

result of exposure to accommodation terminology, booking procedures, selling features, and guest contact techniques, the student will develop both client and guest counselling skills.

TOUR202 - Tourism in Canada

This course is designed to provide the student with a better understanding of the importance of tourism and all the components that make up the tourism system - market, travel, destination, marketing.

TOUR303 - Group Tour Management

This course analyzes the motivations, needs, and expectations of those who travel in groups. Group travel arrangements are planned for a variety of consumer markets. The student may have the opportunity to experience group travel as a participant in an international field assignment.

TOUR304 - Customer Sales and Service

The growth of the travel field has created a very competitive industry in which strong selling skills are vital, and heightened consumer awareness has created a need for consistently superior service. This course provides the student with the techniques needed to assure satisfied customers.

TRAV104 - Elements of Retail Travel

The student is introduced to the travel agency - its function and responsibility to the travelling public. Ethics, trade associations, and international documentation are included.

TRAV107 - Airline Routings and Reservations

This course familiarizes the student with the fundamentals of airline itinerary planning by exploring both manual and automated techniques. The student will gain experience creating reservations and accessing all of the types of relevant information required by a client to travel by air.

TRAV111 - Personal Skills Development

This course will provide information on the social and professional skills necessary to function effectively in a highly public oriented career. All subjects covered will relate directly to the tourism & travel industry and complement technical information and skills acquired in other courses within the Program. Focus will be on the development of professionalism required to succeed in the competitive business environment of the current job market.

TRAV113 - Multi-Media Applications

A course designed to develop the fundamental knowledge and skills required to plan, produce and present multi-media communications packages, with emphasis placed on practical use of current and emerging technologies.

TRAV207 - Package Holidays

The student will become aware of the wide variety of packaged travel experiences available in today's market place. Through analysis of factors such as type of operator, inclusions and pricing structures, the student will develop effective tour selection and planning techniques.

TRAV211 - Professional Insight

A series of guest lectures, seminars and workshops designed to familiarize the student with the varied career opportunities associated with the tourism/travel industry.

TRAV212 - Tariffs and Ticketing I

This course is designed to provide the student with the complex knowledge and skills required for effective domestic tariff reading and utilization, fare construction and ticket issuance.

TRAV215 - Computer Reservation Systems

All aspects of the travel industry rely heavily on the efficient and accurate use of the computer for data base retrieval and reservation booking. This course will introduce the student to the comprehensive and sophisticated Apollo computer reservation system.

TRAV304 - Surface Transportation Studies

This course is designed to familiarize the student with domestic and international surface transport components: ship, rail, motorcoach and automobile. Special emphasis is placed on selling skills at the retail agency level.

TRAV306 - Corporate Travel

This course is designed to provide the student with the unique knowledge and skills necessary to manage/arrange travel for the business traveller. The components of supply studied in other areas of the curriculum will be analyzed in relationship to the corporate travel market.

TRAV312 - Tariffs and Ticketing II

This course is designed to provide the student with the complex knowledge and skills required for effective international tariff reading and utilization, fare construction, and ticket issuance.

TRAV315 - Computer Reservation Systems

An advanced study of the Apollo computer reservation system, this course is designed to enhance the basic skills acquired in TRAV215 and to refine usage of the system's extensive database.

TRAV316 - The Business of Travel

While working in the travel industry is often personally enriching, it must be recognized that the employer owns a business that must operate profitably and efficiently in order to survive. Consequently, an understanding of administration, operations and finance is critical to the employee's contribution to the company's success.

Application Procedure

In order to apply for admission to this program an applicant must complete an "Application for Admission to Ontario Colleges of Applied Arts and Technology" form and submit this form to the:
Ontario College Application Service
P.O. Box 810, Guelph, Ontario, N1H 6M4
1-888-892-2228

Application Forms and Applicant Guidebooks are available at Ontario Secondary Schools, at Ontario Colleges of Applied Arts and Technology and at the Ontario College Application Service office.

Admission to the College

Complete information concerning admission to programs at Fanshawe College may be found in the Central Admission Publication located in Registrar and Student Awards Services, Fanshawe College.

The College reserves the right to make changes in the information in this brochure without prior notice.

The College reserves the right to cancel a program, a program major or option, or a course, and to change the location and term in which programs/courses are offered because of insufficient registrations or for other budgetary reasons.

Fanshawe College

Fanshawe College is one of the largest colleges in Ontario with campuses in London, St. Thomas, Simcoe and Woodstock. Fanshawe prides itself on its modern methods and up-to-date technology that provide students with a solid education.

