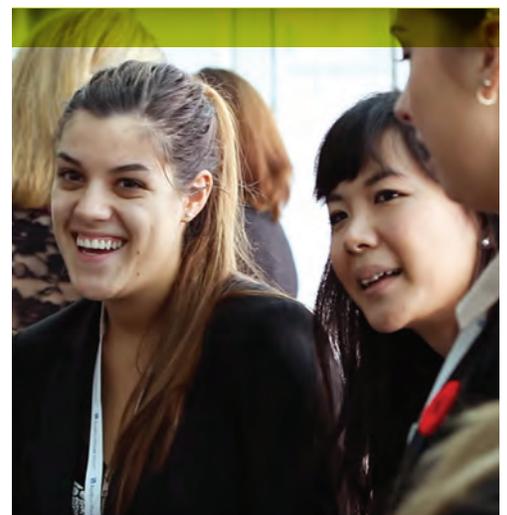




Tourism Management

For a career that goes places



If time really does fly when you're having fun, then say hello to the warp-speed work week.

Tourism is often associated with the glamour of world travel and adventure, so it's easy to forget that the people who work in the industry are savvy professionals with a set of skills specific to the needs of travellers. Tourism is a vital economic force in B.C. Consider that in 2014, the tourism industry generated \$14.6 billion in revenue and continues to grow.* In addition, there were 18,600 tourism-related companies in B.C. In an industry enjoying such runaway growth, employers are constantly looking for qualified people to fill a variety of professional positions. Cap U graduates have rewarding careers with resorts, tour companies, destination marketing organizations, special events firms and more.

LEARN FROM A LEADER

Recognized globally as a leader in tourism education, Capilano's School of Tourism Management emphasizes leadership, sustainability and business management skills such as sales, marketing, operations, finance, human resources and entrepreneurship. Plus, industry-specific expertise is developed in areas such as event planning, destination marketing, hotels and resorts and adventure tourism.

CAREER PATHS

sales manager for a destination marketing association • marketing manager for a tour company • operations manager for a hotel • travel designer for an inbound tour company • program coordinator for a special events company • tourism coordinator for a tourism association • front desk manager for a hotel • tourism information officer for a chamber of commerce • reservations supervisor

PROGRAMS AT A GLANCE

Bachelor of Tourism Management

- Hotel & Resort Concentration
- Adventure Concentration

4 years, full-time (120 credits)
Part-time option
Co-op work term
North Vancouver campus

Tourism Management Co-op Education Diploma

2 years, full-time (60 credits)
Part-time option
Co-op work term
North Vancouver campus

Tourism Marketing Citation

2 years, part-time (18 credits)
North Vancouver campus

Tourism Management for International Students Diploma

2 years, full-time (60 credits)
Work practicum
North Vancouver campus

A TOUR DE FORCE IN TOURISM

Capilano is ideally suited to help you take advantage of the tourism boom.

- **LOCATION:** Vancouver is one of the world's favourite tourist destinations and our Bachelor of Tourism Management program is the only program of its kind in the region. You're close to top attractions, events and restaurants. Plus, the world class resort of Whistler is only an hour away enabling you to live the industry while learning about it.
- **CONNECTED:** Passionate and involved with industry describes our faculty. As tourism professionals and avid advocates, we guide and support you in your learning—providing insights, networking opportunities and pushing you to your potential.
- **HANDS-ON PROGRAMS:** Experiential learning is at the heart of our courses. With an accredited co-op work term, field trips, guest speakers and international work and study options, you'll put your knowledge to the test.
- **ACADEMIC FLEXIBILITY:** Our programs ladder into one another so your credits count as you move through your studies. You can specialize your learning to earn a concentration in Hotel & Resort or Adventure. It's up to you!

*From The Value of Tourism in BC, 2004-2014, Destination BC

One School. Many Worlds.

Build a solid foundation in business, with specialized knowledge in tourism management:

- Strategic management
- Tourism product development
- Tourism planning and policy
- Special events
- Consumer behaviour
- Financial management
- Organizational behaviour
- International destination marketing
- Applied project management
- Marketing research
- Conference services
- Tourism operations
- Tourism sales
- Adventure leadership
- Adventure education & recreation programming
- International ecotourism
- ... and more

"The program is truly amazing. I am so thankful for what the Tourism Management program did for me to set me up for a successful career doing what I love!"

—Laurel White, Fairmont Gold-Fairmont Pacific Rim

Related programs:

Outdoor Recreation Management
Through a curriculum that combines classroom study, field expeditions and practicum, you gain the skills to become a professional in the expanding outdoor recreation industry.

FIND OUT MORE

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@CapilanoTourism