

Fanshawe College

## FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

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Documentation (Approvals etc...)

Tourism - Travel Studies

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2016

### FANS-01330 Tourism - Travel Studies CVS Program Application

Fanshawe College

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### APPLICATION FORM FOR PROGRAM PROPOSAL

<b>A. Funding Request:</b> This proposal will be sent to the MTCU for Approval for Funding. <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No								
<b>B. College Name:</b> Click here to enter College Name								
<b>C. College Contact(s):</b> Person responsible for this proposal.  <table border="0"> <tr> <td><b>Name:</b> Tracy Gedies</td> <td><b>Name:</b> Gary Masters</td> </tr> <tr> <td><b>Title:</b> Director, Centre for Academic Excellence</td> <td><b>Title:</b> Chair, School of Tourism &amp; Hospitality</td> </tr> <tr> <td><b>Telephone:</b> 519-452-4430 ext. 4733</td> <td><b>Telephone:</b> 519-452-4430 ext. 4146</td> </tr> <tr> <td><b>E-mail:</b> tgedies@fanshawec.ca</td> <td><b>E-mail:</b> gmasters@fanshawec.ca</td> </tr> </table>	<b>Name:</b> Tracy Gedies	<b>Name:</b> Gary Masters	<b>Title:</b> Director, Centre for Academic Excellence	<b>Title:</b> Chair, School of Tourism & Hospitality	<b>Telephone:</b> 519-452-4430 ext. 4733	<b>Telephone:</b> 519-452-4430 ext. 4146	<b>E-mail:</b> tgedies@fanshawec.ca	<b>E-mail:</b> gmasters@fanshawec.ca
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<b>E-mail:</b> tgedies@fanshawec.ca	<b>E-mail:</b> gmasters@fanshawec.ca							
<b>D. Proposed Program Title:</b> <a href="#">Tourism – Travel Studies</a>								
<b>E. Proposed Credential:</b> Please select one (1). <input type="checkbox"/> Local Board Approved Certificate <input checked="" type="checkbox"/> Ontario College Certificate <input type="checkbox"/> Ontario College Diploma <input type="checkbox"/> Ontario College Advanced Diploma <input type="checkbox"/> Ontario College Graduate Certificate								
<b>F. Program Maps (Appendix A):</b> Please complete and attach the two (2) Program Maps. <a href="#">Form 1-</a> Vocational Program Learning Outcomes <a href="#">Form 2-</a> Essential Employability Skills Outcomes								
<b>G. Program Description (Appendix B):</b> Please complete and attach the Program Description Form.								
<b>H. Program Curriculum (Appendix C):</b> Please complete and attach the Program Curriculum Form.								
<b>I. Regulatory Status Form (Appendix D):</b> Please complete and attach the Regulatory Status Form.								
<b>J. Date of Submission to CVS:</b> <a href="#">January 21, 2016</a>								
<b>FOR CVS USE ONLY</b>								
<b>K. Date of CVS Response:</b> <a href="#">January 26, 2016</a>								
<b>L. CVS Validation Decision:</b> <input checked="" type="checkbox"/> Proposal Validated. APS Number: <a href="#">FANS 01330</a> Reason: <a href="#">Well developed program; aligned to the MTCU codes assigned for this field and credential.</a> <input type="checkbox"/> Proposal not Validated. Reason:								
<b>M. CVS Signature:</b> Karen Belfer								

Send the completed form and required appendices to: [belfer@ocqas.org](mailto:belfer@ocqas.org). For detailed information on how to complete the Application Form for Program Proposal, please refer to the *Instructions for Submission of Program Proposal* document at [www.ocqas.org](http://www.ocqas.org).



## INTRODUCTION

The process established by the Credentials Validation Service (CVS) is designed to be a streamlined, seamless, effective, and efficient process that will allow colleges to submit and receive validation requests and decisions in a timely manner. The document with the instructions to complete this form (*CVS Instructions for Submission of Program Proposal*) is available to all colleges on the OCQAS website ([www.ocqas.org](http://www.ocqas.org)).