With over one-third of its full-time post-secondary programs combining on-the-job training with in-college study, Fanshawe is recognized as a leader in the field of co-operative education.

In addition to offering post-secondary programs in Applied Arts and Business, Health Sciences and Human Services and Technology, Fanshawe provides other educational programs such as Adult Training, Apprenticeship, and Continuing Education.

This brochure is available in alternative formats, upon request, for persons with disabilities.

For further information on admission and registration, contact:
Registrar and Student Awards Services, (519) 452-4277

For further specific program information, contact:
Tourism and Hospitality Division, (519) 452-4289

Fanshawe College

1460 Oxford St. E.

P.O. Box 7005

London, ON, N5Y 5R6

www.fanshawec.on.ca

Fanshawe

COLLEGE

Tourism and Travel



FANSHAWE
COLLEGE

*Community Driven . . .
Student Focused*

Tourism and Travel

A Co-Operative Education Program
 A Two Year Diploma Program
 Program Code: TTC2 Campus Code: LC
 September Admission

This two year co-operative education program consists of three academic levels and two co-op terms, each of four months duration. Students are prepared, through a wide variety of career-related courses and industry work experience, to meet the limitless challenges of the dynamic tourism/travel industry.

Career Opportunities

The graduates will be equipped with the knowledge and experience to adapt readily to positions in travel agencies, transportation companies, government tourism offices (Municipal, Provincial, Federal) and other allied fields.

TTC21	Level 1	Hrs/Wk
CMNC103	Professional Communication I	2.0
GEOG110	Discover North America	4.0
KYBD119	Keyboarding and Word Processing Skills I	3.0
MKTG104	Marketing for Tourism and Travel	3.0
TOUR202	Tourism in Canada	2.0
TRAV104	Elements of Retail Travel	3.0
TRAV107	Airline Routings and Reservations	3.0
TRAV111	Personal Skills Development	1.0
TRAV113	Multi-Media Applications	3.0

TTC22	Level 2	Hrs/Wk
CMNC203	Professional Communication II	2.0
GEOG205	World Tourism Geography I	3.0
KYBD219	Keyboarding and Word Processing Skills II	3.0
MKTG203	Marketing Communication	3.0
TOUR201	Accommodation Analysis	2.0
TOUR304	Customer Sales and Service	3.0
TRAV207	Package Holidays	3.0
TRAV211	Professional Insight	1.0
TRAV212	Tariffs and Ticketing I	3.0
TRAV215	Computer Reservation Systems	2.0
TRAV304	Surface Transportation Studies	3.0

TTC23	Level 3	Hrs/Wk
CMNC303	Professional Communication III	2.0
CMPT318	Computer Applications - Tourism & Travel	3.0
GEOG305	World Tourism Geography II	3.0
TOUR303	Group Tour Management	2.0
TRAV306	Corporate Travel	2.0
TRAV312	Tariffs and Ticketing II	3.0
TRAV315	Computer Reservation Systems	2.0
TRAV316	The Business of Travel	4.0

TTC2A COOP100	Level A Cooperative Education Work Term I	Hrs/Wk 35.0
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TTC2B COOP200	Level B Cooperative Education Work Term II	Hrs/Wk 35.0
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Program Eligibility Criteria Required Academic Preparation

OSSD with courses at the General Level with:
 - Grade 12 English
 Or
 BTSD-Level 4 Certificate
 Or
 Ontario High School Equivalency Certificate (GED)
 Or
 Mature Applicant with standing in the required course stated above

Recommended Academic Preparation

- Grade 12 English, Advanced
- Grade 11 or Grade 12 French, or equivalent
- Courses in Languages, Business Studies, Geography

Recommended Personal Preparation

Students should:

- Have a keen interest in people.
- Display effective speaking and writing skills.
- Develop personal responsibility and leadership skills in school, community and social organizations.

Applicant Selection Criteria

Where the number of eligible applicants exceeds the available spaces in the program, the Applicant Selection Criteria will be:

- Preference for Permanent Residents of Ontario.
- Receipt of Application by February 1st.
- Achievement in the require academic preparation.
- Achievement in the recommended academic preparation.

Other Information

- Students are expected to provide their own 35mm camera (\$150.00). This is in addition to the books and supplies figure shown.
- Graduates of this program may be eligible for admission to the 20-25 course Post-Diploma Bachelor of Management program at the University of Lethbridge, Alberta.

