

Area of Interest: Culinary, Hospitality and Tourism

Tourism - Travel Services

Ontario College Diploma

Program Code: 0224X01FWO

2 Years

Ottawa Campus

Our Program

Transform your love for tourism into a breathtaking career.

The Tourism - Travel Services Ontario College Diploma provides you with the technical knowledge and expertise for a career in the global field of tourism and travel.

Learn the fundamentals of the evolving tourism and travel sectors such as airlines, accommodations, sea and surface transportation. Explore sustainable tourism practices and develop an understanding of its social, environmental and economic impacts. Hone your customer service skills and apply marketing principles for destination and attraction development. Additionally, train within the live Global Distribution Systems to arrange travel itineraries and reservations gaining the career-ready experience you need.

In the final semester, you'll complete a field placement to gain a hands-on learning experience in the tourism and travel sector of your choice. Throughout the program, there are opportunities to volunteer and network with industry professionals providing insights into the dynamic field of tourism and travel.

Graduates may find employment in a wide range of sectors including:

- tourism development
- tourism associations
- tour operations
- travel services (motor coach, rail, auto, cruise lines or attractions)
- accommodations
- airline industry
- retail and wholesale travel sales

SUCCESS FACTORS

This program is well-suited for students who:

- Are passionate about travel and exploring new destinations.

Employment

Graduates of this program may work within the tourism and travel industries in roles such as: government tourism representative, destination marketing representative, attractions marketing and sales representative, tourism industry trade association representative, travel service representative (motor coach, rail, auto), retail travel planner, tour operator travel planner, airline customer service agent, airport operations administration, cruise line service representative, hotel representative, rail attendant, flight attendant.

Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Support an industry and workplace service culture by adopting a positive attitude and professional decorum, accommodating diverse and special needs, and contributing as a team member.
- Deliver customer service and solutions that anticipate, meet and/or exceed individual expectations, as well as organizational expectations, standards and objectives.
- Use marketing concepts, market research, social networks, sales strategies, relationship management skills and product knowledge to promote and sell tourism products, services and customer experiences.
- Apply business principles as well as basic accounting, budgeting, financial and administration skills to support the effective management and operation of a variety of organizations delivering tourism products and services.
- Comply with relevant organization and workplace systems, processes, policies, standards, legal obligations and regulations, and apply risk management principles, to support and maintain efficient, safe, secure, accessible and healthy tourism operations.
- Use appropriate technologies to enhance the quality and delivery of tourism products, services and customer experiences, to measure the effectiveness of tourism operations and to participate in tourism development.
- Keep current with tourism trends and issues, and interdependent relationships in the broader tourism industry* sectors to improve work performance and guide career development.
- Use leadership, teamwork, conflict and relationship management skills and tools, as well as knowledge of organizational behaviour, employment standards and human rights to contribute to a positive work environment.
- Respond to issues and dilemmas arising in the delivery of tourism products, services and customer experiences by using and promoting ethical behaviour and best practices of corporate social responsibility and environmental sustainability.
- Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

Program of Study

Level: 01	Courses	Hours
ENL1813H	Communications I	42.0
GEO1003	Geography for Tourism Destination Development	42.0
HOS2224	Introduction to Hospitality and Tourism Management	42.0
HOS2255	Wine, Food and Culture	42.0
MAT0032	Hospitality and Tourism Mathematics	28.0
TOU1003	Legal and Regulatory Standards for Tourism and Travel	42.0
TRV1003	Distribution Systems 1: Transactions and Client Management	56.0
Level: 02	Courses	Hours
ACC2238	Introduction to Hospitality & Tourism Accounting	42.0
ENL1823H	Communications II	42.0

MKT2235	Introduction to Hospitality & Tourism Marketing	42.0
TOU2003	Transportation and Accommodation Sectors for Tourism	56.0
TRV2003	Distribution Systems 2: Advanced Booking Applications	56.0
Choose one from equivalencies: Courses		Hours
GED0224	General Education Elective	42.0
Level: 03		Courses
		Hours
DAT2236	Hospitality Management Applications	56.0
MGT2241	Hospitality Human Resources Management	56.0
TOU2004	Tourism and Travel Career Preparation	42.0
TOU2210	Introduction to Conferences and Event Management	42.0
TRV2232	Sales and Customer Service	42.0
Choose one from equivalencies: Courses		Hours
GED0224	General Education Elective	42.0
Level: 04		Courses
		Hours
FLD0004	Field Placement: Tourism	60.0
MKT3003	Destination Marketing Development	56.0
TOU2005	Tourism Attraction Development	56.0
TOU2006	Sustainable Tourism & Emerging Issues	56.0
TOU2212	Tourism Entrepreneurship	42.0

Fees for the 2023/2024 Academic Year

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at <http://www.algonquincollege.com/fee-estimator>

Further information on fees can be found by visiting the Registrar's Office website at <http://www.algonquincollege.com/ro>

Fees are subject to change.

