Tourism Program (414.A0)

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.

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.

Skills acquired in this program:

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.

Semester Breakdown:

Semester 1

1	Introduction to Geography
2	Introduction to Tourism Management
3	Computer Applications for Tourism
4	Tourism in Latin America & Caribbean
5	English
6	French
7	Complementary
8	Physical Education

Semester 2

1	Introduction to Tourism Marketing
2	Industry Field Studies
3	Tourism Research Methods
4	Customer Service Management
5	Tourism in Canada & USA
6	English
7	Humanities
8	French

Semester 3

1	Spanish I
2	Hotel Operations
3	Sustainable Tourism Practices
4	Destination Analysis: Europe
5	Tourism Consumer Behaviour
6	Sales Techniques
7	English
8	Humanities

Semester 4

1	Tourism Strategic Promotion & Internet Culture
2	Spanish II
3	Destination Analysis: Exotic
4	Customized Individual Travel
5	Finance for Tourism Operations
6	English
7	Humanities
8	Physical Education

Semester 5

1	Events, Meetings, Conventions
2	Career Planning
3	Groups & Charters
4	Tour Management
5	Tourism Marketing - Final Project I
6	Français du travail
7	Complementary
8	Physical Education

Semester 6

1	Quebec's International Tourism Potential
2	Tourism Management & Trends
3	Human Resource Management
4	Reservations
5	Final Project II*
6	Work Study* *(7 Weeks)*

** Comprehensive Assessment*

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. Additional Requirement: Must be eligible to take Français et communication 602-100 or higher.

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