# TOURISM – TRAVEL OPERATIONS (TTO)

## About the Program

This eight-month certificate program is designed to develop your skills and knowledge appropriate for an entry-level position in the tourism and travel industry. In this program, you will learn to proactively promote tourism and travel products and services, improve the quality of customer experience, and discover major global tourism attractions and destinations.

## Credential Awarded

Ontario College Certificate

## Duration

2 Semesters (8 Months)

## 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

## Your Career

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

- Ground transportation
- In-bound tourism
- Ship and cruise service
- Travel retailers and tour operators
- Ticket and counter agent
- Marketing representative
- Reservationist
- Front desk clerk
- Home-based travel counsellor
- Convention/conference/meeting planner assistant
- Internet travel retailer

## Affiliations/Associations

- Association of Corporate Travel Executives (ACTE)
- Association of Canadian Travel Agencies (ACTA)
- Cruise Line International Association (CLIA)
- International Society of Tourism and Travel Educators (ISTTE)
- Meeting Professionals International (MPI)
- Travel Industry Council of Ontario (TICO)
- Tourism Industry Association of Canada (TIAC)
- Tourism Toronto

## 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 |
| HTM408 | Voluntourism and Sustainable Development | 3 |
| TRV103 | Tourism Destination Exploration I | 3 |
| TRV106 | Business of Tourism | 3 |
| TRV202 | Leisure Travel Theory and Practice | 3 |
| TRV299 | Professional Internship Preparation | 3 |
| **Semester 2** | | |
| GCB400 | Global Cruise Business | 3 |
| HTM105 | Hotel Front Office Operations and Management | 4 |
| TIS200 | Professional Internship | 3 |
| TRV203 | Tourism Destination Exploration II | 3 |
| TRV204 | Tourism Design and Experiences | 3 |
| TRV302 | Travel Services Business Operations | 3 |
| TSA200 | Sabre Reservation Specialist | 3 |

## 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:

- Ensure customer satisfaction by providing tourism services in a professional manner, both individually and as part of a team.
- Sell and promote tourism products and services proactively.
- Apply knowledge of the various tourism industry sectors and their necessary interaction, both with each other and with government and other regulating bodies.

- Prepare and issue accurately routine tickets and other travel documentation to clients.
- Apply basic computer and telecommunications practices and techniques to facilitate the completion of administration tasks.
- Work effectively with co-workers, supervisors, and others.
- Develop ongoing personal professional development strategies and plans to enhance career opportunities.

# 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/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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