

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

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 and 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

- 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
ACC2248	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 and Tourism Management Applications	56.0
MGT1003	Sales and Customer Relationship Management	42.0
MGT2241	Hospitality and Tourism Human Resources Management	56.0
TOU2004	Tourism and Travel Career Preparation	42.0
TOU2210	Introduction to Conferences and Event Management	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 2025/2026 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 2026/2027 Academic Year

College Eligibility

- Ontario Secondary School Diploma (OSSD) or equivalent;
- 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 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

- 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 2025/2026 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 will be charged (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; OR Duolingo English Test (DET) Overall 110, minimum of 110 in Literacy and no score below 95.

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.my.site.com/myac360/s/self-registration-page>

For further information on the admissions process, contact:

Registrar's Office

Algonquin College
1385 Woodroffe Ave
Ottawa, ON K2G 1V8
Contact: <https://www.algonquincollege.com/ro>

Contact Information

Program Coordinator(s)

- Dr. Ameet Tyrewala, <mailto:tyrewaa@algonquincollege.com> , 613-727-4723, ext. 7475

Course Descriptions

ACC2248 Hospitality & Tourism Accounting

An awareness of fundamental financial accounting principles and the accounting cycle are central to understanding of how organizations manage their financial operations. Students use fundamental approaches to outline and analyze financial statements. Students differentiate between types of ownership and how they are approached from an accounting perspective. Real-world transactions and financial statements are used to investigate how accounting can be approached by hospitality and tourism businesses.

Prerequisite(s): none

Corerequisite(s):none

DAT2236 Hospitality and Tourism Management Applications

A spreadsheet application's ability to automate mathematical calculations has ensured it is one of the most popular types of business applications in hospitality and tourism businesses. Students produce and format professional spreadsheets that include basic and complex mathematical formulas. Through hands-on activities, students develop skills to transform data into charts and tables to summarize, analyze, manipulate, and communicate spreadsheet data for a variety of audiences.

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 & 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 & 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

The hospitality and tourism industry includes diverse and interconnected sectors. Students examine fundamental principles of management within the industry and how these principles open doors to many entrepreneurial and professional pathways. Interactive learning experiences serve as an initial step for students to recognize and explore the varied roles and potential career trajectories in this rapidly growing 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

As future managers or leaders, a solid grasp of business mathematics is crucial for informed decision-making. Students build essential business mathematics skills, addressing topics such as weight and volume conversions, algebraic equations, ratios, percentages, absolute and relative differences, and simple statistics. Through industry-related practical exercises, students develop knowledge and confidence to solve typical financial and mathematical problems encountered in the dynamic environments of hospitality and tourism businesses.

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

MGT1003 Sales and Customer Relationship Management

Sales and customer service form the foundation of delivering tourism and travel knowledge, products and services. Students practise customer relationship management strategies to promote sales, customer retention and brand loyalty. Students explore and practise selling techniques to achieve a successful sales cycle. Emphasis is placed on soft skills, controlling the sale, customer objections, closing the sale and customer follow-up. Through workshops, case studies, in-class discussions and role-play activities, students practise customer service skills and best practices.

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

MGT2241 Hospitality and Tourism Human Resources Management

A comprehensive understanding of human resources management is essential to the recruitment, hiring, training, development, and retention of individuals in any industry. Students develop an understanding of job analysis and job descriptions and the role they play in human resources management. Through case study, guest lectures and role play, students examine foundational human resources management concepts within the Canadian legal context.

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

MKT2235 Introduction to Hospitality & Tourism Marketing

Contemporary marketing skills are required to remain competitive in the diverse hospitality and tourism industry. Students explore the process of transforming evolving customer needs into market opportunities through planning, analysis, research, and objective setting. Focusing on various interrelated marketing strategies, students examine tools to effectively understand and engage with the current marketing landscape. Through a combination of practical applications, students develop an understanding of marketing dynamics and how they are effectively applied in both hospitality and tourism businesses.

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