**F. PROGRAM MAPS (APPENDIX A): Form 1 - Vocational Program Learning Outcomes**

<b><u>Provincial Vocational Program Outcomes</u></b> <input type="checkbox"/> Provincial Program Standard, <i>or</i> <input checked="" type="checkbox"/> Provincial Program Description <i>MTCU code: 43205</i>	<b>Proposed Program Vocational Learning Outcomes</b>	<b>Course Title / Course Code</b>
1. Ensure customer satisfaction by providing tourism services in a professional manner, both individually and as part of a team.	1. Ensure customer satisfaction by providing tourism products and services in an ethical and professional manner, both individually and as part of a team.	TRAV-1011 – TRAVEL FUNDAMENTALS  TOUR-1003 – CUSTOMER SALES AND SERVICE  COMM-XXXX – COMMUNICATIONS FOR TRAVEL TRAV-XXXX – TRAVEL BUSINESS OPERATIONS  TRAV-3013 – FLIGHTS & FARES 1 MKTG-1012 – PRINCIPLES OF MARKETING 1
2. Sell and promote tourism products and services proactively. 3. Apply knowledge of the various tourism industry sectors and their necessary interaction, both with each other and with government and other regulating bodies.	2. Use marketing concepts, social networks, sales strategies, relationship management skills, and product and tourism industry sector knowledge to promote and sell tourism products, services, and customer experiences.	TOUR-1003 – CUSTOMER SALES AND SERVICE MMED-1041 – EMERGING TECHNOLOGY TRENDS TRAV-XXXX – ATTRACTIONS & TOURISM  TRAV-XXXX – TRAVEL BUSINESS OPERATIONS  TRAV-3013 – FLIGHTS & FARES 1 MKTG-1012 – PRINCIPLES OF MARKETING 1 TRAV-XXXX – TRANSPORTATION & HOSPITALITY
3. Apply knowledge of the various tourism industry sectors and their necessary interaction, both with each	3. Comply with relevant regulatory bodies and workplace systems, and identify risk management principles and	TRAV-1011 – TRAVEL FUNDAMENTALS GEOG-1005 – EXPLORING THE GLOBE



<p>other and with government and other regulating bodies.</p>	<p>policies to ensure safe and healthy tourism operations.</p>	<p>TRAV-XXXX – ATTRACTIONS &amp; TOURISM  TRAV-XXXX – TRAVEL BUSINESS OPERATIONS DEVL-XXXX – PROFESSIONAL PRACTICES  TRAV-3013 – FLIGHTS &amp; FARES 1 TRAV-XXXX – TRANSPORTATION &amp; HOSPITALITY</p>
<p>5. Apply basic computer and telecommunications practices and techniques to facilitate the completion of administration tasks.</p>	<p>4. Use appropriate technologies to enhance the quality and delivery of tourism products, services, and customer experiences.</p>	<p>TRAV-1011 – TRAVEL FUNDAMENTALS GEOG-1005 – EXPLORING THE GLOBE TRAV-XXXX – TRAVEL SYSTEMS &amp; SOFTWARE  MMED-1041 – EMERGING TECHNOLOGY TRENDS  TRAV-3013 – FLIGHTS &amp; FARES 1 TRAV-XXXX – TRANSPORTATION &amp; HOSPITALITY</p>
	<p>5. Identify and locate prominent travel destinations.</p>	<p>TRAV-1011 – TRAVEL FUNDAMENTALS GEOG-1005 – EXPLORING THE GLOBE  TRAV-XXXX – ATTRACTIONS &amp; TOURISM  TRAV-XXXX – TRANSPORTATION &amp; HOSPITALITY</p>
	<p>6. Examine the relationship between current events and their impact on the world.</p>	<p>TRAV-1011 – TRAVEL FUNDAMENTALS GEOG-1005 – EXPLORING THE GLOBE  TRAV-XXXX – ATTRACTIONS &amp; TOURISM  TRAV-XXXX – TRANSPORTATION &amp; HOSPITALITY</p>



