

TOURISM - MARKETING AND PRODUCT DEVELOPMENT

Program: TMPD

Credential: Ontario College Diploma, Co-op

Delivery: Full-time

Work Integrated Learning: 1 Co-op Work Term

Length: 4 Semesters, plus 1 work term

Duration: 2 Years

Effective: Fall 2019, Winter 2020

Location: Barrie

Description

Discover and engage in the exciting world of tourism at Georgian College. Experience a unique blend of supportive academic instruction and active hands-on learning opportunities designed to provide a solid foundation for entry into the world's fastest growing industry. The demand for new tourism experiences has created many exceptional career possibilities. A practical co-op work term also allows students to gain and sustain valuable industry knowledge and skills that set them apart from other applicants upon graduation. Join this dynamic global industry and explore a world of possibility. Sustain. Engage. Discover. Experience.

Career Opportunities

Millions of jobs worldwide are directly related to tourism. Many of these positions are available in travel or tourism related small businesses, corporations, government agencies and destination marketing organizations or in areas such as attractions and events, or heritage and cultural sites. A few examples of positions in these areas include:

- Events Coordinator,
- Marketing Coordinator,
- Public Relations Assistant,
- Tour Guide,
- Incentive Travel Sales Associate,
- Tourism Coordinator,
- Guest Service Supervisor
- Group Sales Specialist,
- Visitor Information Coordinator and
- Communications Officer.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. 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;
2. deliver customer service and solutions that anticipate, meet and/or exceed individual expectations, as well as organizational expectations, standards and objectives;
3. 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;

4. 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;
5. 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;
6. 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;
7. keep current with tourism trends and issues, and interdependent relationships in the broader tourism industry sectors to improve work performance and guide career development;
8. use leadership, teamwork, conflict and relationship management skills and tools, as well as knowledge or organizational behaviour, employment standards and human rights to contribute to a positive work environment;
9. 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;
10. apply the principles of entrepreneurial thinking into a variety of tourism industry scenarios and situations;
11. apply the principles and duties related to civic responsibility awareness in order to become a community-minded citizen.

Practical Experience

Co-operative Education is a mandatory component of all Co-op programs at Georgian College; it has been designed as a process by which students integrate their academic education with work experience related to their programs of study. This integration affects much more than simply earning a salary, including the adjustment to the work environment and the development of professionalism. It also reinforces skills and theory learned during academic semesters, develops professional contacts, job knowledge and career path, improves human relations and communication skills, and promotes personal maturity and financial independence.

Students are requested to register, attend and participate in their scheduled co-operative education classes. These classes are scheduled for all first year students and are expected to be completed in order for students to proceed successfully to their first co-op work experiences. To ensure students are eligible to proceed onto any co-op work experience, students should refer to Promotional Status and Eligibility for Co-op as outlined in the College Calendar. Co-op policies and procedures can be located on our website:

www.georgiancollege.ca/student-services/co-op-and-career-services/students-tab/ (<http://www.georgiancollege.ca/student-services/co-op-and-career-services/students-tab/>)

Georgian College follows the Co-operative Education guidelines set out by the Canadian Association for Co-operative Education (CAFCE) and Education at Work Ontario (EWO) by supporting the learning outcomes designed for the program specific graduate profile and curriculum as set out by the Ministry of Advanced Education and Skills Development.

The Program Progression

Fall Intake

- **Sem 1:** Fall 2019
- **Sem 2:** Winter 2020
- **Work Term:** Summer 2020
- **Sem 3:** Fall 2020
- **Sem 4:** Winter 2021

Winter Intake

- **Sem 1:** Winter 2020
- **Sem 2:** Summer 2020
- **Sem 3:** Fall 2020
- **Sem 4:** Winter 2021
- **Work Term:** Summer 2021

Articulation

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator for specific details if you are interested in pursuing such an option. Additional information can be found on our website at <http://www.georgiancollege.ca/admissions/credit-transfer/>

Admission Requirements

OSSD or equivalent with

- Grade 12 English (C or U)

Mature students, non-secondary school applicants (19 years or older), and home school applicants may also be considered for admission. Eligibility may be met by applicants who have taken equivalent courses, upgrading, completed their GED, and equivalency testing. For complete details refer to: www.georgiancollege.ca/admissions/policies-procedures/ (<http://www.georgiancollege.ca/admissions/policies-procedures/>)

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may also be considered for admission; refer to the Credit Transfer Centre website for details:

www.georgiancollege.ca/admissions/credit-transfer/ (<http://www.georgiancollege.ca/admissions/credit-transfer/>)

Additional Information

Applicants are invited to attend an information session or pre-arrange a visit to the Hospitality and Tourism area of Georgian College.

Graduation Requirements

- 17 Program Courses
- 2 Communications Courses
- 2 Program Option Courses
- 3 General Education Courses
- 1 Co-op Work Term

Graduation Eligibility

To graduate from this program, the passing weighted average for promotion through each semester, from year to year, and to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester unless otherwise stated on the course outline.

Program Tracking

Semester 1		Hours
Program Courses		
REAS 1000	Research in the Information Society	42
TOUR 1001	Canadian Tourism Destinations	42
TOUR 1009	Dynamics of Hospitality and Tourism	42
TOUR 1010	Eco-Adventure Travel	42
Communications Course		
Select 1 course from the communications list during registration.		42
General Education Course		
Select 1 course from the general education list during registration.		42
Hours		252
Semester 2		
ACCT 1013	Accounting Fundamentals	42
MKTG 1000	Introduction to Marketing	42
TOUR 1004	Professional Customer Service	42
TOUR 1011	World Tourism Destinations	42
Communications Course		
Select 1 course from the communications list during registration.		42
General Education Course		
Select 1 course from the general education list during registration.		42
Co-op Work Term		
Hours		252
Semester 3		
TOUR 2016	Tourism Data Collection and Analysis	42
TOUR 2023	Festival and Event Planning	42
TOUR 2024	Guiding and Interpretation	42
TOUR 2025	Discovering Attractions	42
General Education Course		
Select 1 course from the general education list during registration.		42
Program Option Courses		
Select 1 course from the available list during registration.		42
Hours		252
Semester 4		
TOUR 2010	Tourism Promotion	42
TOUR 2026	Destination Management	42
TOUR 2027	Sustainable Tourism	42
TOUR 2028	Global Travel Patterns and Trends	42
TOUR 2029	Tour Packaging and Sales	42
Program Option Courses		
Select 1 course from the available list during registration.		42
Hours		252
Total Hours		1008
Co-op Work Term		
COOP 1039	Tourism - Marketing and Product Development Work Term 1 (occurs after Semester 2)	560
Hours		560
Total Hours		560

Code	Title
Program Option Courses may include:	
ENTR 2009	Entrepreneurship and Small Business
FOSR 2003	Wine, Beer and Spirits
MKTG 1001	Planning the Marketing Strategy
MKTG 2032	Marketing on the Web
MGMT 2001	Principles of Management
MGMT 2003	Human Resources Management
RECR 2012	Arts Culture and Heritage in Recreation
TOUR 2014	Sports Tourism

Graduation Window

Students unable to adhere to the program duration of two years (as stated above) may take a maximum of four years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.