

## Tourism and Travel

A Two-Year Ontario College Diploma with  
Co-operative Education Endorsement

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### The Program

Tourism and Travel is recommended for students with a keen interest in people, students who display effective speaking and writing skills and students who have developed personal responsibility and leadership skills in school, community and social organizations.

### The Content

Course material includes marketing, travel fundamentals, world tourism geography, customer sales and service, package holidays, tariffs and ticketing, group tour management, surface transportation studies and computer systems.

There are also professional insight courses and front office studies.

### The Outcomes

The program is designed to ensure that graduates meet the standards and qualifications endorsed by the Association of Canadian Travel Agencies (ACTA).

Students will be given the opportunity to write the Travel Industry Council of Ontario (TICO) exam upon successful completion of this program.

### Skill Levels

#### Year 1

- Gain a knowledge of Canadian and world geography as it relates to industry terminology, international airline/city codes, major tourist destinations
- Recognition and understanding of the five sectors of tourism
- Familiarity with industry computer reservation systems – Gallileo and HIS Epitome
- Preparation of multi-media applications
- Sell and promote tourism products and services
- Clerical and organizational skills

#### Year 2

- Ability to create a business plan
- Plan, organize and formally present a business case study or product launch
- Plan and book international flight itineraries utilizing current industry sources such as IATA standards
- Finance and business operations
- Application of mathematical techniques to determine the best fares
- Customer service

## Course Outline

For the official Degree Audit, please see Registrar's Office

### Year 1 – Take all of the following Mandatory Courses

|  |   |
|--|---|
| Gen Ed. – take one 3-credit Gen. Ed. elective course |   |
| COMP-1375  | Computer & Keyboarding Skills – Intro     |
| GEOG-1006  | Discover North America                    |
| TRAV-1011  | Travel Fundamentals                       |
| MMED-1014  | Multi-Media Applications                  |
| TRAV-1019  | Front Office I                            |
| FDMG-1039  | Dining for Professional Success           |
| WRIT-1042  | Reason & Writing I – Tourism & Hosp.      |
| DEVL-1039  | Career Strategies                         |
| COMM-3041  | Professional Communication for Tour/Hosp. |
| TOUR-1003  | Customer Sales and Service                |
| TRAV-1004  | Package Holidays                          |
| TRAV-3006  | Front Office II                           |
| TOUR-1005  | Tourism Industry – Intro                  |
| TRAV-1018  | Computer Reservation Systems I            |
| COOP-1020  | Co-operative Education Employment Prep    |

### Year 2 – Take all of the following Mandatory Courses

|           |                                     |
|-----------|-------------------------------------|
| GEOG-1003 | World Tourism Geography I           |
| TRAV-1020 | Tariffs & Ticketing I               |
| TRAV-1008 | Surface Transportation Studies      |
| FINA-1027 | Personal Finance                    |
| GEOG-3001 | World Tourism Geography II          |
| TOUR-3001 | Group Tour Management               |
| TRAV-1014 | Sectors of Retail Travel            |
| TRAV-3007 | Tariffs & Ticketing II              |
| TRAV-3008 | Computer Reservation Systems II     |
| TRAV-1012 | The Business of Travel              |
| TRAV-1013 | Industry Insight                    |
| TRAV-1017 | International Field Study           |
| BEVR-1004 | Wines of the World                  |
| MKTG-1059 | Marketing for Tourism & Hospitality |

### Requirements:

- Take one 3-credit General Education (Gen.Ed.) elective Course
- Program Residency  
Students must complete a minimum of 20 credits in this program at Fanshawe College to meet the Program Residency requirement and graduate from this program.

## Sample Co-op Progression Chart:

| Fall Intake                             |            |           |             |
|---|------------|-----------|-------------|
|   | Sept - Dec | Jan - Apr | May - Oct 7 |
| Year 1                                  | Acad. 1    | Acad. 2   | Work Term   |
|   | Oct* - Dec | Jan - Mar |             |
| Year 2                                  | Acad. 3    | Acad. 4   |             |
| *October start date varies year to year |            |           |             |

Many employers feel today's graduates have no concept of the "real" world of work; we are providing this experience in Co-operative Education. Any job that gives the student related background in your business would be suitable.

Eligible employers can claim a tax credit for each qualifying work placement for up to \$3000.

Co-operative Education students are ultimately looking ahead to careers in businesses such as yours. For this reason they are not expecting to simply put in time on the job, but are eager to get involved and make a worthwhile contribution. Participation in co-operative education also gives the employer the opportunity to try out a student's capabilities without obligation or commitment to permanent employment.

This work oriented educational system integrates classroom study and paid, on-the-job work experience, by alternating periods in College with periods of employment by co-operating organizations.

The working experience will ideally increase in difficulty and responsibility as the student progresses academically. However, the College realizes it is often difficult in practice to do this.

It is essential that the work experience be a normal one; that the student be treated like a regular company employee so that a realistic picture of the working environment in that field may be obtained. Perhaps most important is what students gain from the working experience, i.e. an attitude for success and the ability to get along with co-workers at all levels.

