

EVENING AND WEEKEND | 2 SEMESTERS
765 hours

AEC
LCL.1K

Are you passionate about travel and do you want to inspire tomorrow's travelers? Learn how to give clients travel advice and create customized packages.

More than just basic travel agent training, the new AEC Travel Creation program will give you all the skills you need to design travel packages. The program will enable you to acquire travel expertise and master innovative tools to express your talent as a package deal broker.

Not only will you develop various techniques to meet travel customers' needs, you'll also gain the interpersonal skills and know-how needed in the industry. Your knowledge, both in terms of tourist and cultural attractions and travel sales and communication techniques, will be an asset on the job market.

Your curiosity, listening skills and creativity will help you develop customized travel packages, meeting the most specific needs.

Diploma

This program leads to an Attestation of College Studies (AEC).

Career Prospects

- Package deal broker
- Junior package deal broker
- Travel agent
- Travel consultant
- Customized product coordinator
- Tourist itinerary coordinator
- Tourist product designer
- Operational coordinator
- Consultant expert in customized services
- Travel consultant — specialist in customized services
- Account manager
- Product coordinator and itinerary organizer

Training Objective

At the end of the Travel creation program, graduates will be able to create and plan a variety of customized packages that are suitable for the market and business and leisure customers. This AEC leads to a stimulating and diverse career that will meet your expectations and those of the tourist industry, offering you opportunities in Québec, Canada and abroad.

Target Clientele

Do you already have a job and want to make a career change? Or do you already work in tourism and hospitality and want to improve your skills and adapt to trends and new offers on the market? This travel program is made for you!

Admission Criteria

All applicants are eligible for a program leading to an Attestation of College Studies (AEC) if they have a level of education that is deemed sufficient by LaSalle College and they meet one of the following criteria:

- They have interrupted their full-time studies for at least two (2) consecutive semesters or (1) full school year
- They have followed post-secondary studies for a period of at least (1) year

Concentration Courses

- Introduction to the world of tourism, its products and its clientele (90 h)
- Tourist and cultural attractions of North America (60 h)
- Research methodology and information technology (60 h)
- Creating customized packages (105 h)
- Tourist and cultural attractions of the main regions of the world (60 h)
- Developing business partnerships (45 h)
- Communication, marketing and media strategies (45 h)
- Selling tourist products (60 h)
- Monitoring customer files and after-sales services (45 h)
- Second language in the tourism environment (60 h)
- Work placement (135 h)

* The College reserves the right to substitute some courses.

Methods of Instruction

On-campus

- At the Montréal campus

Real-time remote learning

- Training provided entirely in distance mode, with a teacher and in real time (synchronous)

Minimum Required Equipment

- Multi-core INTEL or AMD processor with 64-bit support (3 GHz), Mac Intel
- Windows 7 (with Service pack 1) or above, Mac OS X v.10.7 or above
- 4 GB RAM minimum (12 GB RAM recommended)
- 500 GB hard drive
- Broadband internet access
- Screen resolution of at least 1080 x 900 (1280 x 1024 recommended)
- Sound card, headphones and microphone

Software required: Word, Excel and Power Point

Advantages

- This 2-semester training program is the only one of its kind in Québec, and is offered at night: a flexible choice
- Some classes will take place online and others in the classroom to limit travel to the campus
- You will learn from the best. Our teachers are industry professionals
- You will learn through practice with concrete industry case studies
- You will benefit from an innovative teaching and disciplinary approach (virtual reality, collaborative classes, etc.)
- The program is intensive over 2 semesters to enable you to enter the job market quickly
- A practical industry placement, in Canada or abroad, will enable you to assimilate skills better

Special Notes

Please note that some courses are offered online synchronously using the Microsoft Teams platform.