

# Tourism Management

2006/07

*Bachelor Of Applied Business*



 **HUMBER**  
Institute of Technology  
& Advanced Learning

*degrees*  
THAT  
*work*<sup>™</sup>

# Tourism Management

Bachelor of Applied Business



*The degree that gives you the world*

Four years

14-week paid work term

Lakeshore Campus

*did you*  
**KNOW?**

**Behind the colour brochures promising new experiences in exotic places lies a sophisticated, demanding business. Global tourism is a multi-billion dollar industry. And in our rapidly changing world, travel and tourism professionals have to meet the high expectations of discerning clients who will be travelling in greater numbers than ever before.**

## What makes our degree unique

- The only tourism degree in Canada that focuses a significant portion of the curriculum on e-business and profit management—the direction in which the tourism industry is fast evolving
- Combines the theory and knowledge of business administration and tourism studies
- Provides students with the opportunity to obtain professional experience while attending classes

## How our degree works

- Grants exposure to world-class hospitality labs and resource libraries
- Provides a solid foundation in all aspects of business
- Features lectures, tutorials, seminar groups, labs, case studies, and independent research

## Where our degree takes you

A Tourism Management bachelor's degree from Humber can prepare you for management career opportunities or for postgraduate studies at other institutions, including the University of Hawaii at Manoa, Hong Kong Polytechnic University or the University of Nevada, Las Vegas. Career opportunities include:

- Business management and analysis
- Destination, account or revenue management
- Owning a small tourism business venture
- Marketing and e-tourism with such organizations as tourism suppliers (airlines, hotels, restaurants, attractions, wholesalers, retailers and distributors)
- Working with or serving on local, provincial or federal tourism boards, commissions or associations

**As a Tourism Management student, you will join a highly-respected academic school that is renowned for:**

- An exceptionally high job placement rate
- Internationally renowned faculty
- A state-of-the-art demonstration theatre and kitchen lab the only one of its kind in North America
- Alliances with over 500 industry partners to provide each student with work experience through an internship

*“This degree will not only open the doors for employment, but also assist students in reaching their goals faster.”* – Ceren Korsal, Tourism Management student



## industry PARTNERS

The following international tourism agencies and associations have endorsed the program:

- CANADIAN TOURISM COMMISSION
- HOTEL ASSOCIATION OF CANADA
- GREATER TORONTO HOTEL ASSOCIATION
- HOTEL HUMAN RESOURCE PROFESSIONALS ASSOCIATION
- TORONTO CONVENTION AND VISITORS ASSOCIATION
- CANADIAN INSTITUTE OF TRAVEL COUNSELLORS
- ONTARIO TOURISM EDUCATION COUNCIL
- AMERICAN HOTEL AND LODGING ASSOCIATION
- INTERNATIONAL SOCIETY OF TRAVEL AND TOURISM EDUCATORS



### Admission Requirements

Program	OCAS Program Code	Academic Requirements	Non-Academic Requirements
<b>Tourism</b> <i>Bachelor of Applied Business</i>	22081	Six Grade 12 "U" or "U/C" courses including Grade 12U English and any Grade 12U Math. Students must have a minimum overall average of 65%	None required

### How to apply

Apply online on the Ontario Colleges website at [ontariocolleges.ca](http://ontariocolleges.ca). An \$85 non-refundable application fee applies.

### Application deadline

February 1 is the last date for equal consideration of your application. Applications received after that date will be considered on a first-come, first-served basis.

## CURRICULUM 2006

### YEAR ONE

Organizational Behaviour  
 Tourism and Hospitality Industries  
 Microeconomics  
 Marketing  
 Introduction to Psychology  
 Accounting 1  
 Consumer Behaviour  
 Global Geography  
 Business Information Systems  
 Canadian Business Law

### YEAR TWO

Accounting 2  
 e-Commerce: Concepts and Principles  
 Business Communications  
 Ethics and Moral Theory  
 Elective  
 Customer Service  
 Business Statistics  
 Macroeconomics  
 The Structure of Canadian Tourism  
 Elective

### YEAR THREE

Human Resource Management  
 Research Methods  
 Tourism Marketing, Sales and Distribution  
 Entrepreneurship  
 Elective  
 Financial Management  
 Tourism Planning and Policy  
 Tourism Elective 1  
 Tourism Elective 2  
 Principles of Leadership

### **Paid Work Term**

*Tourism Electives Include: Event Management, Hotel Operations Management, Food and Beverage Management, Gaming and Casino Operations, Tourism Planning, Tourism Destination Management, Speciality Tourism and Ecotourism Planning and Management.*

### YEAR FOUR

Strategic Management and Business Planning  
 e-Tourism Strategy and Marketing  
 Tourism Elective 3  
 Tourism Elective 4  
 Elective  
 Advanced Revenue Management for Tourism  
 Risk Management in Tourism  
 Applied Tourism Business Project  
 Tourism Elective 5  
 Elective



Humber Institute of Technology and Advanced Learning is one of Canada's leading polytechnic institutes. Based in Toronto, Humber serves 15,000 full-time and 55,000 part-time learners in over 350 programs, including: bachelor's degree, diploma, certificate, apprenticeship and postgraduate programs. In addition, Humber provides customized corporate training to 11,000 employees annually.

## tours and EVENTS

### OPEN HOUSE FALL 2005

**Saturday, November 19,  
10:00 a.m. - 2:00 p.m.  
Humber North Campus  
and Lakeshore Campus**

There are hundreds of reasons why Humber is the number one choice for students—and you'll discover all of them when you attend our annual Fall Open House. Tour the campus and specialized labs, meet our faculty and staff, bring your friends or parents, or both!

For more information,  
call 416.675.5000.

### Weekly Tours

Come check us out! A campus tour is the best way to see if Humber is the right choice for you. Tours are scheduled several times a week at the Humber North Campus and Lakeshore Campus. We recommend you book your spot at least two weeks in advance so we have time to send you directions and parking information. Book online at [prospectivestudents.humber.ca/tours](http://prospectivestudents.humber.ca/tours) or call us at 416.675.5000.

### Meet our Student Ambassadors

These well-informed Humber students will be happy to answer any questions you might have about life at Humber and the programs that interest you. They will also tell you about all the great student services and facilities on campus. And, they'll make sure you get the help you need to make your transition from high school or the workforce to higher learning go smoothly. Call us at 416.675.6622 ext. 5551.

### What our Students Say

Ever wonder what it's like to be a student at Humber? Get the story straight from Humber students through their web logs. As you read through their personal journals and reflections, you'll find a lot of great tips on how to make the most of your time at Humber. Student web logs: [blog.humber.ca](http://blog.humber.ca).

### Degree Webchats

Humber will host degree webchats from October 2005 to April 2006. For more information e-mail us at [degrees@humber.ca](mailto:degrees@humber.ca) or visit [degrees.humber.ca](http://degrees.humber.ca) for dates.

### How to Reach Us

The Student Recruitment office is open year round. You can contact us in several ways:

Tel: 416.675.5000 Fax: 416.675.6353  
e-mail: [student.recruitment@humber.ca](mailto:student.recruitment@humber.ca)



**Visit us at [degrees.humber.ca](http://degrees.humber.ca).**