<p>4. Prepare and issue accurately routine ticket and other travel documentation to clients.</p>	<p>7. Collect and analyze information for the preparation of travel itineraries, reports, and packages, and prepare and issue accurate travel documentation to clients.</p>	<p>TRAV-1011 – TRAVEL FUNDAMENTALS TRAV-XXXX – TRAVEL SYSTEMS &amp; SOFTWARE  TRAV-XXXX – ATTRACTIONS &amp; TOURISM  COMM-XXXX – COMMUNICATIONS FOR TRAVEL TRAV-XXXX – TRAVEL BUSINESS OPERATIONS DEVL-XXXX – PROFESSIONAL PRACTICES  TRAV-3013 – FLIGHTS &amp; FARES 1 TRAV-XXXX – TRANSPORTATION &amp; HOSPITALITY</p>
<p>6. Work effectively with co-workers, supervisors, and others.</p>	<p>8. Collaborate and communicate effectively with customers, suppliers, and other travel agents as required in a culturally diverse and globalized business environment.</p>	<p>GEOG-1005 – EXPLORING THE GLOBE  TOUR-1003 – CUSTOMER SALES AND SERVICE MMED-1041 – EMERGING TECHNOLOGY TRENDS  COMM-XXXX – COMMUNICATIONS FOR TRAVEL TRAV-XXXX – TRAVEL BUSINESS OPERATIONS DEVL-XXXX – PROFESSIONAL PRACTICES  TRAV-3013 – FLIGHTS &amp; FARES 1 MKTG-1012 – PRINCIPLES OF MARKETING 1</p>
<p>7. Develop ongoing personal professional development strategies and plans to enhance career opportunities.</p>	<p>9. Develop ongoing personal professional development strategies and plans to enhance career opportunities.</p>	<p>TRAV-1011 – TRAVEL FUNDAMENTALS  TOUR-1003 – CUSTOMER SALES AND SERVICE MMED-1041 – EMERGING TECHNOLOGY TRENDS  COMM-XXXX – COMMUNICATIONS FOR TRAVEL</p>



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collèges de l'Ontario

		TRAV-XXXX – TRAVEL BUSINESS OPERATIONS DEVL-XXXX – PROFESSIONAL PRACTICES  MKTG-1012 – PRINCIPLES OF MARKETING 1
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*Add additional rows as required to complete the mapping exercise.*



**F. PROGRAM MAPS (APPENDIX A): Form 2 – Essential Employability Skills Outcomes**

Skill Categories	Defining Skills Skill areas to be demonstrated by the graduates	Essential Employability Skills Outcomes The graduate has reliably demonstrated the ability to:	Course Title / Course Codes <i>(As indicated in Appendix A)</i>
<b>Communication</b>	<ul style="list-style-type: none"> <li>• Reading</li> <li>• Writing</li> <li>• Speaking</li> <li>• Listening</li> <li>• Presenting</li> <li>• Visual Literacy</li> </ul>	<ul style="list-style-type: none"> <li>• communicate clearly, concisely, and correctly in the written, spoken, and visual form that fulfils the purpose and meets the needs of the audience</li> </ul>	<p>GEOG-1005 – EXPLORING THE GLOBE</p> <p>TOUR-1003 – CUSTOMER SALES AND SERVICE MMED-1041 – EMERGING TECHNOLOGY TRENDS TRAV-XXXX – ATTRACTIONS &amp; TOURISM</p> <p>COMM-XXXX – COMMUNICATIONS FOR TRAVEL TRAV-XXXX – TRAVEL BUSINESS OPERATIONS DEVL-XXXX – PROFESSIONAL PRACTICES</p> <p>MKTG-1012 – PRINCIPLES OF MARKETING 1 TRAV-XXXX – TRANSPORTATION &amp; HOSPITALITY</p>
		<ul style="list-style-type: none"> <li>• respond to written, spoken, or visual messages in a manner that ensures effective communication</li> </ul>	<p>TRAV-1011 – TRAVEL FUNDAMENTALS GEOG-1005 – EXPLORING THE GLOBE TRAV-XXXX – TRAVEL SYSTEMS &amp; SOFTWARE</p> <p>TOUR-1003 – CUSTOMER SALES AND SERVICE MMED-1041 – EMERGING TECHNOLOGY TRENDS</p>





