

Hospitality - Tourism and Travel - Adventure and Ecotourism



Confederation College is located in the city of Thunder Bay, a culturally diverse community that serves as the education and government hub of northwestern Ontario. Located in the heart of one of the finest outdoor recreation and tourism destinations in Canada, Confederation College students enjoy the benefits of living and learning in a community that provides a rich lifestyle right at your doorstep.

At Confederation College we change lives through learning. We are committed to meeting the needs of our learners, employers and communities, and we are here to help you succeed in meeting your life goals. To arrange for a Thunder Bay campus tour call (807) 475-6110 or [book a tour online](#).

CAMPUSES

Thunder Bay »

1450 Nakina Drive
P.O. Box 398
Thunder Bay, ON
Canada P7C 4W1

Dryden »

Fort Frances »

Geraldton »

Kenora »

Marathon »

Red Lake »

Sioux Lookout »

Wawa »

ADMISSIONS

The minimum admission requirement for a postsecondary program is an Ontario Secondary School Diploma, or its equivalent, with minimally 2 senior credits at the college, college/university or university preparation level. Some programs have additional admission requirements. For specific admission requirements, please see the program descriptions included in this publication, visit the [Admissions website](#) or contact our Admissions Office at (807) 475-6213.

SERVICES FOR PROSPECTIVE STUDENTS

Click the title to visit Department webpage:

Admissions & Recruitment »	(807) 475-6213
Career & Placement Services »	(807) 475-6193
Centre for Continuing Education »	(807) 475-6550
Counselling Services »	(807) 475-6110
Distance Education »	1-800-563-9435
Financial Aid »	(807) 475-6637
Fitness Centre »	(807) 475-6239
General Inquiry »	(807) 475-6110
Health Centre »	(807) 475-6169
International Students »	(807) 475-6175
Learning Centre »	(807) 475-6618
Library Learning Commons »	(807) 475-6219
Negahneewin College of Academic & Community Development »	(807) 475-6465
Oshki Anishnawbeg Student Assoc. »	(807) 475-6314
Registration Services »	(807) 475-6265
Residence/Housing »	(807) 475-6381
Student Union »	(807) 475-6226

Tourism and Travel - Adventure and Ecotourism

The Tourism and Travel - Adventure and Ecotourism Diploma is a distinctive hybrid travel and tourism program where students explore the travel trade and the outdoor tourism industry. The program is designed to provide entry-level and supervisory skills within the 8 tourism industry sectors.

The students will be introduced to the Sabre Global Distribution System (GDS) which is used by airlines, hotels, car rentals, railways, travel agents and other travel companies to create and manage reservations. Through the language of geography, students will learn about different cultures and international travel patterns, and how these destinations are affected by global issues and events. Emphasis is placed on the business side of tourism, tour operations, travel industry technology and selling techniques. The students will have the opportunity to earn a multitude of Industry Certifications, choosing from a variety of Outdoor Pursuit programs, CITC destination specialist certifications, including Online Flight Attendant training.

A key component of the program is the opportunity for students to experience and acquire ecotourism and outdoor adventure skills. Students will begin the program with an orientation canoe trip with their fellow classmates and faculty, through the pristine waters of Northwestern Ontario. As an outdoor classroom, students will discover that Northwestern Ontario is a renowned four-season destination which provides a ready-made environment for practical learning. Effective strategies on development and tourism planning will be introduced to promote sustainable tourism through the application of knowledge of the various tourism industries and their interaction.

Students will also gain valuable experience by completing a mandatory co-operative education component between the first and second year of the program which is designed as a process to integrate their academic studies with a paid work experience related to their field of study. This will help the student develop professional contacts by networking with business leaders and acquire job knowledge. Qualified students will also have the opportunity to participate in our Study Abroad programs in the fourth semester of the program.

Admission Requirements

- Ontario Secondary School Diploma (or equivalent) with courses from the College (C), University (U), University/College (U/C), or Open (O) preparation levels.
- or successful completion of the Mature Student Assessment
- or appropriate credits from Academic and Career Entrance program (ACE).

