

Archived: August 8, 2022

## Tourism, Recreation and Hospitality Programs

### Tourism Studies

**Location Offered:**

Nanaimo

**Credential:**

Diploma

**Options:**

Co-op

**Program Length:**

2 Years

### The Program

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

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 Bachelor of Tourism Management degree.

### Program Outline

<b>Year 1</b>	<b>Credits</b>
TOUR 100 - (Introduction to Tourism)	3
TOUR 101 - (Marketing Tourism Experiences)	3
TOUR 110 - (Co-operative Education Preparation)	1
TOUR 126 - (Risk Management and Legal Liability in Tourism)	3
TOUR 153 - (Diversity and Inclusion in Tourism)	3
TOUR 161 - (Organizing and Leading Tourism Activities)	3
TOUR 190 - (Event Planning I)	3
ACCT 101 - (Accounting for Non-Financial Managers)	3
QUME 185 - (Business Computer Applications)	3
ENGL 115 - (University Writing and Research)	3
Elective	3
<b>Total Credits</b>	<b>31</b>

  

<b>Intersession</b>	<b>Credits</b>
TOUR 109 - (First Co-operative Education Work Placement)	9

<b>Year 2</b>	<b>Credits</b>
TOUR 259 - (Sustainability in Tourism)	3
TOUR 202 - (Understanding Visitor Behaviour)	3
TOUR 205 - (Tourism Management Principles and Practice)	3
TOUR 210 - (Co-operative Education Preparation)	1
TOUR 220 - (Tourism Places and Spaces)	3
TOUR 251 - (Market Research in Tourism)	3
TOUR 290 - (Event Planning II)	3
ENGL 204 - (Business and Technical Writing)	3
<i>Three Electives</i>	9
<b>Total Credits</b>	<b>31</b>

<b>Intersession</b>	<b>Credits</b>
TOUR 209 - (Second Co-operative Education Work Placement)	9

## Completion Requirements

### 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+" grade and must perform satisfactorily in work placement activities in order to graduate.

## Admission Requirements

- General admission requirements apply.
- Official transcript of grades from high school (and post-secondary institutions where applicable).

### 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.

## 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 (minimum of 2.33 ("C+") 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 co-op 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.*

## **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.

## **Start Date and Application Deadline**

The program starts in September and applications are accepted between the first business day in October, and March 31.

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