

Tourism Management – Business Development (Co-op)



Benefits of hiring a Niagara College Co-op student

NEW TALENT | STAFF COVERAGE | PEAK SEASON | SPECIAL PROJECTS

Program curriculum focuses on tourism sales and marketing, attraction operations, business development, events, conference services, travel trade and tours.

Student Competencies:

- › Ensure a high degree of customer satisfaction while promoting tourism products, services and experiences in a professional manner
- › Apply tourism and hospitality knowledge to customers' unique requirements in order to create an appropriate tourism product, service or experience itinerary
- › Market, promote and sell tourism products, services and experiences
- › Apply accounting and financial knowledge and skills to the operation of a tourism organization
- › Apply knowledge of the various tourism industries and promote tourism sustainability
- › Perform effectively, both as an individual and as a member of a team, in the daily operations of a tourism organization

Our students have enhanced organizations in these areas:

- › Tourism Sales and Marketing
- › Tours and Attractions
- › Wine and Culinary Tourism
- › Event and Conferences
- › Tourism Development
- › Adventure and Eco-Tourism
- › Travel and Transportation Services
- › Reservations and Guest Services

ACADEMIC & CO-OP WORK SCHEDULE			
YEAR	FALL TERM	WINTER TERM	SPRING TERM
1	Study	Study	WORK
2	Study	Study	

Co-op work term requirement is 450 hours.

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