If you do not meet these admission requirements, we encourage you to consider the [College Access](#) or [General Arts and Science Certificate or Diploma programs](#); if you successfully complete one of these programs, you will be eligible to apply to programs in the [Business](#), [Hospitality](#) and [Media Arts](#) areas.

FIRST SEMESTER

Course Number	Title	Credits
CS 007	Persuasive Writing	3
HO 100	Introduction to Hospitality & Tourism Computers	3
HO 114	Introduction to Hospitality & Tourism	3
TA 100	Discover North America	3
TA 101	Dimensions of the Tourism Industry	3
TA 107	Creating Service Excellence	3
TA 108	Basic Accounting Applications	3
TA 104	Industry Certifications	2
	Total	21

SECOND SEMESTER

Course Number	Title	Credits
GE 275	Indigenous Tourism	3
TA 200	Discover Europe and Asia	3
TA 202	Air Travel Orientation I	3
TA 206	Marine and Land Tours I	3
TA 210	Sustainable Tourism Development	3
TA 218	Parks and Heritage Interpretation	3
TA 204	Co-op Education (16 weeks, May - August)	480
	Total	18

THIRD SEMESTER

Course Number	Title	Credits
LA 135	Spanish I	3
TA 300	Discover Central and South America	3
TA 301	Adventure Trends and Specialities	3
TA 302	Air Travel Orientation II	3
TA 306	Marine & Land Tours II	3
TA 307	Marketing for Tourism	3
	Total	18

FOURTH SEMESTER

Course Number	Title	Credits
TA 400	Discover Africa and Oceania	3
TA 401	Risk Management, Law and Insurance	3
TA 402	Air Travel Orientation III	3
TA 407	The Business of an Outdoor Enterprise	3
TA 408	Principles and Practices of Ecotoursim	3
TA 409	Study Abroad Experience	3
GE ...	General Education Elective	3
	Total	21



Course Descriptions

Persuasive Writing

CS007

With a thematic focus on current issues, this course will help learners to express themselves clearly, correctly and persuasively in written form. Learners will also engage in analytical reading and critical thinking through assigned readings and discussions on a variety of topics. The course will also help learners to effectively compile and present research in essay form according to the APA style of documentation.

Indigenous Tourism

GE275

This course provides introductory exposure to the Aboriginal, Eco and cultural tourism sector by guiding students through a series of cultural experiences relevant to Indigenous, rural and remote communities in Northwestern Ontario. The course emphasizes an understanding of the nature of culture itself, as well as the stresses occasioned by intercultural relationships. This course is designed to address the particular challenges of approaching culture as a tourist in a manner that is authentic, experiential, and respectful. Topics covered also include an investigation of regional, national, and international markets for historical/cultural tourism products.

Introduction to Hospitality & Tourism Computers

HO100

This course introduces students to the use of Microsoft Office 2007 applications and Windows XP. Specifically, students will use basic and intermediate features of Windows XP, Microsoft Word 2007, Excel 2007, PowerPoint 2007 and Publisher 2007 to perform tasks commonly encountered in the workplace. Students learn the basics through independent learning and attend weekly lab sessions to learn the application of the basics to specific projects.

Introduction to Hospitality & Tourism

HO114

This course will provide the student a basic understanding of the key issues involved in the hospitality industry. Through classroom lectures and field trips to local hotels, restaurants, tourist sites, resorts and institutional facilities, students will experience the variety of hospitality operations and career paths available.

Spanish I

LA135

This course will introduce students to very basic communicative functions, solid grammatical structures, active vocabulary, situational practice necessary to be successful in today's Spanish-speaking countries and regions. Through the use of a text, workbook, and videos, students will acquire listening, reading, conversational and writing skills at a very basic level. Students will also learn about the customs and language usages of different Hispanic countries and be able to personalize and apply the language to realistic business and business travel situations in the Spanish-speaking world. Contact the College bookstore to purchase required textbook at 475-6225.

