Our Program

Expand your local and international career opportunities - Join the rapidly-growing tourism industry.

The two-year Tourism - Travel Services Ontario College Diploma program gives you the experience and specialized skills you need for an exciting career in the diverse tourism and travel industry sectors.

In this program, you receive current travel industry knowledge from our faculty, who have a strong background in all of the industry sectors.

This essential knowledge includes:

- the practical application of industry software used in the airline and travel services industry
- world tourism geography
- marketing
- customer service excellence

Learn about current industry trends like sustainable tourism, niche and group travel and customized vacation planning.

Expand your real-world experience during a two-week field placement in the tourism and travel sector of your choice.

The diverse set of skills and opportunities provided by this program gives you the confidence you need to start your career.

Before graduation, you write the Travel Industry Council of Ontario (TICO) exam. This exam is required to meet the mandatory licensing requirement for work in licensed retail or wholesale travel service operations in Ontario.

Algonquin College graduates have a competitive edge with employers because the program has earned the highest (5-star) accreditation from The Association of Canadian Travel Agencies (ACTA), cementing its reputation for excellence within the industry.

Employment

Graduates may find employment as retail travel counsellors, tour operator counsellors, flight attendants, airport customer service agents, destination representatives, travel service representatives that include motor coach, rail, auto and cruise lines.

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 of 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. 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

<table>
<thead>
<tr>
<th>Level: 01</th>
<th>Courses</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENL1813H</td>
<td>Communications I</td>
<td>42.0</td>
</tr>
<tr>
<td>GEO1714</td>
<td>Exploring Geography - North America</td>
<td>42.0</td>
</tr>
<tr>
<td>TOU2203</td>
<td>Introduction to Hospitality and Tourism</td>
<td>42.0</td>
</tr>
<tr>
<td>TOU2204</td>
<td>Introduction to Sustainable Tourism</td>
<td>28.0</td>
</tr>
<tr>
<td>TRV2209</td>
<td>Computer Reservations I</td>
<td>56.0</td>
</tr>
<tr>
<td>TRV2281</td>
<td>Inclusive Tours</td>
<td>42.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level: 02</th>
<th>Courses</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENL1823H</td>
<td>Communications II</td>
<td>42.0</td>
</tr>
<tr>
<td>GEO1723</td>
<td>Customized Vacations</td>
<td>56.0</td>
</tr>
<tr>
<td>TRV2220</td>
<td>Computer Reservations II</td>
<td>56.0</td>
</tr>
<tr>
<td>TRV2227</td>
<td>Flights and Fares</td>
<td>42.0</td>
</tr>
<tr>
<td>TRV2251</td>
<td>Niche and Group Travel</td>
<td>28.0</td>
</tr>
<tr>
<td>TRV2253</td>
<td>Introduction to Tourism Marketing</td>
<td>42.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Choose one from equivalencies: Courses</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>GED0224 General Education Elective</td>
<td>42.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level: 03</th>
<th>Courses</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEO1724</td>
<td>Exploring Geography - Europe and Africa</td>
<td>42.0</td>
</tr>
<tr>
<td>TRV2215</td>
<td>The World of Cruises</td>
<td>42.0</td>
</tr>
<tr>
<td>TRV2230</td>
<td>Computer Reservations III</td>
<td>56.0</td>
</tr>
<tr>
<td>TRV2232</td>
<td>Sales and Customer Service</td>
<td>42.0</td>
</tr>
<tr>
<td>TRV2252</td>
<td>International Airline Systems</td>
<td>56.0</td>
</tr>
<tr>
<td>Level: 04</td>
<td>Courses</td>
<td>Hours</td>
</tr>
<tr>
<td>----------</td>
<td>----------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td></td>
<td>Field Placement</td>
<td>60.0</td>
</tr>
<tr>
<td></td>
<td>Geography - Asia and Oceania</td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td>Wine, Food and Culture</td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td>Introduction to Conferences and Event Management</td>
<td>36.0</td>
</tr>
<tr>
<td></td>
<td>Tourism Entrepreneurship</td>
<td>36.0</td>
</tr>
<tr>
<td></td>
<td>Travel Simulation Services</td>
<td>24.0</td>
</tr>
<tr>
<td></td>
<td>The Global Traveler</td>
<td>36.0</td>
</tr>
<tr>
<td></td>
<td>Computer Reservations IV</td>
<td>48.0</td>
</tr>
</tbody>
</table>

**Fees for the 2019/2020 Academic Year**

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at [https://www.algonquincollege.com/fee-estimator](https://www.algonquincollege.com/fee-estimator).

Further information on fees can be found by visiting the Registrar’s Office site at [https://www.algonquincollege.com/ro](https://www.algonquincollege.com/ro).

Fees are subject to change.

Additional program related expenses include:

Supplies can be purchased at the campus store. For information about books, go to [https://www3.algonquincollege.com/etextbooks](https://www3.algonquincollege.com/etextbooks).

There is a fee charged to students to write the Travel Industry Council of Ontario (TICO) exam.

