

# SCHOOL OF TOURISM MANAGEMENT



# STUDY TOURISM MANAGEMENT AT CAPU

Tourism is an economic driver, with more than one billion people each year travelling internationally. One in every 11 jobs in Canada is directly related to the sector, with B.C.'s tourism industry contributing more than \$13-billion to the Canadian economy each year.

## BECOME A LEADER

CapU's tourism programs are designed to help you develop strong leadership and business management skills and learn about sales, marketing, operations, finance and human resources.

## GET THE SKILLS TO SUCCEED

In class, you'll deepen your knowledge of this dynamic industry with training in event planning, destination marketing, hotels and resorts and adventure tourism. You'll also participate in field trips, case competitions, networking events and hear from industry guest speakers.

## CAREER PATHS

- Event coordinator
- Hotel operations manager
- Marketing manager
- Reservations supervisor
- Sales manager
- Tourism information officer
- Travel designer

## PROGRAMS

### Bachelor of Tourism Management Degree

4 years | Full-time or part-time | Starts in September or January

### Tourism Management Co-operative Education Diploma

2 years | Full-time or part-time | Starts in September or January