

## Tourism and Travel

### OBJECTIVES

The Tourism and Travel program at Eastern College combines theoretical and practical training to equip graduates with the skills needed to be successful in this changing industry.

Students will emerge with knowledge and skills pertinent to industry practices, with travel courses focused on transportation, booking fares, issuing tickets and itineraries, geography, software, and client relations. Tourism courses prepare students with a basic knowledge of local history, notable local and international tourist attractions, and offer an overview of tourism as both a product and service.

### CERTIFICATIONS

Successful graduates emerge with obtaining industry standard certifications including Service Excellence in the Global Village, World Host, Tourism WHMIS, Basics.fst Food Safety, and Serve Right – It’s Just Good Business Responsible Beverage Service.

Students will also write the exams for the *emerit* Workplace Essentials Certificate and the Occupational Knowledge Certificate: Travel Counsellor.

### CAREER OPPORTUNITIES

The global tourism industry offers opportunities for advancement and is an exciting, flexible and friendly industry in which to pursue a career. By 2015, the number of people employed in tourism-related occupations in Canada is projected to reach 1.95 million. The Canadian Tourism Human Resource Council (CTHRC) in their 2008-2015 Labor Market Plan indicates that the next decade, in spite of current economics, will present a major challenge to human resources to ensure that the tourism industry remains competitive. In Atlantic Canada the need for skilled labor is acute and will remain so as the tourism industry flourishes and develops.

### PREREQUISITES

If a student does not have Grade 12 or equivalent, he/she must achieve a score of 13 on the Wonderlic Test.

### GRADUATION REQUIREMENTS

A student must obtain an overall grade, in each module of at least 70% in order to graduate and receive a diploma. A student must complete all requirements of the Student Success Strategies, Career Planning and Preparation modules, the Field Placement requirements, as well as meeting the attendance requirements as outlined by the Department of Labour and Advanced Education throughout the duration of his/her program.

### OVERVIEW

Course	Hours
Student Success Strategies	20
Software Lab: Computer Fundamentals	40
Software Lab: Word Processing	40
Software Lab: Spreadsheets	40
Software Lab: Presentations	40
Software Lab: Database Management	40
Fundamentals of the Tourism Industry	80
Provincial Tourism, Economics and Marketing	80
Travel Sales and Services	80
Travel Products I	80
Travel Products II	80
Tourism Sales and Services	80
Ticketing	120
Planning Travel Services Packages	20
Industry Required Certificates	20
Career Planning and Preparation Level I	20
Career Planning and Preparation Level II	20
Field Placement	5 weeks
<b>TOTAL WEEKS (without breaks)</b>	<b>50</b>
<b>TOTAL WEEKS (with maximum* scheduled breaks)</b>	<b>53</b>

\*Number of study break weeks will depend on student start date

\*\*Work terms/internships are scheduled for a minimum of 20 hours per week, but the total number of hours worked and the timing of hours scheduled are at the discretion of the employer/host to a maximum of 40 hours per week.

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### COURSE DESCRIPTIONS

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#### **Student Success Strategies**

*Instructor Led*

In this orientation module, emphasis is placed on thinking about achieving success from Day One. This module stresses the importance of developing non-technical skills to enhance personal, academic, and career success. This includes understanding learning styles and honing practical study skills, such as memory, reading, note-and test-taking techniques. Personal exercises will focus on teamwork, decision making and problem solving skills, setting SMART goals and maintaining a positive attitude; techniques for managing change, stress and conflict will also be explored. Students will be evaluated through a variety of assignments, projects, presentations, quizzes and exams in addition to their participation throughout the course.

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#### **Software Lab: Computer Fundamentals**

*Instructor Facilitated*

Through a combination of theory and hands-on-practice, this module examines the role and use of the computer in today's workplace. Emphasis is placed on those computers outfitted with the Microsoft Windows operating system. Students will review basic computer concepts, Windows OS usage, and complete hands-on training exercises in business-standard software applications, including Microsoft Outlook and Microsoft Word. Keyboarding skills are also honed via daily keyboarding exercises and drills. Students will be evaluated through a variety of assignments, projects, quizzes and exams in addition to their participation throughout the course.

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#### **Software Lab: Word Processing**

*Instructor Facilitated*

This software lab module consists of online training and assessment in Microsoft Word, and builds on the skills introduced in Computer Fundamentals. Students learn a comprehensive set of skills, with coverage including formatting text for layout and appearance, formatting document sections, using styles, working with header/footer content, inserting and formatting tables, graphics and pictures, working with templates and themes, using advanced editing features, and working with mailing tools. Students will be evaluated through a variety of assignments, projects, quizzes and exams in addition to their participation throughout the course.