Skill Categories	Defining Skills Skill areas to be demonstrated by the graduates	Essential Employability Skills Outcomes The graduate has reliably demonstrated the ability to:	Course Title / Course Codes (As indicated in Appendix A)
			TRAV-XXXX – ATTRACTIONS & TOURISM  TRAV-XXXX – TRAVEL BUSINESS OPERATIONS DEVL-XXXX – PROFESSIONAL PRACTICES  TRAV-3013 – FLIGHTS & FARES 1 MKTG-1012 – PRINCIPLES OF MARKETING 1 TRAV-XXXX – TRANSPORTATION & HOSPITALITY
<b>Numeracy</b>	<ul style="list-style-type: none"> <li>• Understanding and applying mathematical concepts and reasoning</li> <li>• Analysing and using numerical data</li> <li>• Conceptualizing</li> </ul>	<ul style="list-style-type: none"> <li>• execute mathematical operations accurately</li> </ul>	TRAV-XXXX – TRAVEL BUSINESS OPERATIONS DEVL-XXXX – PROFESSIONAL PRACTICES  TRAV-3013 – FLIGHTS & FARES 1 MKTG-1012 – PRINCIPLES OF MARKETING 1
<b>Critical Thinking &amp; Problem Solving</b>	<ul style="list-style-type: none"> <li>• Analysing</li> <li>• Synthesizing</li> <li>• Evaluating</li> <li>• Decision-making</li> <li>• Creative and innovative thinking</li> </ul>	<ul style="list-style-type: none"> <li>• apply a systematic approach to solve problems</li> </ul>	TRAV-XXXX – TRAVEL SYSTEMS & SOFTWARE  TOUR-1003 – CUSTOMER SALES AND SERVICE TRAV-XXXX – ATTRACTIONS & TOURISM  TRAV-XXXX – TRAVEL BUSINESS OPERATIONS  TRAV-3013 – FLIGHTS & FARES 1



Skill Categories	Defining Skills Skill areas to be demonstrated by the graduates	Essential Employability Skills Outcomes The graduate has reliably demonstrated the ability to:	Course Title / Course Codes (As indicated in Appendix A)
		<ul style="list-style-type: none"> <li>use a variety of thinking skills to anticipate and solve problems</li> </ul>	MKTG-1012 – PRINCIPLES OF MARKETING 1 TRAV-XXXX – TRANSPORTATION & HOSPITALITY  TRAV-XXXX – TRAVEL SYSTEMS & SOFTWARE TOUR-1003 – CUSTOMER SALES AND SERVICE TRAV-XXXX – TRAVEL BUSINESS OPERATIONS TRAV-3013 – FLIGHTS & FARES 1 MKTG-1012 – PRINCIPLES OF MARKETING 1
<b>Information Management</b>	<ul style="list-style-type: none"> <li>Gathering and managing information</li> <li>Selecting and using appropriate tools and technology for a task or a project</li> <li>Computer literacy</li> <li>Internet skills</li> </ul>	<ul style="list-style-type: none"> <li>locate, select, organize, and document information using appropriate technology and information systems</li> </ul>	GEOG-1005 – EXPLORING THE GLOBE TRAV-XXXX – TRAVEL SYSTEMS & SOFTWARE  TOUR-1003 – CUSTOMER SALES AND SERVICE MMED-1041 – EMERGING TECHNOLOGY TRENDS  COMM-XXXX – COMMUNICATIONS FOR TRAVEL TRAV-XXXX – TRAVEL BUSINESS OPERATIONS  TRAV-3013 – FLIGHTS & FARES 1