**Admission Requirements for the 2020/2021 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).
- Mathematics, Grade 11 MBF3C or equivalent is recommended.

- International applicants must provide proof of the subject specific requirements noted above along with proof of either: (IELTS / TOEFL) 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.

- Applicants with international transcripts must provide proof of the subject specific requirements noted above and may be required to provide proof of language proficiency.

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

**Admission Requirements for 2019/2020 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).
- Mathematics, Grade 11 (MBF3C or equivalent is recommended).
- International applicants must provide proof of the subject specific requirements noted above along with proof of either: (IELTS / TOEFL) 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 22 in each component: Reading 20; Listening 20; Speaking 20; Writing 20.
- Applicants with international transcripts must provide proof of the subject specific requirements noted above and may be required to provide proof of language proficiency.

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
Email: mailto:AskUs@algonquincollege.com

Additional Information
Programs at Algonquin College are Bring Your Own Device (BYOD). To see the BYOD requirements for your program, please visit: https://www7.algonquincollege.com/byod/.

This program has a Fall intake and a Winter intake each academic year. The Fall intake follows the standard College 15-week term pattern: September-December and January-April for two consecutive years. The Winter intake runs for four consecutive 15-week terms: January-April, May-August, September-December and January-April.

For more information, contact Martin Taller, Program Coordinator, at 613-727-4723 ext. 6139 or mailto:tallerm@algonquincollege.com.

Course Descriptions

**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**

Students gain practical business experience in an industry-related field placement. This field placement is a component of Travel Agency Simulation II (TRV2256). Students are responsible for securing their own industry placement.

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

**GEO1714 Exploring Geography - North America**

Travel professionals require an in-depth knowledge of the popular tourist destinations in Canada,
United States of America and Mexico. Students acquire the knowledge and research skills to promote tourism products and services while providing positive customer experiences for the Canadian traveler. An overview of the social, political, cultural, economic and geographic background of the countries is enhanced through in-class lectures, discussions, workshops and exercises using appropriate technologies.

Prerequisite(s): none
Corerequisite(s): none

GEO1723 Customized Vacations

Customized vacations are an emerging trend in the travel and tourism industry. Focusing on products unique to the Caribbean, students develop fully independent tours (FIT) and various products to suit that travel market. Through the use of appropriate technology, workshops and group activities, students research, compile and present insurance, charter flight, accommodations, car rental and customs' procedure information to promote and sell customized vacations.

Prerequisite(s): none
Corerequisite(s): none

GEO1724 Exploring Geography - Europe and Africa

Travel professionals require an in-depth knowledge of the popular tourist destinations in Europe, Africa and the Middle East. Students acquire the knowledge and research skills to promote tourism products and services while providing positive customer experiences for the Canadian traveler. An overview of the social, political, cultural, economic and geographic background of the countries is enhanced through lectures, discussions, workshops and exercises using appropriate technologies.

Prerequisite(s): none
Corerequisite(s): none

GEO1729 Geography - Asia and Oceania

Cultural understanding and appreciation are developed through the study of the diverse areas of Oceania and Asia. Knowledge and research skills gained allow the student to provide accurate advice about these regions. Social, political, cultural, religious, economic, and geographic information is presented for analysis and application.

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

TOU2203 Introduction to Hospitality and Tourism

A solid foundation in the history of the tourism industry provides the basis for effective design and promotion of tourism products and services. Students are presented with examples of tourism in their communities and around the world to promote an appreciation of the connections between tourism sectors, and highlight opportunities for career development and entrepreneurship. Through research, class discussions and the use of case studies, students apply their knowledge as they incorporate tourism products and trends into a final tourism destination presentation.

Prerequisite(s): none
TOU2204 Introduction to Sustainable Tourism

Sustainable tourism recognizes the important balance between the natural, cultural, financial, labour, social and economic realities of responsible tourism management. Students focus on sustainable nature-based tourism and the development of such practices on an international scale. Students also examine tourism's relationship to the environment and the origins and development of ecotourism. Tourism geography of popular tourist destinations in Central and South America is developed.

Prerequisite(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 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 plan that includes an event description, goals and objectives, target audience, key messaging/themes, strategies/tactics, geographic scope and resources.

Prerequisite(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

TRV2209 Computer Reservations I

Clients in the travel industry require flight and fare information for both domestic and transborder travel. Students use SMARTPOINT by TRAVELPORT in a real-world environment to apply travel transactions. Students create passenger records and apply basic airline fare including tax details. Emphasis is placed on terminology, travel organizations and passenger regulations. In-class exercises ensure effective and efficient operations as well as development and promotion of tourism products and services.

Prerequisite(s): none

TRV2215 The World of Cruises

Cruise ship travel is a prevalent and evolving industry. Students apply product knowledge, marketing concepts, sales and customer service strategies to identify market trends within the industry and to promote cruise travel. Through participating in a group cruise line pitch assignment, case studies and digital activities, students gain an advanced level of understanding of the cruise industry and current trends. Emphasis is placed on the knowledge of terminology, onboard activities, shore excursions, accommodation options, the terms and conditions of sale, pricing
Tourism - Travel Services

components and cruise line environmental stewardship policies.