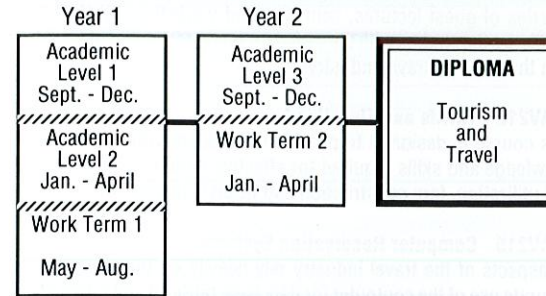
Certification

Developed in conjunction with the Canadian Institute of Travel Counsellors (C.I.T.C.), the program is designed to ensure that graduates meet the standards and qualifications of the Institute and those who wish to do so, may seek certification.

Approximate Costs (1999/2000)

Fees for:	Levels 1 & 2	Level 3
	\$2661.50	\$1330.75
Books and Supplies:	\$ 868.00	\$ 316.00

Program Progression



Course Descriptions

CMNC103 - Professional Communication I

This communications course will provide the student with the ability to apply specific grammar and punctuation rules as well as the ability to plan and organize one and five paragraph essays. In particular, the course will focus on the structures of the process, cause/effect, and persuasive types of essays.

CMNC203 - Professional Communication II

This communications course will provide the student with an understanding of and practice in oral communication. The structures of informative, persuasive and special occasion speeches will be studied. Along with these structures, there will be discussions of related topics such as speech anxiety, audience and occasion analysis, nonverbal communication and visual aids.

CMNC303 - Professional Communication III

This course will provide the student with the skills required to write effective business communication. Areas covered will include diction and tone as well as the formats for business letters, memos, short reports, and proposals.

CMPT318 - Computer Applications - Tourism and Travel

The student will become proficient in the use of common generalized software available in today's automated office environment. Emphasis will be placed on the advanced features of Microsoft Word, and the introductory/intermediate levels of Microsoft Excel and Access.

COOP100 - Cooperative Education Work Term I

Co-operative education is a learning method which formally integrates academic study with work experience in a co-operating employer organization. This "hands-on" exposure affords the student the opportunity to:

- develop skills in the application of theory to practical work situations
- develop attitudes conducive to effective interpersonal relationships

COOP200 - Cooperative Education Work Term II

Co-operative education is a learning method which formally integrates academic study with work experience in a co-operating employer organization. This "hands-on" exposure affords the student the opportunity to:

- develop skills in the application of theory to practical work situations
- develop attitudes conducive to effective interpersonal relationships

GEOG110 - Discover North America

The student will become familiar with the significant tourist attractions within the various regions of Canada and the United States. Special emphasis will be placed on the areas that are most popular with Canadian travellers. Through analysis of factors such as location, climate, culture, historical importance and general appeal, the student will develop effective client counselling techniques.

GEOG205 - World Tourism Geography I

A specialized study of the tourists' world, its recreational, historical and cultural attractions which are of prime importance to the Canadian tourist. This course also provides essential orientation as to the relative locations of continents, countries, principal cities and areas of touristic value.

GEOG305 - World Tourism Geography II

This course is designed to provide the student with an understanding of tourism's role in international geography. The goal is to provide the knowledge and understanding necessary to effectively and efficiently sell a destination.

KYBD119 - Keyboarding and Word Processing Skills I

This course is designed to provide tourism and travel students with an introduction to the complete keyboard using Microsoft Word 97. Topics include: speed and accuracy, introductory Word 97, tabulation, memos, letters, reports and specific materials related to the tourism and travel industry.

KYBD219 - Keyboarding and Word Processing Skills II

This 45 hour course is a continuation of KYBD 119 for Tourism and Travel students. Advanced knowledge of business letters, forms, manuscripts, itineraries etc. will be covered as well as business forms and applications relating directly to the Tourism and Travel Industry.

MKTG104 - Marketing for Tourism and Travel

The central objective of this course is to provide students specializing in the tourism and travel industry with the necessary foundation and understanding of the basic concepts and processes of marketing. Included in the studies will be topics concerning; the marketing concept, consumer behaviour and analysis, and the marketing mix. The student will be required to provide at the end of the course a completed marketing plan using the concepts provided in the course.

MKTG203 - Marketing Communication

The course will provide the students with a comprehensive overview of advertising in Canada, relevant to the tourism and travel industry. The students will also study personal selling methods, effective brochure development, selling techniques, sales administration and public relations.

TOUR201 - Accommodation Analysis

The student will become aware of the various types and standards of accommodation that are available in today's marketplace. As a