

TOURISM MANAGEMENT

ABOUT THE PROGRAM — Champlain College Saint-Lambert is the only public English CEGEP to offer the three-year tuition-free Tourism program in the Greater Montreal area and will prepare you for exciting opportunities in the Tourism industry.

Tourism Management students will discover the field's many facets, study the world and different cultures, learn how to use the most recent technology, and network with Montreal's tourism business leaders. You will obtain an in-depth knowledge of hotel operations, customer service, tourism law, master financial tools for tourism operations, learn about strategic promotion within an internet culture, and how to evaluate tourism potential and interpret trends.

The opportunity to travel and experience the industry is a vital component of the learning experience in the program. Students will plan and partake in local, regional, national, and international trips to link theory and practice. Local field trips could lead you to visit significant industry players such as Air Canada and Air Transat, Queen Elizabeth Hotel, VIA Rail, and Tourisme Montreal. You could participate in conferences and regional competitions such as the Jeux du Tourisme. The yearly trip could take you to a faraway destination like Costa Rica, Iceland, France, Barbados, Czech Republic, England, Switzerland, Hungary, Panama, or China.

Tourism is an important sector of the Quebec, Canadian, and the world economy, contributing to over 735,300 jobs in Canada alone. Approximately 90% of students find employment through their two-month work-study session required at the end of the tourism curriculum.

Champlain Students Go Places!

YOU WILL LEARN

As a graduate of this program, in addition to being qualified to work in the tourism industry, you will have among your assets:

- ↳ Communication skills (including public speaking)
- ↳ Familiarity with research methodology
- ↳ Critical thinking skills
- ↳ The ability to work as a member of a team
- ↳ Practical business experience (stage in industry)
- ↳ Knowledge of the principles of management, marketing, promotion, finance and sales

THE POSSIBILITIES

Graduates of the program quickly climb the ladder into management careers working for tourism associations, federal and provincial tourism ministries, airlines, cruise lines, events and meeting planning companies, convention centres, hotels and resorts, tour operators, wholesalers, and corporate and leisure travel companies. You could end up planning, leading, or marketing an event, a world travel package, or working in the hospitality industry.

APPLICATION DEADLINE: MARCH 1ST FOR THE FALL SEMESTER

Minimum Admission Requirements:

Quebec Secondary School Diploma or a level of education that is deemed equivalent by the College. Even if applicants meet the requirement of the Réglement sur le régime des études collégiale, they may be refused admission due to lack of space.

Contact Information:

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www.champlainonline.com

SEMESTER BREAKDOWN

SEMESTER

1

Introduction to Geography
Introduction to Tourism Management
Computer Applications for Tourism
Tourism in Latin America & Caribbean
English
French
Complementary
Physical Education

SEMESTER

2

Introduction to Tourism Marketing
Industry Field Studies
Tourism Research Methods
Customer Service Management
Tourism in Canada & USA
English
Humanities
French

SEMESTER

3

Spanish I
Hotel Operations
Sustainable Tourism Practices
Destination Analysis: Europe
Tourism Consumer Behaviour
Sales Techniques
English
Humanities

SEMESTER

4

Tourism Strategic Promotion & Internet Culture
Spanish II
Destination Analysis: Exotic
Customized Individual Travel
Finance for Tourism Operations
English
Humanities
Physical Education

SEMESTER

5

Events, Meetings, Conventions
Career Planning
Groups & Charters
Tour Management
Tourism Marketing - Final Project I
Français du travail
Complementary
Physical Education

SEMESTER

6

Quebec's International Tourism Potential
Tourism Management & Trends
Human Resource Management
Reservations
Final Project II*
Work Study* (7 Weeks)

* Comprehensive Assessment

A NEW SEASON – A NEW SEASON – A NEW SEASON – A NEW SEASON
