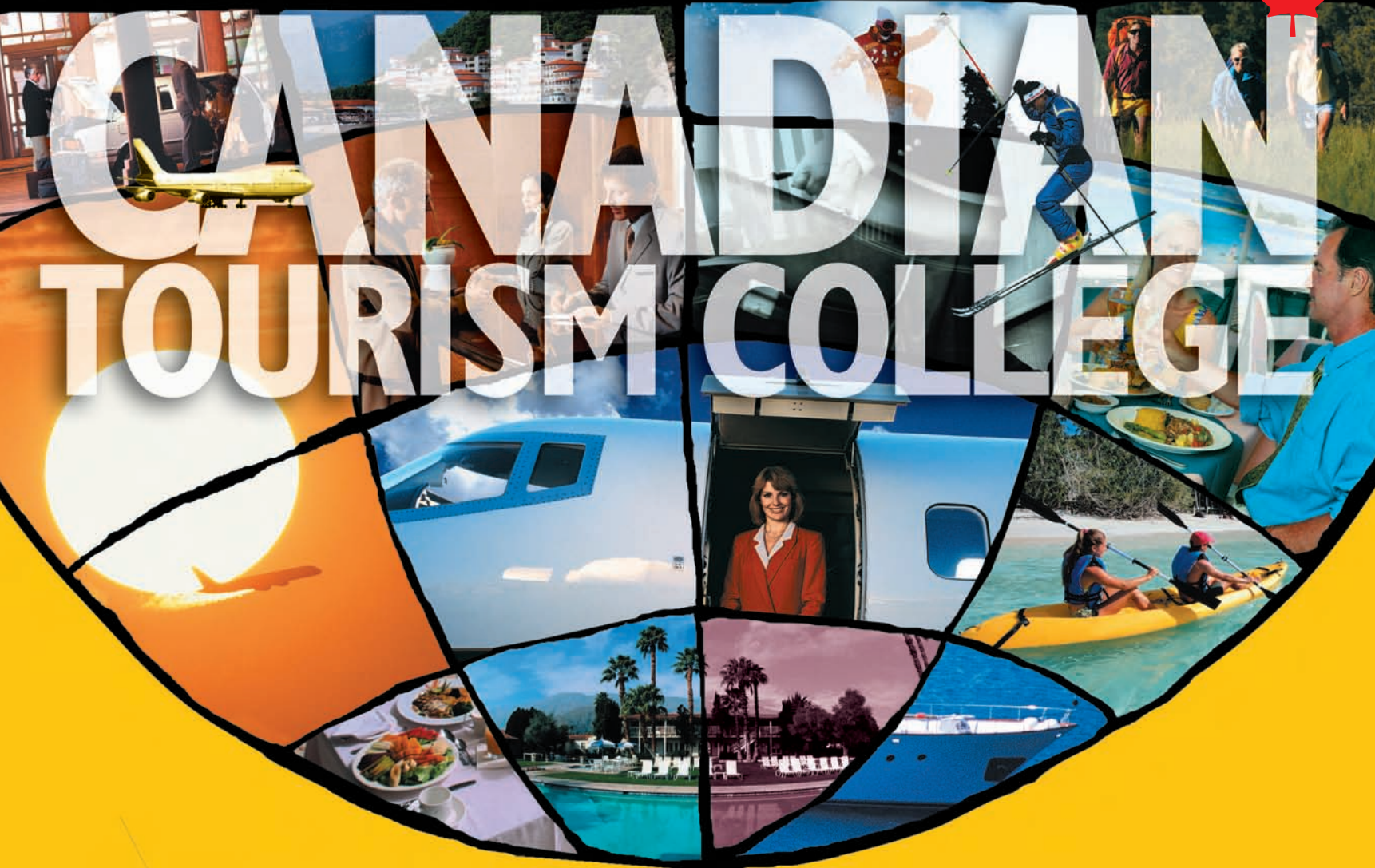


CANADIAN TOURISM COLLEGE



# CANADIAN TOURISM COLLEGE



**The Travel, Tourism  
and Hospitality Education  
Professionals**

**For Canadian & International Students**



**PCTIA**

ACCREDITED BY PCTIA

Creating Career Opportunities in a Changing World

CANADIAN TOURISM COLLEGE



# Welcome to Canadian Tourism College

With your first visit to Canadian Tourism College, you'll notice something special about us - something that sets us apart. Here, you'll find not only a very comfortable learning environment, but something more: a spirit of warmth and friendliness, a positive attitude that is shared by everyone, a sense of genuine caring and mutual respect between students, staff and instructors alike.

Since 1980, Canadian Tourism College has been a leader in training Tourism and Hospitality professionals. We work closely with the industry to ensure that our graduates have the skills and training necessary for success in their chosen career path. This dedication to training excellence shows in our employment rates that consistently exceed 90%.

We invite you to visit our convenient Vancouver or Surrey campus as this will give you an opportunity to discuss your personal career goals and to learn more about the opportunities that exist within the industry itself. Our instructors are industry professionals and they are able to help answer any specific employment questions that you may have. We understand the importance of finding the best educational environment for you to pursue your career goals and we take pride in providing everyone with the information required to make a well informed decision.

The expert training you need. The personal attention you want.  
The truly enjoyable and rewarding learning experience you deserve.  
It can make all the difference in the world - to you.



Kim Beharrell and Gwen Donaldson  
Canadian Tourism College Directors

# STUDY WITH THE LEADER

## IS TRAVEL, TOURISM & HOSPITALITY RIGHT FOR YOU?

The five sectors of the Travel, Tourism and Hospitality industry offer numerous employment opportunities. Here are just a few examples: Outdoor Wilderness Guide, Hotel Guest Services Representative, Cruise Specialist, Flight Attendant, Corporate Travel Consultant, Airline Passenger Ticket Agent, Special Events Coordinator, Tour Guide...

