

Aboriginal Tourism Management (ATM) Diploma

TSM 210 Academic English - 3 Credits

This course will take the student through the steps involved in writing a research paper. Students will discover how to do a literature review with proper referencing by researching academic writing and journal articles. The student will also write a proposal about the research project and conduct literary research for a final research essay. APA writing style will be further expanded upon.

TSM 211 Financial Management in Tourism I - 3 Credits

This course introduces students to the basic terminology, concepts and principles of accounting. Assignments focus on preparing income statements and balancing statements for transactions.

TSM 214 Organizational Dynamics - 3 Credits

This course develops skills in interpersonal communication, decision-making, team-building and conflict resolution. The students will learn about organizational leadership and current management practices in tourism.

TSM 216 Tourism Business Law - 3 Credits

Students examine the legislation and regulation of the tourism industry. There is a special emphasis on risk management for outdoor adventure activities. Case studies examine tourism business development and the legal rights, responsibilities and obligations of organizations in the hospitality industry. The legal problems and solutions regularly faced by small businesses in tourism will be examined.

TSM 218 Project Management Field Experience - 3 Credits

Students will gain real-life business skills through specific projects, job shadowing, and hands-on experience in tourism businesses. Emphasis is on financial management and human resource management skills for supervisors.

TSM 114 Heritage Recovery & Interpretation - 3 Credits

This course explores issues that are central to the overall goals of Aboriginal Tourism, such as the process used by First Nations communities to record their history, recover traditional skills and repatriate cultural artifacts. Students will draw on this knowledge within their own communities through research and develop presentations and displays for sharing their culture with visitors.

TSM 220 Marketing - 3 Credits

This course examines the existing tourism marketing system in Canada with specific interest in First Nations products and services. The course covers market surveys, the creation and implementation of advertising strategies and campaigns for tourism, and the link between product quality, customer satisfaction and business profitability. The strategic marketing process as it relates to the tourism industry, includes: understanding consumer behaviour, positioning a tourism product for success in the market, developing and packaging a product, marketing tools, and developing a successful media strategy.

TSM 223 Human Resource Management - 3 Credits

Students will learn to apply the management philosophies and practices appropriate to Aboriginal tourism operations. Topics include recruitment, hiring and termination of employees, staff training and development, staff empowerment, employee scheduling, performance evaluation and employment standards.

TSM 224 Small Business Development - 1 Credits

The role of the First Nations entrepreneur in the tourism industry will be explored. Students will draw on their creativity and learn entrepreneurial skills for setting up a new business. Other topics will cover traditional values and business ethics, a survey of business development funds and business growth strategies.

TSM 226 Financial Management in Tourism II - 3 Credits

This course continues from the basics of accounting and prepares the student for developing financial statements for their own business. Topics include: income measurement, special journals, cash and investments, balance sheet equations and preparing working papers. Participants will work through the full accounting cycle.

TSM 228 Business Development Field Experience - 3 Credits

Students will gain experience in business planning and start-up through job shadowing, mentoring and hands-on experience in tourism businesses. Emphasis is on marketing, financial management, organizational dynamics and entrepreneurial skills.

TSM 227 Practicum Preparation Seminar - 3 Credits

During the seminar students will discuss their expectations, the goals and tasks for the practicum and the practicum evaluation procedures. Students will update their current resume and cover letter; and practice for a job interview.

TSM 229 Practicum - 3 Credits

The students will work for a tourism companies as full-time employees. The practicum allows students to reinforce the theoretical concepts learned in the classroom and apply them in real working situations.