Skill Categories	Defining Skills Skill areas to be demonstrated by the graduates	Essential Employability Skills Outcomes The graduate has reliably demonstrated the ability to:	Course Title / Course Codes (As indicated in Appendix A)
		<ul style="list-style-type: none"> <li>analyse, evaluate, and apply relevant information from a variety of sources</li> </ul>	<p>MKTG-1012 – PRINCIPLES OF MARKETING 1</p> <p>TRAV-1011 – TRAVEL FUNDAMENTALS GEOG-1005 – EXPLORING THE GLOBE TRAV-XXXX – TRAVEL SYSTEMS &amp; SOFTWARE</p> <p>TOUR-1003 – CUSTOMER SALES AND SERVICE MMED-1041 – EMERGING TECHNOLOGY TRENDS TRAV-XXXX – ATTRACTIONS &amp; TOURISM</p> <p>COMM-XXXX – COMMUNICATIONS FOR TRAVEL TRAV-XXXX – TRAVEL BUSINESS OPERATIONS DEVL-XXXX – PROFESSIONAL PRACTICES</p> <p>MKTG-1012 – PRINCIPLES OF MARKETING 1 TRAV-XXXX – TRANSPORTATION &amp; HOSPITALITY</p>
<p><b>Inter-personal</b></p>	<ul style="list-style-type: none"> <li>Team work</li> <li>Relationship management</li> <li>Conflict resolution</li> </ul>	<ul style="list-style-type: none"> <li>show respect for the diverse opinions, values, belief systems, and contributions of others</li> </ul>	<p>TOUR-1003 – CUSTOMER SALES AND SERVICE MMED-1041 – EMERGING TECHNOLOGY TRENDS TRAV-XXXX – ATTRACTIONS &amp; TOURISM</p>



Skill Categories	Defining Skills Skill areas to be demonstrated by the graduates	Essential Employability Skills Outcomes The graduate has reliably demonstrated the ability to:	Course Title / Course Codes (As indicated in Appendix A)
	<ul style="list-style-type: none"> <li>• Leadership</li> <li>• Networking</li> </ul>	<ul style="list-style-type: none"> <li>• interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals</li> </ul>	<p>COMM-XXXX – COMMUNICATIONS FOR TRAVEL TRAV-XXXX – TRAVEL BUSINESS OPERATIONS</p> <p>MKTG-1012 – PRINCIPLES OF MARKETING 1 TRAV-XXXX – TRANSPORTATION &amp; HOSPITALITY</p> <p>TRAV-1011 – TRAVEL FUNDAMENTALS TOUR-1003 – CUSTOMER SALES AND SERVICE</p> <p>COMM-XXXX – COMMUNICATIONS FOR TRAVEL TRAV-XXXX – TRAVEL BUSINESS OPERATIONS DEVL-XXXX – PROFESSIONAL PRACTICES</p> <p>MKTG-1012 – PRINCIPLES OF MARKETING 1</p>
<b>Personal</b>	<ul style="list-style-type: none"> <li>• Managing self</li> <li>• Managing change and being flexible and adaptable</li> <li>• Engaging in reflective practice</li> </ul>	<ul style="list-style-type: none"> <li>• manage the use of time and other resources to complete projects</li> </ul>	<p>GEOG-1005 – EXPLORING THE GLOBE</p> <p>TOUR-1003 – CUSTOMER SALES AND SERVICE MMED-1041 – EMERGING TECHNOLOGY TRENDS TRAV-XXXX – ATTRACTIONS &amp; TOURISM</p>



Skill Categories	Defining Skills Skill areas to be demonstrated by the graduates	Essential Employability Skills Outcomes The graduate has reliably demonstrated the ability to:	Course Title / Course Codes (As indicated in Appendix A)
	<ul style="list-style-type: none"> <li>Demonstrating personal responsibility</li> </ul>		TRAV-XXXX – TRAVEL BUSINESS OPERATIONS DEVL-XXXX – PROFESSIONAL PRACTICES  MKTG-1012 – PRINCIPLES OF MARKETING 1 TRAV-XXXX – TRANSPORTATION & HOSPITALITY
		<ul style="list-style-type: none"> <li>take responsibility for one's own actions, decisions, and consequences</li> </ul>	GEOG-1005 – EXPLORING THE GLOBE TRAV-XXXX – TRAVEL SYSTEMS & SOFTWARE  TOUR-1003 – CUSTOMER SALES AND SERVICE MMED-1041 – EMERGING TECHNOLOGY TRENDS TRAV-XXXX – ATTRACTIONS & TOURISM  TRAV-XXXX – TRAVEL BUSINESS OPERATIONS DEVL-XXXX – PROFESSIONAL PRACTICES  MKTG-1012 – PRINCIPLES OF MARKETING 1 TRAV-XXXX – TRANSPORTATION & HOSPITALITY