Discover North America

TA100

The emphasis of destination geography is to study the cultural and significant tourist attractions of Canada, United States, and Mexico from a travel industry perspective, based on the tourists' motivations, needs, and expectations. The latest trends and current events affecting tourism in the areas studied will also be discussed.

Dimensions of the Tourism Industry

TA101

The student will explore the eight sectors of the tourism industry through classroom instruction, site visits and guest speakers from a number of the sectors. Other integral components of the course include the study of tourism industry associations, current events, leisure & recreation tourism and channels of distribution between supplier and consumer. Tourism is Canada's fastest creator of new employment opportunities.

Industry Certifications

TA104

This program has been designed to meet the increasing need for qualified specialists in many facets of the transportation and global outdoor adventure industry. It is the program's intent that students acquire, with faculty advice, and at their own expense and time, to obtain a minimum of three certifications in either the Inbound Tourism Sector or the Outbound Tourism Sector. One certification must be earned through the Orientation Canoe trip.

Creating Service Excellence

TA107

This course will provide students with a broad perspective from which to explore and analyze 'service' as a primary product. The dynamics of selling techniques through customer service skills and tools will introduce students to the importance of selling Canadian travel products. This course provides the opportunity for the student to work towards achieving the Ontario Tourism Education Corporation (OTEC) Service Excellence Certification.

Basic Accounting Applications

TA108

This course is an introduction to accounting. Students will examine the topics of recording and summarizing transactions, preparing adjusting and closing entries, and preparing financial statements.

Discover Europe and Asia

TA200

The student will study the physical and cultural aspects of geography of Eastern and Western Europe, Middle East and Asia. Studies will also include significant tourist attractions, major international airports, international time zones, and travel motivators from a travel industry perspective.

Air Travel Orientation I

TA202

The student will be introduced to the first segment of the transportation sector, the Airline Industry. This course familiarizes the student with the fundamentals of itinerary planning for Domestic travel, using the Galileo Canada computer reservation system. The student will gain experience in creating reservations and accessing all types of relevant information required by a client to travel by air.

Co-op Education (16 weeks, May - August)

TA204

Co-operative Education is a learning method which formally integrates academic study with work experience in a cooperating employer organization. This 'hands-on' exposure affords the student the opportunity to develop skills in the application of theory to practical work experience and to develop attitudes conducive to effective interpersonal relationships. It is a great opportunity for the student to meet and network with business personnel and entrepreneurs.

Marine and Land Tours I

TA206

The student will learn terminology, components and categories of tours and charters. This section of Marine and Land will focus on marine transportation including cruises, as well as sun package holidays and resorts. Standard references and brochures are explored as sources of product knowledge. The student will also learn to interpret travel insurance rate guides and compute premiums for the leisure traveler. This course includes examinations for specialist certifications from Marriott Hotels and Carnival Cruise Lines. The Travel Industry Act, 2002 is studied in depth. Each person selling or providing travel advice to the public must pass a provincial examination. The examination is part of the course.

Sustainable Tourism Development

TA210

The growth of worldwide tourism has created opportunities and challenges for established and emerging tourism destinations. The course looks at how to conduct a tourism assessment to examine tourism potential and how to measure the potential cost and benefits of a tourism development program. It examines how destinations have improved competitiveness by creating environmentally friendly tourism products and services. The course emphasizes establishing policies and management plans to identify and reduce the environmental impact created by tourism facilities.

Parks and Heritage Interpretation

TA218

This course introduces theoretical and practical applications of heritage and environmental interpretation and education. Interpretation is an educational activity which aims to reveal meanings and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual information. Students will develop an understanding of Canada's park systems and the role Heritage Interpretation has on park tourism at the federal, provincial, and municipal levels. Students will develop and practice skills and knowledge required by front-line park interpreters, outdoor educators, tour guides, and parks and museum staff.

Discover Central and South America

TA300

The student will study the physical and cultural aspects of geography of Central and South America and the islands of the Caribbean. Studies will also include significant tourist attractions, major international airports, international time zones, and travel motivators from a travel industry perspective.