Additional program related expenses include:

- Books and supplies cost approximately \$500 during the program.

Admission Requirements for the 2024/2025 Academic Year

College Eligibility

- Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR

Program Eligibility

- English, Grade 12 (ENG4C or equivalent).
- Applicants with international transcripts must provide proof of the subject specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).
- IELTS-International English Language Testing Service (Academic) Overall band of 6.0 with a minimum of 5.5 in each band; OR TOEFL-Internet-based (iBT)-overall 80, with a minimum of 20 in each component: Reading 20; Listening 20; Speaking 20; Writing 20; OR Duolingo English Test (DET) Overall 110, minimum of 110 in Literacy and no score below 95.

Admission Requirements for 2023/2024 Academic Year

College Eligibility

- Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR
- Academic and Career Entrance (ACE) certificate; OR
- General Educational Development (GED) certificate; OR
- Mature Student status (19 years of age or older and without a high school diploma at the start of the program). Eligibility may be determined by academic achievement testing for which a fee of \$50 (subject to change) will be charged.

Program Eligibility

- English, Grade 12 (ENG4C or equivalent).
- Applicants with international transcripts must provide proof of the subject-specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).
- IELTS-International English Language Testing Service (Academic) Overall band of 6.0 with a minimum of 5.5 in each band; OR TOEFL-Internet-based (iBT)-overall 80, with a minimum of 20 in each component: Reading 20; Listening 20; Speaking 20; Writing 20.

Not sure if you meet all of the requirements? Academic Upgrading may be able to help with that: <https://www.algonquincollege.com/access/>.

Should the number of qualified applicants exceed the number of available places, applicants will be selected on the basis of their proficiency in English.

Application Information

TOURISM - TRAVEL SERVICES **Program Code 0224X01FWO**

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca
60 Corporate Court
Guelph, Ontario
N1G 5J3
1-888-892-2228

Students currently enrolled in an Ontario secondary school should notify their Guidance Office prior to their online application at <http://www.ontariocolleges.ca/>

Applications for Fall Term and Winter Term admission received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served basis as long as places are available.

International applicants please visit this link for application process information:

<https://algonquincollege.force.com/myACint>

For further information on the admissions process, contact:

Registrar's Office
Algonquin College
1385 Woodroffe Ave
Ottawa, ON K2G 1V8
Telephone: 613-727-0002
Toll-free: 1-800-565-4723
TTY: 613-727-7766
Fax: 613-727-7632
Contact: <https://www.algonquincollege.com/ro>

Contact Information

Program Coordinator(s)

- Martin Taller, <mailto:tallerm@algonquincollege.com>, 613-727-4723, ext. 6139

Course Descriptions

ACC2238 Introduction to Hospitality & Tourism Accounting

A foundation in financial accounting is provided through theory and in-class exercises. Students examine what accounting information is, the accounting cycle, the process of recording transactions, and the preparation and analysis of financial statements.

Prerequisite(s): none

Corerequisite(s):none

DAT2236 Hospitality Management Applications

Students use Microsoft Excel to complete numerous tasks and decision-making processes, including costing, scheduling, budgeting, forecasting and analytical decision making. Interactive tutorials and testing are used to support learning. Hotel and restaurant management simulations reinforce basic Excel skills in a hospitality industry context.

Prerequisite(s): none

Corerequisite(s):none

ENL1813H Communications I

Communication remains an essential skill sought by employers, regardless of discipline or field of study. Using a practical, vocation-oriented approach, students focus on meeting the requirements of effective communication. Through a combination of lectures, exercises, and independent learning, students practise writing, speaking, reading, listening, locating and documenting information, and using technology to communicate professionally. Students develop and strengthen communication skills that contribute to success in both educational and workplace environments.

Prerequisite(s): none

Corerequisite(s):none

ENL1823H Communications II

Employers emphasize the need for communication skills that are effective in challenging workplace situations. Using a practical, vocational approach, students refine their writing skills, practise effective verbal communication, apply sound research skills and develop teamwork strategies in order to prepare a competitive package for the job search and interview process, to communicate negative news and persuasive messages using the indirect pattern, to create organized documents supported by research and to present clear oral messages targeted to specific audiences. A combination of lectures, exercises and independent learning activities support students in

strengthening the communication skills required for success in educational and workplace environments.

Prerequisite(s): ENL1813H

Corerequisite(s):none

FLD0004 Field Placement: Tourism

Real-world practical experience allows students to further develop and refine their skills. Students benefit from opportunities to apply their knowledge in a workplace setting in the tourism and travel sector. Students attain entry-level positions that involve a variety of activities allowing application of principles and concepts developed during their studies. Students prepare a detailed final report based on their workplace experiences. The onus is placed on the student to find their field placement with the support of faculty.