## G. PROGRAM DESCRIPTION (APPENDIX B)

### **Program Description**

*Provide a brief description of the program, similar to what might be used as, or found in, advertising or a calendar description.*

The Tourism – Travel Studies program is a one-year Ontario College Certificate designed for students seeking a career in the travel industry. The curriculum will focus on the fundamentals of travel consulting including customer sales and service, travel business operations, travel systems software, and emerging technology trends. Graduates of this program will be prepared to write the Travel Industry Council of Ontario (TICO) exam. This program will be offered fully online with new intakes into the program every seven weeks.

### **Laddering Opportunities**

*Provide a brief description of known laddering into and from the proposed program, e.g. certificate to diploma, diploma to degree, apprenticeship to college, diploma to apprenticeship, college to college, diploma to college degree, etc.*

This program will include some existing courses from the Tourism – Travel Diploma program and adapt them for online delivery. Students in the existing Tourism – Travel Diploma program will be able to take the online courses to make up credits if they miss or fail a course during the regular delivery for their program. Additionally, graduates of this Certificate program will receive advanced standing credit in the Diploma program for the courses they have already completed.

### **Occupational Areas**

*Provide a brief description of where it is anticipated graduates will find employment.*

Graduates of this program will have the knowledge and skills necessary for entry-level customer service positions in the hospitality and tourism industry such as travel agent, reservations agent, front-desk agent, and other customer service representatives.

### **Proposed Program Vocational Learning Outcomes**

*Provide the list of the proposed program vocational learning outcomes. These outcomes should be listed, verbatim as they appear in Appendix A- Form 1.*

#### ***The graduate has reliably demonstrated the ability to:***

1. Ensure customer satisfaction by providing tourism products and services in an ethical and professional manner, both individually and as part of a team.
2. Use marketing concepts, social networks, sales strategies, relationship management skills, and product knowledge to promote and sell tourism products, services, and customer experiences.
3. Comply with relevant regulatory bodies and workplace systems, and identify risk management principles and policies to ensure safe and healthy tourism operations.
4. Use appropriate technologies to enhance the quality and delivery of tourism products, services, and customer experiences.
5. Identify and locate prominent travel destinations.
6. Examine the relationship between current events and their impact on the world.
7. Collect and analyze information for the preparation of travel itineraries, reports, and packages, and prepare and issue accurate travel documentation to clients.



8. Collaborate and communicate effectively with customers, suppliers, and other travel agents as required in a culturally diverse and globalized business environment

9. Develop ongoing personal professional development strategies and plans to enhance career opportunities.

### **Admission Requirements**

*Identify the Admission Requirements for the program.*

OSSD with courses from the College (C), University (U),  
University/College (M), or Open (O) stream WITH:

- Any Grade 12 English (C) or (U)

- Any Grade 11 Mathematics\* (C), (U), or (M)

OR

Academic and Career Entrance Certificate (ACE)

OR

Ontario High School Equivalency Certificate (GED) AND:

- Any Grade 11 Mathematics\* (C), (U), or (M)

OR

Mature Applicant with standing in the required courses stated above or an acceptable combination of related work experience and post-secondary education as judged by the College

Note:

\*Applicants who lack the required Mathematics may still gain eligibility for admission by completing appropriate prior upgrading.

