## Bachelor of Tourism Management Program Map | 2021/22

### GET COURSES YOU NEED
- First-year introductory studies include general tourism, business, accounting, marketing and human resources management.
- **Core courses:** CMNS 1810, MATH 1110, ACCT 1000, JOUR 2060, TMGT 1110, 1160, 1140, 1150 or TMGT 2060.
  - Add one elective course from any discipline.
- **Second-year classes cover more foundational courses of tourism and business courses.**
  - Take ECON 1220, 2220, TMGT 2010, 2250, 2610, GEOG 2700 or STAT 1200. Choose one from EVNT 2190, 2250 or HMGT 2120. Add three electives from any discipline.
  - **Note:** enroll in CO-OP 1000 to be accepted into the co-operative education program.
- **Take core courses:** ADVG 3200, CMNS 3020, TMGT 3020, TMGT 3050, TMGT 3030 or ADVG 4010, TMGT 4080.
- Take electives and upper-level specialty courses as per your program completion path: General BTM with a Concentration, or BTM with a Major in Adventure Studies, Entrepreneurship, or Tourism Studies.
- **Capstone course:** TMGT 4020 - Complete an independent project that integrates knowledge acquired in the BTM.

### GET RELEVANT EXPERIENCE & CONNECT WITH THE COMMUNITY
- Join and volunteer for clubs at TRU, such as TRUSU Enactus Club, PCMA Club and AdventureU Club.
  - Join SL sessions to get help with ACCT and ECON, Math Help Centre.
  - TRU Library for research guides and resources.
- Meet potential employers through seminars, workshops, job fairs and career mentoring events on campus.
- Co-op opportunities can enhance your education and provide career-related work experience. Career Connections has more details.
- Engage with alumni working in related fields through LinkedIn and other networking platforms.
  - Participate in case competitions and attend conferences.
  - Complete the Leadership in Environmental Sustainability Certificate to earn recognition for the knowledge, skills, awareness and attitudes of an environmental sustainability citizen.

### GET THINKING GLOBALLY
- Gain international experience with the Study Abroad program.
  - Experience the world, discover new cultures, languages and history, all while furthering your education.
  - Attend Study Abroad info sessions and learn how to apply for exchanges, field schools and internships in different countries. The Study Abroad Ambassadors will guide you through the process.
  - Participate in Study Abroad, regional or national conference opportunities.
  - Develop intercultural competence by taking part in IDay’s events. Connect with international students to understand cultural differences and global perspectives.
  - Complete the Global Competency Certificate to earn recognition for the knowledge, skills and attitudes of a global citizen.

### PREPARE FOR LIFE AFTER GRADUATION
- Visit Career Connections Centre to develop your resume, cover letter and interview skills.
  - Meet with career advisors to get assistance with career development path
  - Create and develop a LinkedIn profile to connect with employers and alumni.
  - Network at job fairs and career events by gathering business cards for follow-up meetings.
  - Conduct informational interviews with people in your field of interest.
- **Take core courses:** ADVG 3200, CMNS 3020, TMGT 3020, TMGT 3050, TMGT 3030 or ADVG 4010, TMGT 4080.
- Take electives and upper-level specialty courses as per your program completion path: General BTM with a Concentration, or BTM with a Major in Adventure Studies, Entrepreneurship, or Tourism Studies.
- **Capstone course:** TMGT 4020 - Complete an independent project that integrates knowledge acquired in the BTM.

### CAREERS OF INTEREST
- Commercial Aviation
- Culinary Campus Manager
- Director of Brand Strategy
- Director of Operations
- Event and Sponsorship Coordinator
- Food and Beverage Manager
- Front Desk Clerk/Receptionist
- Guest Services Manager
- Hotel General Manager
- Lodge Manager
- Marketing Manager
- Portfolio Manager
- Production and Communications Manager
- Project Manager
- Public Relations (Hospitality)
- Recreation Program Coordinator
- Research Analyst
- Resort Manager
- Restaurant Manager
- Sales and Catering Coordinator
- Wedding Coordinator
Program Learning Outcomes

Theme 1: Context of Tourism
- Contextualize tourism within broader cultural, environmental, political and economic dimensions of society.
- Critique tourism practices for their implications locally and globally.

Theme 2: Knowledge of Tourism
- Interpret and evaluate tourism as a phenomenon and as a business system.
- Explain the diverse nature of tourism, including culture and place, global and local perspectives, and experience design and provision.
- Identify and assess relationships and networks relative to building tourism capacity.

Theme 3: Professional Skills
- Apply relevant technology for the production and management of tourism experiences.
- Plan, lead organize and control resources for effective and efficient tourism operations.
- Create, apply and evaluate marketing strategies for tourism destinations and organizations.
- Develop and evaluate tourism policy and planning initiatives.

Theme 4: Ethics and Values
- Demonstrate commitment to ethical practices of tourism.
- Actively engage in the world as global citizens.
- Practise empathy and respect for diversity and multicultural perspectives.
- Apply principles of sustainability to the practise of tourism in the local and global context.

Theme 5: Research
- Acknowledge one or more philosophical perspectives to knowledge creation.
- Evaluate and apply various research methods commonly used in the context of tourism.
- Propose and conduct a research project to inform tourism practice.

Theme 6: Communication
- Select and deploy task-appropriate forms of oral, written, digital and graphic communication.
- Value and practise active listening, critical thinking and critical reading.
- Distinguish and produce forms of communication relevant to academia, business, government and industry.
- Assess, evaluate and employ appropriate communication tools for discussions within and between teams and members, various audiences, decision-making teams and corporate communication tasks.

Theme 7: Critical Thinking and Problem Solving
- Apply problem solving and critical analysis within diverse contexts.

Theme 8: Leadership and Teamwork
- Work collaboratively in groups, both as a leader and a team member, in diverse environments, learning from and contributing to the learning of others.