### CHOOSING THE RIGHT EDUCATIONAL PROGRAM AND INSTITUTION

We recommend that you spend as much time choosing an institution as you would in choosing a career. Here is what our regulatory body suggests:

“Contact potential employers and ask about the reputation of the College and the success of their graduates. Check that the College is registered or even better accredited by the Private Career Training Institutions Agency (PCTIA) in the province of British Columbia. Through the highly regarded voluntary accreditation process the College and its programs are evaluated and recognized for quality assurance. When accreditation is achieved, you can be confident that the standards of integrity and educational competence of the College meet strict criteria and standards set by PCTIA.”

CTC is proud to be the first accredited tourism college in the province of British Columbia.



CTC is proud to maintain professional memberships with the National Association of Career Colleges, the British Columbia Career College Association and for additional consumer confidence, the Better Business Bureau.

## STUDY WITH THE LEADER

Since 1980, Canadian Tourism College has been the leader in Travel, Tourism and Hospitality education in British Columbia. Studying with the leader provides you with an important advantage when seeking employment. The quality of your education is known and recognized throughout the industry.

- First Tourism College to earn accreditation by PCTIA
- First private college to earn Canadian Institute of Travel Counsellors (CITC) Level I endorsement for the Travel & Tourism Diploma Program in Canada
- First Tourism College in BC to offer CITC Level II endorsement and the IATA/UFTAA Fares and Ticketing certificate in the Travel & Tourism Advanced & Business Diplomas
- First college in Canada to offer the Amadeus/CTC Merit of Completion Certificate
- First Tourism College in Canada with students earning a perfect 100% mark on the CITC national knowledge exams
- First private college in BC to offer the Adventure Tourism Diploma Program
- First business in Surrey to earn Entrepreneur of the Year award from the Surrey Chamber of Commerce in 1995
- First Tourism College in BC to offer Microsoft Office Specialist certification training
- First College in BC to offer dual certification including BC Provincial Core Curriculum and the American Hotel & Lodging Association (AH&LA) curriculum
- CTC grads are the first choice for employers in the Travel, Tourism and Hospitality Industry in BC

