

Business & Management Programs

Tourism Studies Diploma

2-year Diploma Program (6 semesters)

Fee Category: V

Note: VIU also offers a Recreation & Sport Management diploma and a Bachelor of Tourism Management degree.

This program is offered as a mandatory Co-operative Education format with four academic semesters and two paid Co-op placements.

The Program

The focus of this program is on the provision of leisure experiences for domestic and international visitors. The program assesses the impact of tourism on individuals, communities, and the environment in order to develop best practices for sustainable tourism development. The features of the program include the provision of applied skills and knowledge, direct leadership experience, a co-operative education model (paid employment), and small class sizes.

The program prepares students for career entry; however, students interested in further studies can apply to the degree program in Recreation and Tourism.

A free information session for prospective students is usually held in the early spring. Check with the Advising Centre for more details, 250-740-6410, or visit viu.ca/infosessions.

Career Opportunities

The management of tourism services is a challenging career in this increasingly leisure-oriented society. Dynamic, creative and innovative people are needed to plan, organize and supervise leisure experiences in a variety of diverse settings. The types of positions that graduates may occupy include the following:

- **Commercial Recreation and Tourism Enterprises**, such as private tour companies, leisure-related retail outlets, tourism attractions, health spas, fitness complexes.
- **Adventure Tourism and Park Management**, providing nature-based leisure experiences like camping, wilderness experiences, risk recreation, as well as environmental education and managing the resources required for nature-based leisure.
- **Tourism Services**, including destination resorts and hotels, theme parks, tourist attractions, convention and meeting business, and special events and festivals.
- **Tour operations**, including the packaging, marketing, and operation of tours, tour guiding and interpretation services.

Admission Requirements

- General admission requirements apply.
- English 12 with min. "C+" grade, or equivalent.
- Principles of Math 11 or Applications of Math 11 with a min. "C" grade, or equivalent.
- Official transcript of grades from high school (and post-secondary institutions where

applicable).

- Submit a 100-300 word Letter of Intent outlining your career goals, leadership activities, active involvement in tourism, and experience working with people of varying ages and interests.

Apply for Admission Online or Print Application Form

Notes on Admission

- Field work may require a criminal record check prior to placement.
- An interview may be required.
- An assessment of writing skills may be required.
- Enrolment in this program is limited. Students who meet or exceed the minimum admission requirements may not necessarily be admitted to the program.
- All new students must participate in a compulsory orientation held early in the Fall semester.

Start Date and Application Deadline

The program starts in September, and applications are accepted anytime between November 15 and March 31.

Co-operative Education

Hands-on experience in the tourism industry is gained during two terms of Co-operative Education placements. Under the Co-operative Education format, formal supervised work terms are integrated into the total curriculum on a paid basis. Students will benefit from the experience by:

- relating academic study more effectively to the field of practice;
- developing a career focus within the tourism industry;
- gaining valuable practical experience;
- being able to finance a larger portion of their education.

Access to Co-operative Education placements is based on students' GPA (min. 4.0 is required) and their willingness to work as a team member with faculty and Co-operative Education staff to find appropriate placements.

Students in Co-operative Education work terms pay a fee, which is due during the second month of each work term.

Special Expenses

Co-op Fees are due during the second month of each work term.

All fees and costs are subject to change without prior notice.

Exit Requirement

Beyond satisfying the academic requirements necessary for graduation, all students must obtain four exit requirements from the categories of *leadership, technical training, or professional development*. These may be obtained by completing certifications, or attending workshops and conferences from an approved list of options.

Further Studies

Students may also continue their education by applying to the third year of VIU's Bachelor of Tourism Management, Major in Recreation program.

Program Outline

YEAR 1	Credits
TOUR 100 (Intro to Recreation and Tourism)	3
TOUR 101 (Intro to Marketing in Recreation and Tourism)	3
TOUR 110 (Co-operative Education Preparation)	1
TOUR 153 (Cultural Issues in Recreation and Tourism)	3
TOUR 159 (Environmental Stewardship in Recreation and Tourism)	3
TOUR 161 (Leadership in Recreation and Tourism)	3
TOUR 170 (Delivery Systems in Recreation and Tourism)	3
TOUR 190 (Programming and Special Events in Recreation and Tourism)	3
ENGL 115 (University Writing and Research)	3
ENGL 225 (Business and Technical Writing)	3
* Elective	3
Total Credits	31

Summer	Credits
TOUR 109 (Co-op Education Work Placement I)	9

YEAR 2	Credits
TOUR 200 (Human Resource Management in Recreation and Tourism)	3
TOUR 210 (Co-operative Education Preparation)	1
TOUR 220 (Facility Management in Recreation and Tourism)	3
TOUR 226 (Law for Recreation and Tourism Managers)	3
TOUR 251 (Market Research Methods in Recreation and Tourism)	3
ACCT 101 (Accounting Essentials for Non-Financial Managers)	3
ECON 204 (Economics of Tourism)	3
* <i>Two</i> Electives	6
** <i>Two</i> courses chosen from: RGMT 270 (Recreation and Sport in Aboriginal Communities) TOUR 207 (Heritage Interpretation in Recreation and Tourism) TOUR 208 (Tourism Destinations) TOUR 215 (Tour Group Packaging) TOUR 252 (Adventure Tourism)	6
Total Credits	31

Summer	Credits
TOUR 209 (Co-op Education Work Placement II)	9

** General electives must be from outside the Department of Recreation and Tourism Management.*

*** Some courses are offered on a rotational basis and may not be offered every academic year. For current offerings, please check the Student Handbook for the Recreation and Tourism Management Department at web.viu.ca/rectour.*

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