Adventure Trends and Specialities

TA301

This course introduces theoretical and practical applications in dealing with risk in the Outdoor Adventure Industry. Risk, accident theory, and the concepts of perceived and inherent risk are studied. The Canadian legal system, liability and negligence, waivers, releases, and issuance will be examined from the business perspective. Emphasis is also placed on the Ontario Industry Act, TICO (Travel Industry Council of Ontario) and the features of the Compensation Fund.

Air Travel Orientation II

TA302

This course is a continuation of Air Travel Orientation I, whereas the student will learn how to make modifications to the reservations they have created. The student will also be introduced to manual and automated ticketing techniques, as well as processing administration forms for ticket refunds and ticket exchanges. They will learn how to access required documentation information (passports and visas), immunizations, custom/immigration procedures, and current travel advisory information for the International traveler.

Marine & Land Tours II

TA306

The area of emphasis for this course is the Surface Industry which encompasses the land component of tours. The student will learn about the Motorcoach, Railway and Car Rental Industries. Standard references and brochures are explored as sources of product knowledge. The Galileo Canada computer reservation system will be utilized to perform functions of Via Rail ticketing and car rental bookings. Selling features, timetables and tariffs will be studied from a world-wide perspective. Career opportunities in the area of tour conducting will be examined.

Marketing for Tourism

TA307

This course is designed to teach students how marketing strategies can increase client satisfaction and organizational profits in the tourism and hospitality industry. There will be emphases on marketing research and selecting appropriate target markets to reach organizational objectives. Students will work with a client to develop a marketing plan.

Discover Africa and Oceania

TA400

The student will study the physical and cultural aspects of geography of Africa and Oceania, which includes Australia and New Zealand. Studies will also include significant tourist attractions, major international airports, international time zones, and travel motivators from a travel industry perspective.

Risk Management, Law and Insurance

TA401

This course introduces theoretical and practical applications in dealing with risk in the Outdoor Adventure Industry. Risk, accident theory, and the concepts of perceived and inherent risk are studied. The Canadian legal system, liability and negligence, waivers, releases, and insurance will be examined from the business perspective.

Air Travel Orientation III

TA402

The final chapter of Air Travel Orientation will encompass a variety of air travel procedures such as industry service fees, baggage regulations, and familiarization trips, etc. The course is also designed to provide the student with the complex knowledge and skills for effective International Fare Construction. The Internet is an integral part of the business and learning environment, therefore the student will learn to understand techniques for browsing and searching for travel information. The student will also be introduced to functions and responsibilities of an airline Customer Service Agent and airline Flight Attendant.

The Business of an Outdoor Enterprise

TA407

This course will focus on the designing and planning of an outdoor adventure enterprise. Emphasis will be placed on the development of a business plan for the launch of an outdoor adventure firm. The course will examine the physical, human, information and financial resources necessary to successfully start and manage the venture and will also provide an appreciation of the various demands required of an entrepreneur.

Principles and Practices of Ecotourism

TA408

This course provides students with an understanding of the concepts and issues surrounding the growing global interest in Ecotourism and sustainable economic development. The definition and principles of ecotourism, cultural tourism and outdoor ethics are examined. Focus will be placed on the main concepts of ecotourism. Students will plan and participate in a 'No-Trace' outdoor event.

Study Abroad Experience

TA409

As a student in the Tourism and Travel-Adventure and Ecotourism program you will have the opportunity to experience culture in a foreign destination. This international field trip known as a "familiarization trip" in the industry is designed to introduce the student to both its physical and cultural geography. At the destination, the students will assess tourism operations, resort and hotel inspections, visit major tourist attractions, participate in tours and network with local tourism and hospitality personnel. As an alternative, if a student is not able to partake in this international experience, they will be required to complete a field placement component in a tourism related position which will enable the student to explore their chosen field and apply the knowledge and skills developed in school in a professional environment. These non-paid positions may include travel operations, airlines, hotel services, sales, retail, event and trade shows and exceptional customer service positions, among others.
