



Tourism Techniques, Option in Development and Promotion of Travel Products

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Duration
4 semesters,
1860 hours



Schedule
Full-time
Daytime,



**Languages
of Instruction**
English, French



**Method
of Instruction**
On-campus

Whether in Quebec, Canada or further afield, harness the expertise you will gain in developing and marketing travel products during your ACS in Tourism Techniques, Option in Development and Promotion of Travel Products, organized by the International School of Hotel Management and Tourism.

Encourage clients to explore unique local destinations and learn about exciting job opportunities at the Job Fair.

Career Prospects

According to Job Bank, projections for Accommodation Service Managers in Québec show growth in employment and professions, leading to several new positions.

Employment in this profession is influenced by trends in accommodation, healthcare, and social services. Growth in traveler accommodation services, where 70% work, is driven by tourism and expanding small hotels.

Career Fields

- Developer and Promoter of travel products, tourist attractions, and destinations,
- Tourism and travel Representatives in Québec and abroad,
- Festival and Event Coordinator,
- Meeting and Special Events Planner.

Diploma and Accreditation

This Attestation of College Studies (ACS) is approved by the ministère de l'Enseignement supérieur of Québec and is internationally recognized.

ACS programs are part of continuing education and destined primarily for adults seeking to add value to their skill set or reorient their career.

A student without a Certificate of eligibility (CEO) who begins an ACS program in English will be required to demonstrate sufficient knowledge of French, as defined by the regulations of the Ministère de la Langue française, in order to graduate.

Cutting-edge Facilities and Equipment

Experiment with industry-standard equipment, software, and technology in our advanced facilities, including:

- FLEX classrooms,
- Active learning classrooms,
- And many others!

Actively participate and collaborate with teachers using these specialized facilities, boosting your motivation and confidence.

Work Experience

Get sought-after practical experience with our Career Service and our Work-Study Program (WSP), which incorporates two paid internships into your program.

Our Tourism program also includes a **135-hour final project** as part of the curriculum.

For this program, you'll
need to use your own
computer equipment.

[SEE REQUIREMENTS](#)



Admissions Criteria

Exceptions to these admission criteria may be applied.

Every application is reviewed by the College.

To be eligible for acceptance into an ACS program, applicants are generally required to meet one of the following criteria:

- Have interrupted their full-time studies for at least two (2) consecutive semesters or one (1) full school year; or
- Have followed post-secondary studies for a period of at least one (1) year; or
- Have a Secondary School Diploma (SSD) or a Diploma of Vocational Studies (DVS), and the program allows them to receive a technical training that is not available in a DCS program; or
- Have an equivalent education or an instruction deemed sufficient and meet the admission criteria set for college studies.

List of Courses

ACS programs are based on DCS program curricula, but do not have general education courses like French, English, or Philosophy.

Concentration Courses

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

* The College reserves the right to substitute some courses.