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## **ANSWERS TO YOUR QUESTIONS**

### **What are the employment prospects?**

The tourism industry is in full expansion in Manitoba, in Canada, and throughout the world. In the next few years, it is estimated that the employment prospects in the tourism industry will rise by 46 %. In Manitoba, one out of every ten people is employed in one of the **tourism** industry sectors.

### **Who should enroll in the program?**

If you are generally comfortable and interested in dealing with the public and if you are willing to develop a number of important skills, including those relating to customer service, planning, research, marketing, and entrepreneurial initiative, the two-year Tourism Diploma program is definitely for you.

### **How do I apply for the program?**

Applicants must fill out a program application form obtained from the Registrar's Office and forward it to the following address: Registrar's Office, Collège universitaire de Saint-Boniface, 200, de la Cathédrale Avenue, Winnipeg, Manitoba R2H 0H7. Applicant's official high school transcript and the required application fee (\$60 for Canadian citizens and Permanent Residents and \$90 for international students) must be submitted with the completed program application form.

### **Is it possible to work part-time during the two-year program?**

It is possible to work part-time but the program's heavy workload is significant and diverse, and effective time management skills are essential. It is well advised to limit the number of paid working hours.

### **What are the school year and timetable like?**

The school year is made up of three (3) training sessions. In general, the first two sessions target classroom learning and, in both years, students participate in a four-week workplace practicum.

In general, classes are held Monday to Friday between 8:30 a.m. and 6 p.m.

### **Are there bursaries available for the program?**

CUSB is able to provide quality education at a reasonable cost with a variety of different financial supports such as: the Secretary of State's Bursary Program, the Manitoba Student Aid Program, the CUSB's 2000, 3000, and 4000 Excellence Bursaries and CUSB's and MTEC's Bursary Programs.

## **Will I have the opportunity to travel during the program?**

In addition to short regular trips, a package tour is an integral component of the second year's program of studies.

## **What is the program content?**

Please check the next section for the answer to this question. For more information please contact:

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# PROGRAM CONTENT

## Program description

The two-year Tourism Diploma program is designed to prepare the student for a wide range of positions in the many sectors of the tourism industry. The program mix is intended to provide students with a broad picture of the tourism industry, as well as help students develop a number of important skills, including those relating to customer service, planning, research, marketing and entrepreneurial initiative, and oral and written communication in both French and English.

In both years, students participate in a four-week workplace practicum. Co-operative work experience placements are available to qualifying students after the first year.

## Entrance requirements

Students must have a Manitoba high school diploma or its equivalent and the following courses: Français 40S or Français 40G, English Language Arts 40S or English Language Arts 40G and one of the following Mathematics courses: Mathematics 40S or Mathematics 40G, Applied Mathematics 40S, Pre-Calculus 40S or Consumer Mathematics 40S.

OR

Be considered a mature student, as follows:

- a) Applicants who will be 21 years of age on or before December 31 in their year of registration and who do not meet the high school requirements;
- b) Applicant must be a Canadian citizen or a Permanent Resident;
- c) Applicants who do not meet certain entrance requirements.

The GED (General Educational Development) Certificate as well as the Français 40S or Français 40G courses and the Mathematics 40S or Mathematics 40G courses or equivalents are highly recommended.

**NOTE:** All students will be required to obtain and submit an Emergency and CPR First Aid Certificate before participating in the work-place practicum. Students have the responsibility of registering for the course and earning the certificate, as well as paying the fees pertaining to both.  
A criminal record check is highly recommended before participating in the work-place practicum.

## LIST OF COURSES

### Year I– Session I

|          |  |          |
|----------|--|----------|
| AN-102   | Business English and Communication I.....        | 45 hours |
|          | OR   |          |
| AN-106   | English as a Second Language I L (004.106) ..... | 45 hours |
| CO-104   | Introduction to Accounting L .....               | 45 hours |
| IN-103   | Information Systems I .....                      | 45 hours |
| FR-106   | Français I L .....                               | 45 hours |
| TO-101 * | Introduction to the Tourism Industry .....       | 45 hours |
| TO-102   | Discover Canada .....                            | 45 hours |
| TO-103   | Tourist Attractions in Manitoba .....            | 45 hours |

### Year I– Session II

|        |  |          |
|--------|--|----------|
| AI-104 | Employment Preparation Workshop I .....                          | 15 hours |
| AN-104 | Business English and Communication II.....                       | 45 hours |
|        | OR   |          |
| AN-107 | English as a Second Language II L (004.107) .....                | 45 hours |
| FR-107 | Français II L .....  | 45 hours |
| IN-104 | Information Systems II .....                                     | 45 hours |
| MK-101 | Marketing I .....  | 45 hours |
| TO-104 | Tourism Law and Ethics.....                                      | 45 hours |
| TO-105 | Tourism Products and Services .....                              | 45 hours |
| TO-106 | Tourist Attractions in the United States, Mexico and Europe .... | 45 hours |

### Year I– Session III

|        |                                    |          |
|--------|------------------------------------|----------|
| SP-101 | Work Experience I .....            | 4 weeks  |
|        | OR                                 |          |
| CP-101 | Co-operative Work Experience ..... | 4 months |

\* *Internet-based course*

### Year II – Session I

|        |   |          |
|--------|---|----------|
| MK-206 | Advertising, Promotion and Public Relations ..... | 45 hours |
| MK-207 | Sales and Customer Service .....                  | 45 hours |
| TO-201 | Cross-cultural Perspectives .....                 | 45 hours |
| TO-202 | Research Techniques .....                         | 45 hours |
| TO-203 | Tour Development .....                            | 45 hours |
| TO-204 | Hosting Techniques .....                          | 45 hours |
| TO-208 | Adventure Tourism and Ecotourism.....             | 45 hours |

### Year II- Session III

|         |  |          |
|---------|--|----------|
| AD-208  | Entrepreneurship .....                     | 45 hours |
| AD-210  | Human Resource Management.....             | 45 hours |
| AD-211  | Organizational Behavior.....               | 45 hours |
| AI- 201 | Employment Preparation Workshop II .....   | 15 hours |
| FR-204  | Communication orale.....                   | 45 hours |
| TO-205  | Accommodation: Products and Services ..... | 45 hours |
| TO-206  | Interpretation and Tour Guiding.....       | 45 hours |
| TO-207  | Special Events Management .....            | 45 hours |

### Year II – Session III

|        |                         |         |
|--------|-------------------------|---------|
| SP-201 | Work Experience II..... | 4 weeks |
|--------|-------------------------|---------|

**Please note:** During the second year of the program, a tour will be organized.  
It is the responsibility of every student to raise the necessary funds for this trip.

**Note:** The *Tourism* program and its courses are subject to change.