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#### **Software Lab: Spreadsheets**

*Instructor Facilitated*

This software lab module consists of online training and assessment in Microsoft Excel. Students learn a comprehensive set of skills, with coverage including creating, formatting and printing worksheets, creating simple and advanced formulas, using mathematical, logical, statistical and financial functions, creating and modifying charts and pivot tables, and using data tools. Students will be evaluated through a variety of assignments, projects, quizzes and exams in addition to their participation throughout the course.

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#### **Software Lab: Presentations**

*Instructor Facilitated*

This software lab module consists of online training and assessment in Microsoft PowerPoint. Students learn a comprehensive set of skills centered around the creation of attractive, professional-looking presentations. Students learn how to effectively use and format animations, transitions, pictures, audio, video, charts and tables, as well incorporate speaker notes and annotations into their presentations. Students will be evaluated through a variety of assignments, projects, presentations, quizzes and exams in addition to their participation throughout the course.

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## Software Lab: Database Management

*Instructor Facilitated*

This software lab module consists of online training and assessment in Microsoft Access. Students learn a comprehensive set of skills, including creating and modifying database tables, defining table relationships, sorting data, creating simple and advanced queries, creating and formatting forms and reports, and creating and running macros. Students will be evaluated through a variety of assignments, projects, quizzes and exams in addition to their participation throughout the course.

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## Fundamentals of the Tourism Industry

*Instructor Led*

This module prepares students with an understanding of the importance of tourism – a multifaceted global industry. Lessons covered include the origins and growth of tourism; geography and the tourism industry; new forces affecting tourism; the future of tourism; history and future of hospitality accommodations and the food and beverage sector; overview of the travel industry, and impact of recreation and entertainment. Students will be evaluated through a variety of assignments, projects, presentations, quizzes and exams in addition to their participation throughout the course.

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## Provincial Tourism Economics and Marketing

*Instructor Led*

In this module the student is provided with the key concepts and issues pertaining to the physical, cultural and economic impact of tourism locally and globally. Students will learn that tourism is both a product and a service, and will discuss how to apply the components of service marketing to tourism marketing initiatives at a provincial, national and international level. Students will learn about the tourism industry marketplace; meeting demands for tourism services; tourism marketing initiatives; and product development. Students will have an overall understanding of the importance of the legal infrastructure and opportunities and challenges for national and international regulation. Relevant tourism laws and regulations on local, provincial, federal and international levels are explored as are risk and liability, risk management in sport and recreation and risk management for tourism operators. Provincial history is reviewed with emphasis placed on popular tourist destinations. Recreation sites are also covered. Students will be evaluated through a variety of assignments, projects, presentations, quizzes and exams in addition to their participation throughout the course.

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## Tourism Sales and Services

*Instructor Led*

This module will prepare students to be able to promote tourism products and services to customers, and introduce concepts related to computer and point of sale systems for tourism professionals. Students will be able to combine positive attitudes and other skills to provide top quality and professional service. Lessons covered include promoting products, services and the company, basics of customer service, serving customers with special needs, policy-making, mathematics for the workplace, and inventory basics are reviewed. Students will be evaluated through a variety of assignments, projects, presentations, quizzes and exams in addition to their participation throughout the course.

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## Travel Sales and Services

*Instructor Led*

This module is designed to develop the ability to establish and maintain an efficient and organized travel service business while developing an understanding of the marketing process as well as the importance of achieving pre-determined goals. Students will learn to become transportation and travel services professionals while developing an understanding of both the transportation and travel services industries and the role played by the travel services professional in meeting the needs and expectations of the client. They will learn the importance of promoting safe and respectful travel procedures and how to avoid personal and company liability. Lessons covered include communication, establishing and maintaining files, print and electronic mail; selecting, operating and maintaining equipment; managing supplies; supplier and client

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relations; selling travel insurance; service distribution; outbound travel and inbound travel; meeting travellers' needs and expectations; removing travel barriers; legislation, regulations and professional practice codes; professional appearance; healthy work environment; and professional development. Students will also be introduced to the TICO (Travel Industry Council of Ontario) Educational Standards so they are prepared to meet requirements to be employed by an Ontario-registered travel agency anywhere in Canada. Students will be evaluated through a variety of assignments, projects, presentations, quizzes and exams in addition to their participation throughout the course.