Prerequisite(s): TOU2004

Corerequisite(s):none

GED0224 General Education Elective

Students choose one course, from a group of general education electives, which meets one of the following five theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, Personal Understanding, and Science and Technology.

Prerequisite(s): none

Corerequisite(s):none

GED0224 General Education Elective

Students choose one course, from a group of general education electives, which meets one of the following five theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, Personal Understanding, and Science and Technology.

Prerequisite(s): none

Corerequisite(s):none

GEO1003 Geography for Tourism Destination Development

A region's natural site's history, architecture and cultural aspects can play a major role in attracting tourism and contribute to the local economy. Students explore various world geographic locations and research how their attributes contribute to the local economy and in turn supports tourism and destination development. Students research sightseeing opportunities, cultures, attractions of historical significance. Emphasis is placed on their geographic areas and strategic importance. Through mapping exercises, reflection and discussion exercises, workshops and special projects, students gain practical knowledge of tourism development.

Prerequisite(s): none

Corerequisite(s):none

HOS2224 Introduction to Hospitality and Tourism Management

Students are introduced to management concepts and tourism at work in their community and globally. Students gain an understanding of the interaction of all tourism sectors and the variety of work experience potential and entrepreneurial opportunities found in the tourism industry.

Prerequisite(s): none

Corerequisite(s):none

HOS2255 Wine, Food and Culture

An understanding of culture can be discovered by exploring eating and drinking customs. Students experience a virtual global tour, exploring culture, history and traditions through the lens of wine

and food. Students acquire a sense of the customs of their culture and those of others. Through comparison, observation, discussion, and reflection, students discover something found in all cultures: the importance of food and drink.

Prerequisite(s): none

Corerequisite(s):none

MAT0032 Hospitality and Tourism Mathematics

For leaders in the Hospitality and Tourism industry, many decisions boil down to an understanding of numbers. Students review essential business mathematics skills, addressing topics such as weight and volume conversions, algebraic equations, ratios, percentages, absolute and relative difference, and simple statistics. Tutorials and practical exercises help students develop knowledge and confidence to solve practical, financial and mathematical challenges encountered in typical business scenarios.

Prerequisite(s): none

Corerequisite(s):none

MGT2241 Hospitality Human Resources Management

Students explore the complexities of the diverse workforce in the hospitality industry; focus is on the elements of good supervision, human resources practices and leadership. Students learn the functions of planning, leading, organizing, controlling, motivating and communicating in the workplace. Human resources topics include recruitment, discipline, leadership and team building, training, safety in the workplace and labour relations.

Prerequisite(s): none

Corerequisite(s):none

MKT2235 Introduction to Hospitality & Tourism Marketing

The importance of contemporary marketing skills in today's increasingly competitive and complex marketplace is underlined. Students are shown how to translate ever-changing customer needs into market opportunities by planning, analyzing, researching, objective setting, and using a variety of interrelated marketing strategies. Teams construct a marketing plan for a resort hotel using mind maps. Students work in teams during assessments, case studies and classroom exercises to build a foundation of knowledge and understanding.

Prerequisite(s): none

Corerequisite(s):none

MKT3003 Destination Marketing Development

The objective of destination marketing is to identify tourism opportunities, assess viability of visitation gaps and to promote destination development. Students research tourism-related organizations and the marketing strategies used to strengthen destination development in particular regions. Students analyze tourism data and formulate ways to adapt to emerging trends. Students examine and use brand strategies and tourism marketing methods to leverage a destination's unique offerings and increase their visibility. They also practice digital marketing strategies to promote visitor engagement. Through projects, case studies, guest speakers, and workshops students acquire the ability to make evidence-based marketing decisions.

Prerequisite(s): MKT2235

Corerequisite(s):none

TOU1003 Legal and Regulatory Standards for Tourism and Travel

The tourism and travel industries are subject to a variety of laws, regulations and best practices. Therefore, it is important to be familiar with their complexities and how they impact consumers and liabilities. Students examine the legal aspects of the tourism and travel industries. Emphasis is placed on torts, consumer rights and protection, contracts, financial liability, privacy and how they are applied. Through real-world examples and activities, students develop the ability to advocate

for clients, identify risks and liability, and ensure compliance.

Prerequisite(s): none

Corerequisite(s):none

TOU2003 Transportation and Accommodation Sectors for Tourism

The tourism experience is heavily reliant on the accommodation and transportation sectors. Students are introduced to accommodation, air, rail, sea and surface transportation sectors and their impact on tourism around the world. Students research how various accommodation and transportation sectors deliver their services and how they support each other in the delivery of tourism and travel services. Furthermore, students familiarize themselves with transportation and accommodation terminologies and logistics management. Through group discussions and case study analysis, students gain insight into the various accommodation and transportation sectors and their unique modes of operation in relation to the tourism and travel industry.

