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## Tourism, Recreation and Hospitality Programs

# Bachelor of Tourism Management

**Credential:**

Bachelor Degree

**Options:**

Co-op

**Program Length:**

4 Years

## The Program

The Bachelor of Tourism Management (BTM) program builds on existing diploma programs in Recreation and Sport Management, Tourism Studies and Hospitality Management that stress career-entry skills. Students may apply to the third year of the degree program after completing a diploma in various fields including Recreation, Travel and Tourism, or Hospitality, Physical Education, and Outdoor Recreation.

The degree program will provide applied skills and concepts related to the design of tourism products and management of tourism services. 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.

## Program Outline

Students starting in Year 1 of the Bachelor of Tourism Management program will choose either the Recreation and Sport Management option or the 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

<b>Year 1</b>	<b>Credits</b>
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 204 - (Business and Technical Writing) (effective September 2012) or, ENGL 225 - (Business and Technical Writing) (prior to September 2012)	3
Elective*	3
<b>Total Credits</b>	<b>31</b>

<b>Summer</b>	<b>Credits</b>
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> CONV 104 - (Event Volunteer Management) 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.*

### **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 204 - (Business and Technical Writing) (effective September 2012) <i>or</i> , ENGL 225 - (Business and Technical Writing) (prior to September 2012)	3
<i>Elective*</i>	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> CONV 104 - (Event Volunteer Management) 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 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

*\* 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 [www.viu.ca/rectour](http://www.viu.ca/rectour).*

### **Years 3 and 4**

<b>Year 3</b>	<b>Credits</b>
TRMT 330 - (Niche Tourism)	3
TRMT 324 - (Financial Management in Recreation and Tourism)	3
TRMT 358 - (Data Analysis for Decision Making)	3
TRMT 300 - (Managing Human Resources and Behaviour)	3
TRMT 357 - (Applied Research Methods in Recreation & Tourism Management)	3
TRMT 360 - (Experiential Product Development in Tourism)	3
<i>Four General Electives</i>	12
<b>Total Credits</b>	<b>30</b>

<b>Summer</b>	<b>Credits</b>
TRMT 309A - (Co-operative Education Work Placement III) <i>or</i> TRMT 309B - (Internship)	9

<b>Year 4</b>	<b>Credits</b>
TRMT 421 - (Entrepreneurship in Recreation and Tourism)	3
TRMT 462 - (Strategic Leadership & Innovation)	3
TRMT 410 - (Leisure Planning for Resilience)	3
TRMT 490 - (Issues & Trends in Professional Practice)	3
TRMT 415 - (Project Management)	3
TRMT 449 - (Tourism Marketing)	3
*Four General Electives	12
<b>Total Credits</b>	<b>30</b>

\*For students pursuing courses in the major in recreation, 15 of the 24 general elective credits can be replaced with Department of Recreation and Tourism Management electives.

## Major in Recreation Management

The BTM Major in Recreation Management is a well-rounded program that provides students with a solid grounding in recreation governance, leisure behaviour, leisure education, and leisure service management. Students wishing to pursue a career in recreation service delivery with public and non-profit organizations are encouraged to complete the Major in Recreation Management as part of their BTM.

## Major Requirements

In addition to VIU degree English requirements, students wishing to earn the Major in Recreation Management must complete all 5 courses listed below plus the following TRMT Core courses: TRMT 357, TRMT 300, TRMT 358, TRMT 360, and TRMT 410 (for a total of 30 credits).

## Years 3 and 4

<b>Year 3</b>	<b>Credits</b>
TRMT 357 - (Applied Research & Evaluation Methods in Tourism)	3
TRMT 300 - (Managing Human Resources and Behavior)	3
TRMT 320 - (Leisure Innovation for Change)	3
TRMT 333 - (Leisure Lifestyles)	3
TRMT 358 - (Data Analysis for Decision Making in Tourism)	3
TRMT 360 - (Experiential Product Development in Tourism)	3
TRMT 344 - (Recreation Governance)	3
Total Credits	21

<b>Year 4</b>	<b>Credits</b>
TRMT 459 - (Outdoor Recreation Administration)	3
TRMT 410 - (Leisure Planning for Resilience)	3
TRMT 435 - (Leisure Education)	3
<b>Total Credits</b>	<b>9</b>

## Completion Requirements

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).

Beyond satisfying the academic requirements necessary for graduation, all students must obtain four 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.

### **Continuing Requirements/Minimum Sessional Grade Point Average**

Students must maintain a GPA of 2.33 (C+) in order to qualify for work placement activities.

Students must maintain an average "C+", with a minimum "C-" grade in all courses except general electives, and must perform satisfactorily in work placement activities in order to graduate.

### **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.

## **Admission Requirements**

### **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.
- 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.
- 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.

### **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 by 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.

## **Co-operative Education:**

Co-op 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.*

## **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.

## **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.

## **Start Date and Application Deadline**

### **Start Date and Application Deadline - Year 1**

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

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

The program starts in September and applications are accepted between the first business day in October, 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.
- Transfer students must satisfy VIU's Degree English Requirement prior to graduation. All students should consult with the Program Degree Advisor upon admission to the program.

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