## **Travel Products I**

*Instructor Led*

This module prepares students to offer to their clients, accurate and timely advice on destination and travel product services. Students will learn how to provide accurate information regarding airline and airfare options as well as information regarding rail, vehicle and other surface transportation options. Lessons covered include, researching destinations to exceed client requests and needs; providing accurate information; creating destination and product profiles; air transportation options; the language of air travel; seeking and interpreting airline information; calculating client fares; industry ticketing procedures; domestic and international overland travel options; the rail travel customer profile; selling the rail product; identifying cost effective rail travel options; the motorcoach customer profile; selling the motorcoach product; identifying cost effective motorcoach options; profile of the vehicle rental customer; selling the vehicle rental product and identifying cost effective vehicle rental options. Students will be evaluated through a variety of assignments, projects, presentations, quizzes and exams in addition to their participation throughout the course.

## **Travel Products II**

*Instructor Led*

Students will be prepared to determine travel services and products that are generating a demand for specific destinations. Lessons covered include regional and international products/services; attractions and events; tour and lifestyle products; new trends and traditional products; hospitality services as travel generators; and packaging. Students will also be prepared to determine cruise services and products available to their clients. Lessons covered include the cruise market; the language of cruising; researching cruise options; meeting cruise client needs and expectations; and developing and costing a cruise package. Students will be evaluated through a variety of assignments, projects, presentations, quizzes and exams in addition to their participation throughout the course.

## **Ticketing**

*Instructor Led*

This module prepares students to use booking technology effectively to provide a number of transportation and travel services. Students will develop the ability to select appropriate technology for specific travel service operations and become aware of trends in the global technology landscape; travel sales distribution framework; other travel services and technologies; and trends shaping telecom and travel technology landscapes globally. Students will learn to develop the ability to apply the terms, codes, fare contract principles and fare application rules necessary to provide the best price for their clients. Lessons include securing and recording reservations; making changes and cancellations; keeping accurate files; preparing appropriate documents; and following legal requirements. Students will be evaluated through a variety of assignments, projects, presentations, quizzes and exams in addition to their participation throughout the course.

## **Industry Required Certificates**

*Instructor Led*

This module includes training and preparation to achieve five certifications – Service in the Global Village, World Host, Tourism WHMIS, Basics.fst Food Safety, and Serve Right – It's Just Good Business Responsible Beverage Service. Students

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may be evaluated through a variety of assignments, projects, quizzes and exams in addition to showing a demonstrative understanding of the material delivered.

### **Planning Travel Services Packages**

*Instructor Led*

The focus of this module is to prepare the student to demonstrate the required knowledge, skills and attributes in respect to providing transportation and travel services to develop a Familiarization Trip (FAM) package and a travel package tailored for a specific client. Students will expand their understanding of regional and national travel products. Lessons covered through this capstone project will include: steps in planning a trip; team selection; determining client needs and expectations for a FAM trip; collecting destination and product information for a FAM trip; making decisions and travel arrangements for a FAM trip; and developing client briefing packages and documentation. Students will be evaluated through a variety of assignments, projects, presentations, quizzes and exams in addition to their participation throughout the course.

### **Career Planning and Preparation Level I**

*Instructor Led*

This module introduces tools for planning and preparing for a successful job search, so that students can maintain a career-focused approach throughout their education program. Students will learn about the "Hidden" Job Market and ways to access it in their upcoming job search, how to research opportunities and network for industry contacts, and use appropriate etiquette when communicating with prospective employers. Students will identify their personal skills, values and preferences for the workplace, begin preparation of a professional resume and references, and organize proof documents for their career portfolio. Class discussions on various self-management topics introduced in Student Success Strategies will round out this module, which is a pre-requisite for Career Planning and Preparation - Level II.

An introduction to Occupational Health and Safety will also be discussed, specifically the definition of occupational health and safety; an individual's safety rights; responsibilities under Nova Scotia law; hazard identification and control; WHMIS, First Aid and fire safety requirements. Students will be evaluated through a variety of assignments, projects, and quizzes in addition to their participation throughout the course.

### **Career Planning and Preparation Level II**

*Instructor Led*

This module continues to build on the concepts and skills introduced in Career Planning and Preparation - Level I. Students will learn how to conduct an effective job search and identify various methods of applying for work with today's technology. Students will create a personal list of "Top Employers" and target current industry opportunities, while finalizing their professional resume, portfolio and career correspondence. Students will learn to identify the different types and forms of interviews, practice responding to typical questions, and practice follow-up, evaluation and negotiation techniques they can use to ensure success. Self-management topics from Career Planning and Preparation - Level I will be reviewed, with a focus towards on-the-job success in both learner placements and post-graduate employment. Students will be evaluated through a variety of assignments, projects, and quizzes in addition to their participation throughout the course.

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