





Bachelor of Tourism Management Program Map | 2021/22

| | 1ST YEAR | 2ND YEAR | 3RD YEAR | 4TH YEAR | AFTER GRADUATION |
|--|---|--|---|--|------------------|
|  <p>GET COURSES YOU NEED</p> | <ul style="list-style-type: none"> 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. | <ul style="list-style-type: none"> 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. | <ul style="list-style-type: none"> 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. | <p>CAREERS OF INTEREST</p> <ul style="list-style-type: none"> 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 | |
|  <p>GET RELEVANT EXPERIENCE & CONNECT WITH THE COMMUNITY</p> | <ul style="list-style-type: none"> Join and volunteer for clubs at TRU, such as TRUSU Enactus Club, PCMA Club and AdventureU Club, Tourism Club. Join SL sessions to get help with ACCT and ECON, Math Help Centre. TRU Library for research guides and resources. | <ul style="list-style-type: none"> 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 | <ul style="list-style-type: none"> 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 | <ul style="list-style-type: none"> 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 | |
|  <p>GET THINKING GLOBALLY</p> | <ul style="list-style-type: none"> Gain international experience with the Study Abroad program. Experience the world, discover new cultures, languages and history, all while furthering your education. | <ul style="list-style-type: none"> 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. | <ul style="list-style-type: none"> 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. | <ul style="list-style-type: none"> 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 | |
|  <p>PREPARE FOR LIFE AFTER GRADUATION</p> | <ul style="list-style-type: none"> Visit Career Connections Centre to develop your resume, cover letter and interview skills. Meet with career advisors to get assistance with career development path | <ul style="list-style-type: none"> 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. | <ul style="list-style-type: none"> Bridge the gap from your education to your dream job by researching the requirements and qualifications necessary to obtain a desired role. With help from the Career Centre, learn how to apply for jobs and prepare for interviews. Note: students must obtain 500 hours of relevant work experience prior to graduation; students can complete that on their own or via the co-op work terms. | <ul style="list-style-type: none"> 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.