

TOURISM – SERVICES MANAGEMENT – GLOBAL TOURISM BUSINESS SPECIALIZATION (GTB)

About the Program

The tourism sector is a large economic growth contributor in Ontario, Canada and the world. This two-year diploma program will help you establish a service-driven attitude and develop your business and entrepreneurial skills to create, promote and sell global tourism products and services. You will graduate as a specialist in tourism destination innovation and implementing exciting new tourism services.

You will develop business skills in marketing, sales and customer relations, negotiation, risk management, industry-specific global distribution systems, local and international tourism destinations and geography.

In semester two of the program, you can continue your studies in the Tourism – Services Management, Global Tourism Business concentration or switch to Travel Services. Switching is seamless with a common first semester in both programs.

Graduates of Tourism – Services Management – Global Tourism Business Specialization (GTB) with a cumulative GPA of 3.0 or higher have an advanced entry pathway toward Honours Bachelor of Commerce – Business Management (BBM) (<https://www.senecapolytechnic.ca/programs/fulltime/BBM.html>).

Credential Awarded

Ontario College Diploma

Duration

4 Semesters (2 Years)

Starts

January, May, September

Program and Course Delivery

This program is offered in Seneca's hybrid delivery format with some courses available in Seneca's flexible delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

Skills

Throughout this program you will develop the following skills:

- Strong communicators, extensive soft skills
- Solid core knowledge and technical skills

- Understand sector needs, including business management, analytics and technology
- See the industry as a way of life and value lifelong learning
- Globally savvy

Optional Co-op

This program offers the option to complete a co-op work term, providing valuable hands-on experience in your field of study.

Students who select the co-op stream will have the opportunity to participate in a co-op term(s) if eligibility requirements are maintained. Students will have the flexibility to transfer to the non co-op stream at any time. The co-op term(s) is typically a full-time paid position completed between two academic semesters. The co-op search is student-driven and participation in the co-op stream does not guarantee that a work position will be secured. However, students will receive guidance and support through in-class career workshops and one-on-one coaching to help prepare for the co-op term.

Review eligibility requirements for work-integrated learning (<https://www.senecapolytechnic.ca/employers/seneca-works/work-integrated-learning/eligibility.html>)

Field Placement

You will complete 315 hours of placement in the third semester in one of the tourism and travel segments. You will receive assistance from your professor, but it is your responsibility to confirm a placement upon successful completion of all second semester courses before accepting a field placement position.

Your Career

When you graduate from this program, these are the types of career options you can explore:

- Tourism development and marketing organizations
- Travel information centres, national parks and campgrounds
- Tourism attractions, festivals and event planning
- Tour organizations, ground transportation and in-bound tourism
- Travel retail, destination tourism and internet travel retail
- Resorts, hotels, cruise lines, airlines

Accreditation / Affiliations

Seneca is a member of the:

- Association of Canadian Travel Agencies (ACTA)
- Cruise Line International Association (CLIA)
- Global Tourism Business Association (GTBA)
- Meeting Professionals International (MPI)
- Association of Canadian Travel Agencies (ACTA)
- Association of Corporate Travel Executives (ACTE)
- Travel Industry Council of Ontario (TICO)
- Tourism Industry Association of Canada (TIAC)

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
COM101	Communicating Across Contexts	3
or COM111	Communicating Across Contexts (Enriched)	
HSP101	Service Leadership	3
HTM105	Hotel Front Office Operations and Management	4
HTM408	Voluntourism and Sustainable Development	3
SMS202	Business Computer Applications	3
TRV103	Tourism Destination Exploration I	3
TRV106	Business of Tourism	3
Semester 2		
MRK233	Services Marketing	3
TAC300	Financial Accounting I	3
TRV202	Leisure Travel Theory and Practice	3
TRV203	Tourism Destination Exploration II	3
TRV204	Tourism Design and Experiences	3
TRV299	Professional Internship Preparation **	3
WTP100	Work Term Preparation *	1
plus: General Education Course (1)		3
Work-Integrated Learning Term		
GTB331	Tourism - Services Management - Global Tourism Business Specialization, Co-op *	30
Semester 3		
CRM400	CRM and Selling	3
HTM330	Human Resource Management	3
HTM440	Financial Management and Analysis	3
TEA300	Global Eco and Sustainable Tourism Practices	3
TIS200	Professional Internship **	3
TSA300	Amadeus Reservation Specialist	3
plus: General Education Course (1)		3
Semester 4		
GCB400	Global Cruise Business	3
HTM430	Strategic Supervision and Management	3
MRK436	Marketing Attractions and Destinations	3
TRV200	Sport Tourism Development	3
TRV301	Legal Liability and Risk Management	3
TRV303	Tourism Research and Entrepreneurship	3
plus: General Education Course (1)		3

* Work-Integrated Learning option only

** non Work-Integrated Learning option only

Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Support an industry and workplace service culture by adopting a positive attitude and professional decorum, accommodating diverse and special needs, and contributing as a team member.
- Deliver customer service and solutions that anticipate, meet and/or exceed individual expectations, as well as organizational expectations, standards and objectives.
- Use marketing concepts, market research, social networks, sales strategies, relationship management skills and product knowledge to promote and sell tourism products, services and customer experiences.
- Apply business principles as well as basic accounting, budgeting, financial and administration skills to support the effective management and operation of a variety of organizations delivering tourism products and services.
- Comply with relevant organization and workplace systems, processes, policies, standards, legal obligations and regulations, and apply risk management principles, to support and maintain efficient, safe, secure, accessible and healthy tourism operations.
- Use appropriate technologies to enhance the quality and delivery of tourism products, services and customer experiences, to measure the effectiveness of tourism operations and to participate in tourism development.
- Keep current with tourism trends and issues, and interdependent relationships in the broader tourism industry sectors to improve work performance and guide career development.
- Use leadership, teamwork, conflict and relationship management skills and tools, as well as knowledge of organizational behaviour, employment standards and human rights to contribute to a positive work environment.
- Respond to issues and dilemmas arising in the delivery of tourism products, services and customer experiences by using and promoting ethical behaviour and best practices of corporate social responsibility and environmental sustainability.

Admission Requirements

- Ontario Secondary School Diploma (OSSD), or equivalent, or a mature applicant (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>)
- English: Grade 12 C or U, or equivalent course

Canadian citizens and permanent residents may satisfy the English requirements for this program through successful Seneca pre-admission testing. (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>)

Recommended upgrading for applicants who do not meet academic subject requirements. (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options.html>)

International Student Information

International admissions requirements vary by program and in addition to English requirements (<https://www.senecapolytechnic.ca/international/>)

[apply/how-to-apply/admission-requirements/english-requirements.html](#)), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada ([senecapolytechnic.ca](https://www.senecapolytechnic.ca)) (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html>).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (<https://www.senecapolytechnic.ca/pathways.html>) web page.

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