

TOURISM

TWO-YEAR PROGRAM

In cooperation with the Manitoba tourism industry, the two-year Tourism Diploma program is designed to prepare the student for a wide range of positions in the tourism industry, either locally or internationally. Through a combination of classroom work and industry-related work experience, students will develop a number of important skills, including those relating to customer service, planning, research, marketing, and entrepreneurial initiative. 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.

EMPLOYMENT OPPORTUNITIES

- Adventure Tourism and Recreation
- Attractions
- Accommodation
- Events and Conferences
- Food and Beverage
- Tourism Services
- Transportation
- Travel Trade

ENTRANCE REQUIREMENTS

Candidates must have a Manitoba high school diploma (or equivalent) or mature student status (be 21 years of age or older) with the following course prerequisites: Français 40S or Français 40G, English Language Arts 40S or English Language Arts 40G and one of the following: Mathematics 40S or 40G, Pre-Calculus 40S, Applied Mathematics 40S or Consumer Mathematics 40S.

INFORMATION

Nicole Harder
École technique et professionnelle
Phone: (204) 233-0210, ext. 329
Toll-free: 1-888-233-5112, ext. 329
Fax: (204) 237-3240
nharder@ustboniface.mb.ca
www.cusb.ca

FIRST YEAR

AI-104	Employment Preparation Workshop I
AN-102	Business English and Communication I OR
AN-106	English as a Second Language I L (ENGL 1061)
AN-104	Business English and Communication II OR
AN-107	English as a Second Language II L (ENGL 1071)
CO-104	Introduction to Accounting L
FR-106	Français I L
FR-107	Français II L
IN-103	Information Systems I
IN-104	Information Systems II
MK-101	Marketing I
SP-101	Work Experience I (4 weeks) OR
CP-101	Co-operative Work Experience (4 months)
TO-101	Introduction to the Tourism Industry
TO-102	Discover Canada
TO-103	Tourist Attractions in Manitoba
TO-104	Tourism Law and Ethics
TO-105	Tourism Products and Services
TO-106	Tourist Attractions in the United States, Mexico and Europe

SECOND YEAR

AD-208	Entrepreneurship
AD-210	Human Resource Management
AD-211	Organizational Behaviour
AI-201	Employment Preparation Workshop II
FR-204	Communication orale
MK-206	Advertising, Promotion and Public Relations
MK-207	Sales and Customer Service
TO-201	Cross-cultural Perspectives
TO-202	Research Techniques
TO-203	Tour Development
TO-204	Hosting Techniques
TO-205	Accommodation: Products and Services
TO-206	Interpretation and Tour Guiding
TO-207	Special Events Management
TO-208	Adventure Tourism and Ecotourism
SP-201	Work Experience II (4 weeks)