### English Language Requirements

Applicants whose first language is not English will be required to demonstrate proficiency in English by one of the following methods:

- A Grade 12 College Stream or University Stream English credit from an Ontario Secondary School, or equivalent, depending on the program's Admission Requirements
- Test of English as a Foreign Language (TOEFL) test with a minimum score of 550 for the paper-based test (PBT), or 79 for the Internet-based test (iBT), with test results within the last two years
- International English Language Testing System (IELTS) test with an overall score of 6.0 with no score less than 5.5 in any of the four bands, with test results within the last two years
- Canadian Academic English Language (CAEL) test with an overall score of 60 with no score less than 50 in any of the four bands, with test results within the last two years
- An English Language Evaluation (ELE) at Fanshawe College with a minimum score of 70% in all sections of the test, with test results within the last two years

### Recommended Academic Preparation

- Grade 12 Business Leadership: Management Fundamentals (M)
- Grade 11 Information and Communication Technology: The Digital Environment (O)
- Grade 12 Information and Communication Technology: Multimedia Solutions (C)
- Grade 11 and Grade 12 Hospitality and Tourism (C)
- Grade 11 Travel and Tourism: A Regional Geographic Perspective (O)
- Grade 12 Business and Technological Communication (O)
- International Languages, preferably French
- Academic and Career Entrance Certificate (ACE): Business or Technical Mathematics course and Computer Skills course



Recommended Personal Preparation

Students should:

- Have a keen interest in people
- Display effective speaking and writing skills
- Develop personal responsibility and leadership skills in school, community and social organizations
- Be well travelled

Applicant Selection Criteria

Where the number of eligible applicants exceeds the available spaces in the program, the Applicant Selection Criteria will be:

- Preference for Permanent Residents of Ontario
- Achievement in the Admission Requirements





### H. PROGRAM CURRICULUM (APPENDIX C)

Semester	Course Code/ Course Title <i>(As indicated in Appendix A)</i>	General Education Course <i>(indicate with an X)</i>	Total Course Hours	Course Description
1	TRAV-1011 Travel Fundamentals		45	The travel industry is one of the fastest growing sectors in the global marketplace. Students will develop research skills as they analyze such topics as documentation, health requirements, currency and transportation options. Special emphasis will be placed on the logistics of airline travel.
1	GEOG-1005 Exploring the Globe		45	This course examines world geography with respect to the relative locations of continents, countries and principal cities as well as associated cultural and historical phenomena. This course is intended for students who wish to know more about how the ethnic, cultural, historic and social elements influence worldwide travel.
1	TRAV-XXXX Travel Systems and Software		60	All aspects of the travel industry rely heavily on the efficient and accurate use of the computer for data base retrieval and reservation booking. This course will introduce the student to the comprehensive and sophisticated Smartpoint/Galileo global distribution system.
1	TOUR-1003 Customer Sales & Service		45	The growth of the travel field has created a very competitive industry in which strong selling skills are vital, and heightened consumer awareness has created a need for consistently superior service. This course provides the student with the techniques needed to assure satisfied customers.
1	MMED-1041 Emerging Technology Trends		45	This course is designed to develop the fundamental knowledge and skills required to plan, produce and present communications packages, with emphasis placed on practical use of current and emerging technologies.
1	TRAV-XXXX Attractions & Tourism		60	This course is designed to provide an overview of the areas of the tourism industry that act as tourism generators as well as the various supports that the tourism services sector provides. The role of events, conferences, attractions, and outdoor adventure and recreation activities will be discussed. This course will also provide information regarding the tourism services sector and the public and private support services that are in place to order to promote the tourism industry.
2	COMM-XXXX Communications for Travel		45	This course will develop students' professional communication skills for the travel industry. Students will produce a variety of documents appropriate for their



