.

Program Information:

There is a mandatory co-operative education work term (500 hours) between years 1 and 2 which enables students to put their skills and knowledge to work in the busy summer tourist season.

In BC, Tourism Management programs are built on the BC Provincial Tourism Management Diploma Program: Standardized Core Curriculum. 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>

This program is designed for entry to the workplace and gives students the skills and knowledge to step into a supervisory/managerial role when the opportunity presents.

Students graduating with the Diploma in Tourism Management can ladder directly into the 3rd year of the Bachelor of Business Administration- Sustainable Business Practices.

Credentials Granted:

Diploma

Tourism Management Co-operative Education Diploma

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

General Requirements:

The Diploma in Tourism Management Co-operative Education is a cohort-style program where the students take a select group of core courses together for the duration of the two-year program. All courses have components of writing, research, and projects therefore having a computer is essential to learning.

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

Credits: 60

Admission Requirements:

- Complete all of the following
 - Secondary school graduation (or equivalent)
 - 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

Program Completion Requirements:

Year 1 – Tourism Management Certificate
21 Total Credits

- Complete all of the following
 - Year 1 – Semester 1
 - Complete all of the following
 - Completed the following:
 - GEOG210 – Geography of British Columbia (3)
 - Course Not Found
 - TOUR111 – Introduction to Tourism (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:
 - COMC101 – Technical and Professional Writing (3)
 - ENGL100 – English Composition (3)
 - Note: Degree-seeking students (i.e. BBA) should take ENGL 100 and COMP 154.
 - Year 1 – Semester 2
 - Complete all of the following
 - Completed the following:
 - MKTG281 – Principles of Marketing (3)
 - Course Not Found
 - Course Not Found
 - Course Not Found
 - Completed at least 1 of the following:
 - ACCT263 – Financial Accounting for Tourism Majors (3)
 - ACCT261 – Introductory Financial Accounting 1 (3)
 - Note: Degree-seeking students (i.e. BBA) should take ACCT 261.

Summer Semester

3 Total Credits

- Completed the following:
 - COOP150 – Industry Work (Co-op Work Experience) (3)

Year 2 – Tourism Management Diploma

24 Total Credits

- Complete all of the following
 - Year 2 – Semester 1
 - Completed the following:
 - RECR220 – Event Management (3)
 - TOUR237 – Sustainable Tourism (3)
 - MGMT216 – Organizational Behaviour (3)
 - MKTG291 – Professional Selling (3)
 - MGMT204 – Principles of Management (3)

Year 2 – Semester 2

- Completed the following:
 - COMC253 – Intercultural Communication (3)
 - MGMT316 – Entrepreneurship and Small Business Management (3)
 - TOUR240 – Risk Management and Liability in Tourism and Recreation (3)
 - Course Not Found

Grand Total Credits: 45

Program Learning Outcomes:

By the end of the program, students will be able:

- Discuss the impact of tourism as a worldwide economic, environmental, cultural, political and social force.
 - Apply the concepts, principles and skills of sustainable destination planning, development and management.
 - Identify evolving issues and trends in the tourism industry, evaluate their implications and develop strategies for positive change.
 - Demonstrate an understanding of Indigenous worldviews and cultural diversity and the values, attitudes, beliefs and behaviors that impact tourism activities.
 - Develop professional responsibility and accountability in a tourism work setting.
 - Apply effective communication strategies appropriate to audience, purpose and context.
 - Plan, lead, organize and control resources for sustainable business operations.
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Prior Learning and Recognition: Yes

Students are able to request formal recognition of their prior learning or experience outside the classroom. Challenge examination, portfolio-assisted assessment, work-based assessment or a combination of assessments that is appropriate to identify, assess, and recognize prior skills, competencies, and knowledge to achieve course credit. Tuition fees apply, refer to Policy [2.5.5 Prior Learning Assessment and Recognition \(PLAR\)](#) or 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 2.1.4 Course Audit
 - Policy 2.4.1 Credential Framework
 - Policy 2.4.3 Students with Documented Disabilities
 - Policy 2.4.4 Student Rights, Responsibilities and Conduct
 - Policy 2.4.8 Academic Performance
 - Policy 2.4.9 Student Feedback and Concerns
 - Policy 2.4.11 Storage of Academic Works
 - Policy 2.5.3 Student Appeal
 - Policy 2.5.5 Prior Learning Assessment and Recognition (PLAR)
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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/>