



DAY | 4 SEMESTERS
1860 hours

AEC
LCL.2A

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) opens the doors to a wider array of careers in Québec, Canada or abroad.

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. The program opens the doors to a variety of positions in development and promotion.

Students in this program may participate in the Job Fair organized by the International School of Hotel Management and Tourism, and eventually find a job in the industry.

The program is offered in 6 and 4 sessions. The 4-session program does not include a summer semester.

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

Training Objective

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 Québec, Canada or abroad.

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.

Career Prospects

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





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

* The College reserves the right to substitute some courses.

Diploma

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

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).

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)

Student Profile

International students

