

# TOURISM

**Program:** TRSM

**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 2024, Winter 2025

**Location:** Barrie

## Description

Discover the dynamic world of tourism. Students experience supportive academic instruction while engaging in active, experiential learning that incorporates current developments such as social media and sustainability in the tourism industry. A practical, paid co-op work term allows students to develop valuable knowledge and skills that will set them apart in a world of exceptional career opportunities. Join this growing, global industry and explore a world of possibilities. Sustain. Engage. Discover. Experience.

## Career Opportunities

Millions of tourism jobs are available worldwide in small businesses, corporations, government agencies, destination management organizations and attractions. A few examples of positions include Tourism Coordinator, Social Media Coordinator, Marketing Coordinator, Tour Guide, Visitor Experience Specialist, Tourism Culture Assistant, Parks and Trails Guide, Public Relations Assistant, Experience Development Coordinator, Visitor Information Coordinator, Travel Counsellor, Incentive Travel Sales Associate, Nature-Based Tourism Interpreter, Historical Interpreter, Group Sales Specialist, Guest Service Supervisor and Sport Tourism Tournament Coordinator.

## 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 knowledge of cultural fluency and awareness in the global community.

## Practical Experience

All co-operative education programs at Georgian contain mandatory work term experiences aligned with program learning outcomes. Co-op work terms are designed to integrate academic learning with work experience, supporting the development of industry specific competencies and employability skills.

Georgian College holds membership with, and endeavours to follow, the co-operative education guidelines set out by the Co-operative Education and Work Integrated Learning Canada (CEWIL) and Experiential and Work-Integrated Ontario (EWO) as supported by the Ministry of Colleges and Universities.

Co-op is facilitated as a supported, competitive job search process. Students are required to complete a Co-op and Career Preparation course scheduled prior to their first co-op work term. Students engage in an active co-op job search that includes applying to positions posted by Co-op Consultants, and personal networking. Co-op work terms are scheduled according to a formal sequence that alternates academic and co-op semesters as shown in the program progression below.

Programs may have additional requirements such as a valid driver's license, strong communication skills, industry specific certifications, and ability to travel. Under exceptional circumstances, a student may be unable to complete the program progression as shown below. Please refer to Georgian College Academic Regulations for details.

International co-op work terms are supported and encouraged, when aligned with program requirements.

Further information on co-op services can be found at [www.GeorgianCollege.ca/co-op](http://www.GeorgianCollege.ca/co-op) (<https://www.georgiancollege.ca/co-op/>)

## Program Progression

The following reflects the planned progression for full-time offerings of the program.

### Fall Intake

- **Sem 1:** Fall 2024
- **Sem 2:** Winter 2025
- **Work Term:** Summer 2025

- **Sem 3:** Fall 2025
- **Sem 4:** Winter 2026

## Winter Intake

- **Sem 1:** Winter 2025
- **Sem 2:** Summer 2025
- **Sem 3:** Fall 2025
- **Sem 4:** Winter 2026
- **Work Term:** Summer 2026

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

## Admission Requirements

OSSD or equivalent with

- Grade 12 English (C or U)

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

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/academic-regulations/](https://www.georgiancollege.ca/admissions/academic-regulations/) (<https://www.georgiancollege.ca/admissions/academic-regulations/>)

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 for Prior Learning website for details:  
[www.georgiancollege.ca/admissions/credit-transfer/](https://www.georgiancollege.ca/admissions/credit-transfer/) (<https://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

The following reflects the planned course sequence for full-time offerings of the Fall intake of the program. Where more than one intake is offered contact the program co-ordinator for the program tracking.

Semester 1	Hours
Program Courses	
REAS 1000 Research Concepts and Applications	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	Hours
Program Courses	
BUSI 2005 Customer Service	42
MKTG 1000 Introduction to Marketing	42
TOUR 1007 Hospitality Industry Certifications	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
Hours	252
Semester 3	Hours
Program Courses	
MKTG 1017 Digital Media Marketing and Analytics	42
TOUR 2016 Tourism Data Collection and Analysis	42
TOUR 2024 Guiding and Interpretation	42
TOUR 2033 Destination and Events Management	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	Hours
Program Courses	
ACCT 1013 Accounting Fundamentals	42
TOUR 2027 Sustainable Tourism	42
TOUR 2028 Global Travel Patterns and Trends	42
TOUR 2034 Tour Packaging and Promotion	42
TOUR 2035 Tourism Challenges and Change	42
Program Option Courses	
Select 1 course from the available list during registration.	42
Hours	252
Total Hours	1008
Co-op Work Term	Hours
COOP 1039 Tourism Work Term 1 (occurs after Semester 2)	560
Hours	560
Total Hours	560



Code	Title
<b>Program Option Courses may include:</b>	
ENTR 2009	Entrepreneurship and Small Business
FLIE 1006	Airline Software
MGMT 2001	Principles of Management
RECR 2012	Arts Culture and Heritage in Recreation
TOUR 2014	Sports Tourism
TOUR 2030	Trip Planning and Travel Experience

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## 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.

*Disclaimer: The information in this document 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.*

*Program outlines may be subject to change in response to emerging situations, in order to facilitate student achievement of the learning outcomes required for graduation. Components such as courses, progression, coop work terms, placements, internships and other requirements may be delivered differently than published.*