

# Tourism, Recreation & Hospitality Programs

## Bachelor of Tourism Management

### Major in Recreation

- **4-Year Degree Program**
- **Program Fees: Domestic Students, International Students**
- **Apply for Admission: Forms and Information**

**Note:** VIU also offers a Tourism Studies diploma, a Recreation and Sport Management diploma and a Master of Arts in Sustainable Leisure Management

### 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.

### 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.

## Admission Requirements - Year 1

The following are admission requirements for students applying to Year 1 of the **Bachelor of Tourism Management** program:

- General admission requirements apply.
- English 12 with minimum "C+" grade, or equivalent.
- Minimum "C" grade in one of the following: Principles of Math 11, Applications of Math 11, Foundations of Math 11, Pre-calculus 11, or equivalent.
- Official transcript of grades from high school (and post-secondary institutions where applicable).

**Note:** Students applying online should select either the Tourism Studies option or the Recreation and Sport Management option. Students applying with a printed application form should identify which of the two options they are interested in.

### 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.
- Students admitted to the degree can exit after Year 2 and apply for a diploma in Tourism Studies or Recreation and Sport Management.

## Start Date and Application Deadline - Year 1

The program starts in September and applications are accepted between November 15 and March 31. For further information regarding late applications and program contacts check the Program Availability List for the Tourism or Recreation options.

## Admission Requirements - Year 3

Students may apply to the third year of the degree program after successful completion of a diploma in Recreation and Sport Management, Tourism Studies, Hospitality Management, or permission of the department.

## ***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.

## **Start Date and Application Deadline - Year 3**

The program starts in September and applications are accepted between November 15 and March 31. For further information regarding late applications and program contacts check the Program Availability List.

## **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 3.0 ("B") grade point average.

## Special Expenses

Fees for co-operative education and internships are due during the second month of each work term.

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

## Program Outline

Students starting in Year 1 of the *Bachelor of Tourism Management* program will choose either the Recreation and Sport Management option or Tourism Studies option. Students who have completed a Diploma in Recreation and Sport Management, Tourism Studies, or Hospitality will start in Year 3.

## Recreation and Sport Management Option

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

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

<b>YEAR 2</b>	<b>Credits</b>
RMGT 200 - (Human Resource Management in Recreation and Sport) <i>or</i> , MGMT 293 - (Human Resource Management)	3
RMGT 210 - (Co-operative Education Preparation)	1
RMGT 220 - (Facility Management in Recreation and Sport)	3
RMGT 226 - (Law for Recreation and Sports Managers)	3
RMGT 251 - (Market Research in Recreation and Sport)	3
ACCT 101 - (Accounting for Non-Financial Managers)	3
ECON 100 - (Intro to Economics)	3
<i>Two Electives*</i>	6
<i>Two courses** chosen from:</i> RMGT 211 - (Inclusive Recreation and Sport Services) RMGT 260 - (Commercial Recreation and Sport) RMGT 270 - (Recreation and Sport in Aboriginal Communities) RMGT 280 - (Leisure and Active Lifestyles) TOUR 207 - (Heritage Interpretation in Tourism) TOUR 208 - (Tourism Destinations) TOUR 215 - (Tour Group Packaging) TOUR 252 - (Adventure Tourism)	6
<b>Total Credits</b>	<b>31</b>

<b>Summer</b>	<b>Credits</b>
RMGT 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](http://web.viu.ca/rectour).*

## **Tourism Studies Option**

<b>YEAR 1</b>	<b>Credits</b>
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
<b>Total Credits</b>	<b>31</b>

<b>Summer</b>	<b>Credits</b>
TOUR 109 - (Co-op Education Work Placement I)	9

<b>YEAR 2</b>	<b>Credits</b>
TOUR 200 - (Human Resource Management in Recreation and Tourism) <i>or</i> , MGMT 293 - (Human Resource Management)	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 100 - (Intro to Economics)	3
<i>Two Electives*</i>	6
<i>Two courses** chosen from:</i> RGMT 211 - (Inclusive Recreation and Sport Services) RGMT 260 - (Commercial Recreation and Sport) RGMT 270 - (Recreation and Sport in Aboriginal Communities) RGMT 280 - (Leisure and Active Lifestyles) TOUR 207 - (Heritage Interpretation in Recreation and Tourism) TOUR 208 - (Tourism Destinations) TOUR 215 - (Tour Group Packaging) TOUR 252 - (Adventure Tourism)	6
<b>Total Credits</b>	<b>31</b>

<b>Summer</b>	<b>Credits</b>
TOUR 209 - (Co-op Education Work Placement II)	9

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## Years 3 & 4

<b>YEAR 3</b>	<b>Credits</b>
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
<i>Two Approved General Electives**</i>	6
<i>One Upper-Level Elective</i>	3
<i>Two elective courses* selected from list below:</i>	
TRMT 312 - (Issues in Not-For-Profit 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 - (Study Tour)	
TRMT 392 - (Programming and Services for Seniors)	
TRMT 393 - (Licensing, Sponsorship and Fundraising)	
TRMT 394 - (Sport Tourism)	6
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 475 - (Lifestyle Management)	
<b>Total Credits</b>	<b>30</b>

TRMT 309A - (Co-operative Education Work Placement III) <i>or</i> TRMT 309B - (Internship)	9
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<b>YEAR 4</b>	<b>Credits</b>
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
<i>Three Approved General Electives**</i>	9
<i>Three elective courses* selected from list below:</i> INTD 494 - (Integrated Seminar in Natural and Cultural Resource Management) TRMT 312 - (Issues in Not-For-Profit 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) 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 475 - (Lifestyle Management)	9
<b>Total Credits</b>	<b>30</b>

*\* 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](http://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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