Prerequisite(s): none

Corerequisite(s):none

TOU2004 Tourism and Travel Career Preparation

Planning and preparing for job searching can be beneficial in the tourism and travel industry where opportunities are diverse. Students reflect on their personal strengths and interests to support the exploration of career opportunities. Students practise soft skills for the workplace to enhance employability. Students practise using self-marketing strategies, building targeted resumes, and interviewing techniques. Students also develop a professional portfolio to support job search activities. Through hands-on workshops, simulations, guest speakers, seminars and special topics, students acquire the skills required to navigate, advance and succeed in the job search process.

Prerequisite(s): none

Corerequisite(s):none

TOU2005 Tourism Attraction Development

Attractions play an important role in tourism, travel and destinations development. Students examine visitor attractions and how they play an essential role in developing a tourism destination strategy. Students research, examine and critique various attractions and how they have the potential to increase in-bound tourism at local, provincial and national levels. Through case studies, discussions, and workshops, students develop various attraction destination strategies to promote tourism.

Prerequisite(s): none

Corerequisite(s):none

TOU2006 Sustainable Tourism & Emerging Issues

Sustainable tourism recognizes the important balance between the natural, cultural, social and economic realities of responsible tourism management. Students focus on the development of sustainable tourism practices on a domestic and international scale. Students also examine social and environmentally responsible tourism practices. Through ecotourism tourism case studies, students review methods to anticipate and mitigate the social and environmental impacts on the tourism and travel sectors.

Prerequisite(s): none

Corerequisite(s):none

TOU2210 Introduction to Conferences and Event Management

Events and conferences have flourished and are directly impacting the hospitality and tourism industry. Conferences and events require careful planning, promotion and budgeting to ensure their success and customer satisfaction. With focus on various types of events and their economic impact on the tourism industry, students apply basic risk management strategies, and budgeting in compliance with regulations and standards, to plan, promote and execute a successful event.

Through group projects and presentations students design an event business plan that includes an event description, goals and objectives, target audience, key messaging/themes, strategies/tactics, geographic scope and resources.

Prerequisite(s): none

Corerequisite(s):none

TOU2212 Tourism Entrepreneurship

In the coming years, the economic drivers for growth in the tourism industry must be fostered and anchored in entrepreneurship. Succeeding in a competitive business landscape requires targeted skill development aimed at achieving a heightened awareness of opportunities in the delivery of tourism products and services. Students distinguish between corporate entrepreneurship and traditional entrepreneurship, and how they might participate in each. Incorporating financial skills and knowledge of corporate social responsibility to support business strategies allows students to respond to industry and organizational trends. Students work individually and in a team-based environment using case studies and project-based assignments designed to sharpen their entrepreneurial skills.

Prerequisite(s): none

Corerequisite(s):none

TRV1003 Distribution Systems 1: Transactions and Client Management

Professionals in the tourism and travel industry are required to create booking information for various types of travel and accommodations and must be able to secure timely, accurate and value-oriented offerings. Students explore Global Distribution Systems (GDS) and how they facilitate transactions for booking and reservations. Students practice basic commands, create customer profiles and use dynamic pricing to find value comparisons. Students are introduced to GDS terminology and regulations for reserving travel and accommodations. Through simulations, practical examples and in-class discussions, students develop the fundamental skills to operate a GDS.

Prerequisite(s): none

Corerequisite(s):none

TRV2003 Distribution Systems 2: Advanced Booking Applications

Tourism professionals require a strong understanding of how to secure tourism and travel products for clients and to make the necessary modifications to meet their needs. Furthermore, final ticketing and invoicing require tourism professionals to perform accurate data entries for seamless flow into accounting systems. In a travel lab, students perform complex tourism and travel transactions to promote tourism and travel products and services. An emphasis is placed on itinerary planning, pricing options and complex booking and reservation modifications. Through simulations, presentations and practical activities, students develop advanced skills for tourism and travel booking activities.

Prerequisite(s): TRV1003

Corerequisite(s):none

TRV2232 Sales and Customer Service

Sales and customer service form the foundation of delivering effective tourism and travel knowledge, products and services. Adhering to organizational expectations, students apply professional techniques to ensure a successful sales cycle. Students develop product knowledge and identify trends in the travel and tourism industry to address customer needs to promote sales, through lectures and the use of appropriate technologies. Workshops, case studies, in-class discussions and role-play allow students to practice customer service skills while adhering to ethical standards and best practice policies. Emphasis is placed on controlling the sale, customer's objections, closing the sale and follow-up.

Prerequisite(s): none

Corerequisite(s):none