6 SEMESTERS
2520 hours

DEC
414.AC

With a core curriculum of studies, the Tourism Techniques program with a specialization in Development and Promotion of Travel Products (travel, hospitality, attractions, destinations, hotels, restaurants, etc) program opens the doors to a variety of positions in development and promotion.

This program focuses on the essential knowledge of tourism management. Teachers experienced in the industry provide their know-how and the key to success in entering the labor market. Students have the opportunity to interact with professionals during visits, conferences and events. Graduates of this program can pursue university studies.

As of now, at LaSalle College, students have the option to study in both French and English. It is our bilingual option.

Program Objectives

This program will allow students to put into practice their knowledge and skills acquired in order to work in the business of tourism and leisure. This program leads to a career in Quebec, Canada or abroad.

Career Prospects

- Development and promotion of travel products, tourist attractions and destinations.
- Tourism and travel representatives in Quebec and abroad
- Festival and event coordinator, meeting and special events planner

Level

- This program leads to a Diploma of College Studies (DEC).

Admission Criteria

Have obtained a Secondary School Diploma (DES) and completed the following program prerequisite:

- Mathematics CST 4 (or Math 416)

or

Have obtained a Professional Studies Diploma (DEP) and completed the following courses:

- Language of Instruction from Secondary V
- Second Language from Secondary V
- Mathematics CST 4 (or Math 416)

or

Have obtained an equivalent education or an instruction deemed sufficient. Every case will be analysed by the College.

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Concentration Courses

- Profession and organisation in the tourism, hotel and restaurant industry (90 h)
- Customer oriented approach in the tourism, hotel and restaurant industry (60 h)
- IT: research methodology and information sources in the tourism, hotel and restaurant industry (45 h)
- Tourism Products and Clientele I (60 h)
- Cultural and Tourist Attractions of Canada and the United States (60 h)
- Cultural and Tourist Attractions of the Caribbean and Latin America (60 h)
- Principles of communication marketing in the tourism, hotel and restaurant industry (60 h)
- Tourism, hotel and restaurant industry accounting (60 h)
- Tourism Products and Clientele II (60 h)
- Introduction to sustainable Tourism (60 h)
- Tourism Marketing Research (60 h)
- Human resources in the tourism, hotel and restaurant industry (75 h)
- Sales Techniques in the Tourism, Hotel and Restaurant Industry (60 h)
- Introduction to Package Creation (60 h)
- Cultural and Tourist Attractions of Europe (60 h)
- The Art of Communication (60 h)
- Cultural and Tourist Attractions of Africa and the Middle East (60 h)
- Tourism Promotion (75 h)
- Financial Operations in Tourism (60 h)
- Creation of Individual Packages (FIT) (60 h)
- Distribution and reservation systems (45 h)
- Community management - second language (60 h)
- Cultural and Tourist Attractions of the Middle East and Africa (60 h)
- Creation of Group Packages and Events (60 h)
- Reservation systems I (45 h)
- Introduction to Spanish in Tourism (45 h)
- Final project (135 h)
- Distribution and reservation systems I (45 h)
- Strategic Marketing Communication in Tourism (60 h)
- Reservation Systems II (45 h)
- Practical Spanish in Tourism (45 h)
- Distribution and reservation systems II (45 h)

* The College reserves the right to substitute some courses.

General Education Courses

- 3 Physical Education courses - in French (90 h)
- 3 Humanities courses (150 h)
- 4 Language and Literature courses (240 h)
- 2 Second Language courses (90 h.)
- 2 complementary courses - in French (90 h)

Bring Your Own Device

The use of a laptop computer is mandatory. Standard or student license software must be installed when requested by teachers.

The following features are required for PCs or Macs:

- Processor: Intel I5 minimum
- Memory: 8 GB recommended
- Hard drive: 500 GB minimum
- Screen: 14 inches minimum
- Connectivity: WIFI and LAN
- Ports: Minimum of one USB 3.0 port

We recommend purchasing an external numeric keyboard if your laptop does not already have one.

Required software: Office Suite for Windows or Mac (Word, PowerPoint, Excel).

Work-Study Program (WSP)

Work experience is recognized and in high demand by employers. The Work-Study Program (WSP) is an educational model that allows you to undertake two paid internships during your studies to gain work experience related to your field of study. Please consult the Work-Study Program section for more details. Not available to students who begin in the Winter semester.