Prerequisite(s): none
Corerequisite(s): none

**TRV2218 Travel Simulation Services**

Leadership and management skills are essential to address emerging trends in the tourism and travel industry in order to deliver professional sales and customer experiences. In compliance with organizational and industry standards, students gain the opportunity to apply theoretical knowledge to practical situations. Students use sales skills, marketing knowledge, problem solving skills and business principles while adhering to sustainable best practices for the tourism and travel sectors. This is achieved through individual and team-based learning while contributing to an assignment.

Prerequisite(s): none
Corerequisite(s): none

**TRV2220 Computer Reservations II**

Clients in the travel industry require fare information for both domestic and trans-border flights. Students use SMARTPOINT by TRAVELPORT in a real-world environment to apply travel transactions. Galileo Vacations allows students to research travel plans and packages to ensure client satisfaction and promote a positive customer experience. Case study exercises ensure effective and efficient operations as well as development and promotion of tourism products and services.

Prerequisite(s): TRV2209
Corerequisite(s): TRV2227

**TRV2227 Flights and Fares**

Safe and efficient domestic and trans-border travel requires in-depth knowledge of airfare principles. Students interpret and articulate airfare regulations. By applying workplace processes and administration skills, students practice the procedures of ticket exchanges and refunds according to operational practices. Case studies are used to develop students’ knowledge of international fare displays, current travel entry documentation and health requirements.

Prerequisite(s): TRV2209
Corerequisite(s): TRV2220

**TRV2230 Computer Reservations III**

Clients in the travel industry require accurate fare information for international flights. Students use SMARTPOINT by TRAVELPORT in a real-world environment to apply travel transactions. Students use airline reservations skills to ensure client satisfaction and promote a positive customer experience. Case study exercises ensure effective and efficient operations as well as development and promotion of tourism products and services.

Prerequisite(s): TRV2220
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.
TRV2251 Niche and Group Travel

Specialty or niche travel refers to tourism products and experiences that appeal to a small but often dedicated market. Students are introduced to products, markets and companies that specialize in this tourism sector. Students identify and organize elements of special interest and incentive travel, using examples from Canada and international locations. Students explore topics, such as cultural identity, key customer motivators, attitudes, costing and the characteristics of group travel.

Prerequisite(s): none
Corerequisite(s): none

TRV2252 International Airline Systems

The connectivity provided by international airlines facilitates the fast-growing global tourism industry. Students examine the fundamentals for pricing international journeys, interpreting constructed fares and decoding electronic ticket data to deliver excellent customer service and solutions. Through case study analyses, discussions and industry training courses, students gain an understanding of the major international carriers and alliances to promote and sell tourism products, services and customer experiences. Emphasis is placed on transatlantic and transpacific routes, fare structures to Europe, Middle East, Asia and South Pacific.

Prerequisite(s): TRV2227
Corerequisite(s): none

TRV2253 Introduction to Tourism Marketing

Marketing is vital to the success of all hospitality and tourism businesses and organizations. Students are introduced to concepts and definitions, including marketing research, the marketing mix, branding, consumer travel trends and unique aspects of the tourism industry. Students are also introduced to marketing strategies and opportunities in the context of social media and web based applications with the end result equating to positive customer service, sales growth and ultimately profit. Projects focus on the alignment of local, provincial and national marketing strategies with Canadian tourism organizations.

Prerequisite(s): none
Corerequisite(s): none

TRV2281 Inclusive Tours

Inclusive travel packages provide clients with convenient, economical travel options. Students are introduced to the travel distribution system and the role of the travel agency and the travel counsellor in the sale of the travel product. Within the context of economic sustainability, students apply basic accounting principles and evaluate operational best practices within agency settings. Through the use of appropriate technology, workshops and lectures, focus is placed on the various components of package tours, travel insurance and legal responsibilities. Students write the Travel Industry Council of Ontario (TICO) exam in order to meet the mandatory licensing requirements in Ontario.

Prerequisite(s): none
Corerequisite(s): none

TRV2295 The Global Traveler

In the global travel and tourism industry, customized vacations are an emerging international trend. Fully independent tours (FIT) are developed to meet client needs within industry standards. Students compile product knowledge of ski vacations, world-wide rail products, car leasing and European tour components into personalized vacations. Tourism trends and issues are evaluated through the use of technology and classroom discussions with industry professionals.
Prerequisite(s): none  
Corerequisite(s): none

**TRV2440 Computer Reservations IV**

Corporate clients in the travel industry require fare, hotel and car rental information to meet their travel needs. Students use SMARTPOINT by TRAVELPORT in a real-world environment to apply travel transactions. Through building company profiles and booking flight, car and hotel components, students gain the knowledge to promote and sell tourism products. Practice in a laboratory environment focuses on providing excellent customer service and acquiring the skills required to succeed in a corporate travel environment.

Prerequisite(s): TRV2230  
Corerequisite(s): none