

Tourism, Recreation & Hospitality Programs

Bachelor of Tourism Management

Major in Recreation

4-year Degree Program

Fee Category: V

Note: VIU also offers a Tourism Studies Diploma and Recreation and Sport Management Diploma.

The Program

The degree program builds on existing diploma programs in Recreation, Tourism and Hospitality Management that stress career-entry skills. Students may apply to the third year of the degree program after completing a diploma in Recreation or Tourism, or Hospitality Management.

The degree program will provide applied skills and concepts related to the provision of leisure services management in the fields of recreation and tourism. The degree will focus on the development of management and entrepreneurial skills needed for people wishing to assume greater responsibilities within an organization, or for those wishing to start new enterprises.

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

Career Opportunities

The management of recreation and tourism services is a challenging career in this increasingly leisure-oriented society. Dynamic, creative, and innovative people are needed to plan, organize, and supervise recreation and tourism experiences in a variety of settings, and VIU's degree program prepares individuals for positions in areas, as follows.

- **Supervisory/Management positions:** usually found in organizations where diploma graduates require continual upgrading of their leadership knowledge base to make strategic business decisions.
- **Independent entrepreneurs:** small business opportunities in the tourism and recreation industries.
- **Front line-positions:** where most people begin their career, these positions require an understanding of the industry and the ability to anticipate, respond to, and satisfy customer needs.

Examples of specific employment opportunities include:

- **Commercial Recreation and Tourism Enterprises**, such as private tour companies, leisure related retail outlets, tourism attractions, health spas, fitness complexes.
- **Adventure Tourism, Outdoor Recreation 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 packaging, marketing and operation of tours, tour guiding and interpretation services.
- **Sport Management, Public Recreation and Tourism**, including parks and recreation departments in municipalities and regional districts, government tourism agencies, community schools, recreation associations, and public recreation facilities.
- **Not-for-profit Agencies**, including YM/YWCA, Boys and Girls Clubs, and others represented within our communities.
- **Accommodation and Food Services**, including hotels, restaurants, resorts, and large food service companies providing management services to hospitals, universities and airlines.
- **Inclusive Leisure**, involving the provision of recreation and tourism services to individuals or groups with special needs in settings such as hospitals, rehabilitation centres, mental health and community health centres, etc.

Start Date and Application Deadline

The program starts in September, and applications are accepted anytime between November 15 and March 31. Late applications may be considered depending on availability of space.

Admission Requirements

- Students must apply to third year of the degree program after successful completion of a Diploma in Recreation, Tourism, or Hospitality, or permission of the department. For information on these programs, see the relevant section of this calendar.

Apply for Admission Online or Print Application Form

Notes on Admission

- Admission to the third year of the program is limited. Students who meet or exceed the minimum admission requirements may not necessarily be admitted to the program.
- All students must participate in a compulsory orientation which takes place early in the Fall semester.

Transfer from other Institutions

- Students wishing to transfer to VIU, after completing two-year diploma programs in recreation, tourism and hospitality, elsewhere, will be considered for block transfer.
- General admission requirements apply.
- Prospective students must hold a minimum "C+" average grade for their completed diploma, with minimum "C" grade in individual courses.
- Letter of support from faculty at the sending institution.

Continuing Requirements/Minimum Sessional Grade Point Average

Students must maintain an average "C+", with a minimum "C" grade in any individual course in the program, and perform satisfactorily in work placement activity.

Students who fail to maintain these standards will be placed on academic probation for the following academic year. If the standards are not attained during the probationary year, the student will be asked to withdraw from the program for a minimum period of one academic year. The student may apply for probationary re-instatement after the withdrawal period, subject to available

space.

Degree Completion

The expected, normal time required to complete the degree program (years 3 and 4) will be two years for full-time students. Part-time students who may require a longer time to complete the program are encouraged to apply, as the department is committed to the provision of coursework through a variety of alternative methods (Prior Learning Assessment, online, evening, short intensive sessions).

Prior Learning Assessment

Students who have gained required skills, knowledge and competencies taught in the degree program in Tourism and Recreation may consider seeking recognition and assessment of their prior learning. Students who are successful in demonstrating prior learning to the extent required by the faculty will be granted appropriate credit toward the degree.

Exit Requirements

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.

Work Placement Opportunities

Students in the third year of the degree will participate in either a Co-operative Education work term or an Internship. In order to receive a Co-operative Education designation, transfer students must have successfully completed two Co-op work terms in their diploma activity. Participation in the third Co-op work term is based on availability of space and academic performance with a minimum "B" grade point average.

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

Program Outline

YEAR 3	Credits
TRMT 311 - Consumer Behaviour in Recreation and Tourism	3
TRMT 324 - Financial Management in Recreation and Tourism	3
TRMT 351 - Statistical Methods in Recreation and Tourism	3
TRMT 353 - Community Development in Recreation and Tourism	3
TRMT 357 - Advanced Research Methods in Recreation & Tourism Management	3
**2 Approved General Electives	6
1 Upper-Level Elective	3
*2 elective courses selected from list below (courses offered on rotation):	
TRMT 349 - Promotions Management in Recreation and Tourism	
TRMT 359 - Management of Parks and Protected Areas	
TRMT 368 - International Marketing in Recreation and Tourism	
TRMT 391 - Study Tour	
TRMT 392 - Programming and Services for Seniors	
TRMT 393 - Licensing, Sponsorship and Fundraising	
TRMT 394 - Sport Tourism	
TRMT 395 - Ethics in Sport Recreation and Tourism	6
TRMT 396 - Aboriginal Tourism	
TRMT 397 - Programming and Services for Youth	
TRMT 430 - Resort Management	
TRMT 441 - Management of Festivals and Special Events	
TRMT 444 - Rural Development through Recreation and Tourism	
TRMT 450 - Volunteer Management	
TRMT 475 - Lifestyle Management	
Total Credits	30

TRMT 309A - Co-operative Education Work Placement III <i>or</i> TRMT 309B - Internship	9
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YEAR 4	Credits
TRMT 421 - Entrepreneurship in Recreation and Tourism	3
TRMT 462 - Strategic Leadership & Innovation	3
TRMT 470 - Policy and Planning in Recreation and Tourism	3
TRMT 490 - Graduating Seminar in Recreation and Tourism	3
**3 Approved General Electives	9
*3 elective courses selected from list below (courses offered on rotation):	
INTD 494 - Integrated Seminar in Natural and Cultural Resource Management	
TRMT 349 - Promotions Management in Recreation and Tourism	
TRMT 359 - Management of Parks and Protected Areas	
TRMT 368 - International Marketing in Recreation and Tourism	
TRMT 391 - Recreation and Tourism Management Study Tour	
TRMT 392 - Programming and Services for Seniors	
TRMT 393 - Licensing, Sponsorship and Fundraising	
TRMT 394 - Sport Tourism in Canada	9
TRMT 395 - Ethics in Sport Recreation and Tourism	
TRMT 396 - Aboriginal Tourism	
TRMT 397 - Programming and Services for Youth	
TRMT 430 - Resort Management	
TRMT 441 - Management of Festivals and Special Events	
TRMT 444 - Rural Development through Recreation and Tourism	
TRMT 450 - Volunteer Management	
TRMT 461 - Organizational Leadership in Recreation and Tourism	
TRMT 475 - Lifestyle Management	
Total Credits	30

* Some electives 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.

** General electives must be from outside the Department of Recreation and Tourism Management and must be approved by the Rec/Tourism Chair or Rec/Tourism Advisor.

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