

Aboriginal Tourism Operation (ATO) Certificate

TSM 101 Business Communications - 3 Credits

This is an applied course in business and technical writing, focusing on skills related to communications in the tourism industry: memos, letters, descriptions, proposals and presentation organization and delivery. Students will also be refining their basic English skills for excellence in entry-level written tasks.

TSM 105 Computer Applications - 3 Credits

Through hands-on experience, students will be applying the basics of computer operations in a business context. The course will cover the six categories of software programs commonly used in business: word processing, spreadsheets, databases, graphics, accounting and communications and apply them to their studies in the tourism industry. Students should have previous keyboarding experience as a prerequisite to this course.

TSM 110 Introduction to Aboriginal Tourism - 3 Credits

An overview of the local, regional and global tourism industry: its key concepts, language, the social and economic impacts, and issues and trends in tourism. Special emphasis will be placed on the eight sectors of tourism, the geography of First Nations in Canada and Aboriginal tourism operations in BC, Canada and the world.

TSM 112 Ecotourism - 3 Credits

This course is an introduction to the scope and impact of adventure travel and ecotourism. This course will explore product development and marketing, economic impacts and critical issues facing the industry and Aboriginal communities; including sustainable development, ethical, cultural and environmental impacts. There is a special emphasis on environmental stewardship throughout the tourism industry.

TSM 113 Customer Services in Tourism - 3 Credits

This course provides students with the ability to design and implement a service management program to achieve consistent, quality service at all levels of an organization. Specific attention is given to the service team-culture, service sales skills, and the importance and role of First Nations hospitality. FirstHost certification, NEC's one-day workshop on customer service skills, is part of the course.

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 115 Aboriginal Interpretation Field Experience - 3 Credits

Interpretation activities will include preparing and sharing cultural foods, performing songs, dances and storytelling using regalia. Students will lead tours, interpret carvings and other traditional art works, greet and host visitors in various settings. Job shadowing opportunities will be available at tourism destinations such as museums, heritage centres and First Nations communities, historic sites and with tour operations, travel information centres and travel businesses.

TSM 116 Ecotourism Field Experience - 3 Credits

Ecotourism activities will include kayak, ocean-going canoes, and motorboat tours, nature walks, outdoor traditional feasts, medicine and food plant walks and other adventures. Students will develop skills in leading groups and individuals to experience the natural world including traditional ecological knowledge, natural resource harvesting and traditional stewardship of lands.

TSM 117 Practicum Preparation Seminar - 1 Credits

This course offers a general overview of work experience and the process of creating positive working relationship. During the seminar the students will write their current resume and cover letter and practice their interview skills. The students will review the expectations for the practicum, the goals and tasks of the practicum and the practicum evaluation procedures.

TSM 118 Practicum - 3 Credits

During this practicum the students are expected to work as staff team members to help provide customer service. They will develop customer service skills in the practicum company, based on the customer's needs and interests.

TSM 120 Special Events Management - 3 Credits

This course will teach all aspects of special events management and planning with a focus on First Nations events such as cultural festivals and community gatherings. Students will learn to design and prepare a business plan for an event, and sponsorship proposals. Skills will be developed for conference and workshop planning, facilitation and hosting.

TSM 125 Cross-Cultural Tourism - 3 Credits

Tourism in general, and Aboriginal Tourism in particular, often involves people from different cultures meeting and learning from one another. This course will deal with theoretical and practical issues arising from the cross-cultural environments including differing cultural values, business practices and social customs. Effective communication and negotiating skills across cultural differences will be enhanced by the activities in this course.