				workplaces. Tone, format, organization, and word choice are critical factors in these documents. Students will incorporate research, critical thinking, summarizing, and documenting. They will also address various communication challenges in a diverse workplace.
2	TRAV-XXXX Travel Business Operations		60	While working in the travel industry is often personally enriching, it must be recognized that the employer owns a business that must operate profitably and efficiently in order to survive. Consequently, an understanding of administration, operations and finance is critical to the success of the business operation. An emphasis will be placed on the role of TICO, ACTA, IATA and other travel organizations have in the travel industry.
2	DEVL-XXXX Professional Practices		45	This course will define the necessary tools and skills to implement a successful career strategy and plan, from self-evaluation to the procurement of suitable employment. Students will be introduced to the many diversities of the travel industry with special emphasis on marketing oneself into an appropriate career. Students will explore their aptitudes and strengths and learn how transferable skills lead to success in their chosen profession.
2	TRAV-3013 Flights & Fares 1		45	This course is designed to provide the student with the complex knowledge and skills required for effective domestic tariff reading and utilization, fare construction and ticket issuance.
2	MKTG-1012 Principles of Marketing 1		45	This course is designed to provide an overview of the decisions that face Marketers in today's fast-paced and competitive business environment. Students will learn that marketing is not only advertising but a broad set of activities designed to satisfy consumer needs and wants. Students examine the information Marketers require for effective decision-making and learn the basic elements of the marketing planning process.
2	TRAV-XXXX Transportation & Hospitality		60	This course will focus on the impact and significance that the transportation, accommodation and food and beverage sectors have on the tourism industry. Emphasis will be placed on various modes of transportation and their role in the industry. As well as unique accommodation options and the evolving significance of niche and eco-travel.

Add additional rows as required to complete the curriculum chart.



## I. REGULATORY STATUS FORM (APPENDIX D)

Please complete the following:

*There IS a legislative requirement that program graduates must be certified or licensed by a regulatory authority to practice or work in the occupation*

- Mandatory recognition of a regulatory authority exists and is being sought.**  
(Please refer to Section A below- *Mandatory Regulatory Requirements*)

*There IS or IS NOT a voluntary (i.e., not required by legislation) licensing or certification for entry to practice in the profession or trade.*

- YES  
 NO

- Voluntary recognition of a regulatory authority IS being sought.**  
(Please refer to Section B below- *Recognition by Voluntary Association*)

- Voluntary recognition is NOT being sought\*.**  
Please explain why: [Click here to enter text.](#)

*\*Note: There may be titling implications for programs that are not seeking recognition in an area where existing programs have secured recognition.*



## A. MANDATORY REGULATORY REQUIREMENTS

Where licensing or certification is **required by legislation** for entry to practice in the profession or trade, the Ministry of Training, Colleges and Universities requires that colleges ensure that their programs will meet the requirements of the regulatory body in order to be approved for funding.

Name of regulatory authority:

**Status** (please select ALL that apply)

Accreditation or approval by the regulatory authority / designated third party received.

Date of recognition:

The college is working toward accreditation with the regulatory authority/ designated third party.

Describe current status of application:

Expected date of recognition:

The regulatory authority does not accredit educational programs directly or through designated third party. Formal acknowledgement (e.g. in its published or legislated registration requirements) that the program graduates will be eligible to write any required certifying or registration exam(s) or that the program is otherwise recognized for the purposes of certifying or registering a graduate is being sought.

**Please submit an acknowledgement and/or evidence from the regulatory authority regarding the status of the recognition.**



## B. RECOGNITION BY VOLUNTARY ASSOCIATION

Colleges may choose to have a program accredited or recognized by a voluntary membership organization or association. Graduate eligibility for association recognition or adherence to standards imposed by the body is **a recommendation and not a requirement** for program funding approval by the Ministry of Training, Colleges and Universities.

Name of voluntary association:

**Status** (please select ALL that apply)

The college is working toward recognition.

Describe current status of application:

Expected date of recognition:

Recognition has been received.

Date of recognition:

Type of recognition (e.g. accreditation, graduates eligible to write membership exams, etc.):

The association does not recognize educational programs directly or through designated third party. Formal recognition (e.g. in its published requirements) that the program graduates will be eligible to write any required certifying or registration exam(s) or that the program is otherwise recognized for the purposes of certifying or registering a graduate is being sought.

**Please submit an acknowledgement and/or evidence from the regulatory authority or voluntary association regarding the status of the recognition.**