[www.tourismcollege.com](http://www.tourismcollege.com)



## VANCOUVER HOSTS THE WORLD AT THE 2010 WINTER OLYMPICS

With the announcement of the 2010 Winter Olympics being awarded to Vancouver, plans were put in place by industry and educational institutions to step up and meet the needs of residents and visitors alike. In 1986, Vancouver shone when hosting the World Expo and 2010 will be the perfect opportunity for the world to experience all that Vancouver, British Columbia and Canada has to offer. Will you be ready?

### TOURISM, A WORLD OF OPPORTUNITIES

In addition to constructing the physical requirements of the Olympics, all sectors of the tourism and hospitality industry are joining together to build the most important aspect of the games - human resources. Human Resources and Social Development Canada, go2bc, industry partners, education and training providers alike are focusing their efforts on creating a professional workforce to supply the needs of an already growing industry.

Canadian Tourism College continually updates its programs and develops new programs to meet the needs of the tourism industry and to insure that our graduates exceed the expectations of our visitors to British Columbia.

Tourism is the career of the future! Imagine yourself as part of this exciting growth industry. Call us today to arrange a free College tour and to find out how you could be working in an exciting new position within a year.



# STUDY IN VANCOUVER

## STUDY IN VANCOUVER WITH THE AWARD WINNING COLLEGE

Vancouver was voted the "Best City in the Americas" for 2004, 2005 and 2006 by Condé Nast Traveler magazine, based on the categories of ambience, friendliness, culture and sites, restaurants, lodging, and shopping. This is just one of our city's awards and accolades that clearly demonstrate the many reasons to study in Vancouver!

Favoured with a year-round mild climate, Greater Vancouver is a world-renowned tourist destination attracting over 8.3 million overnight visitors every year and representing close to \$3.6 billion in revenue to the local region. With its modern tourism infrastructure, Greater Vancouver is the ideal location to acquire recognized industry-related skills and hands-on experience in Travel, Tourism and Hospitality training. Worldwide tourism is fast becoming the largest growth industry with career opportunities around the world.

The city is set amid the stunning natural beauty of snow-capped mountains rising above the blue waters of the Pacific Ocean. As the proud host of the 2010 Olympic & Paralympic Winter Games, Vancouver looks ahead to ongoing growth and great success in tourism, hospitality and business services each year.

By 2010, we will have:

- More than 85,000 new jobs in the Tourism and Hospitality industry
- A deficit in employees capable of taking on management or supervisory positions
- More people retiring from Tourism and Hospitality than entering the workforce
- A need to develop training programs that accommodate people already working in the industry
- Greater linkages between education and training providers and industry employers

## IN 2006 CTC WAS PROUD TO RECEIVE THE SURREY BUSINESS EXCELLENCE AWARD FROM THE SURREY BOARD OF TRADE

- 2006 Better Business Bureau Award – in recognition of 15 years of commitment to ethical practices in the marketplace as a BBB Member.
- 2005 recognition from the World Tourism Organization in their quarterly publication for celebrating World Tourism Day with CTC students and their families at the College. (Guest speaker at the event was Arlene Keis, Executive Director from go2, the BC tourism industry human resource association.)
- 2004 Community Spirit Award for the First Annual Harvest Fair Scarecrow Contest from the Harvest Fair Committee and the Surrey Food Bank
- 1998 Professional Member of the Year Award from the Association of Tourism Professionals
- 1996 Entrepreneur of the Year nomination from Ernst & Young
- 1995 First Tourism College to be Accredited by the Private Post Secondary Education Commission of BC now known as the Private Career Training Institutions Agency
- 1995 Entrepreneur of the Year Award from the Surrey Chamber of Commerce
- 1994 Top 40 under 40 from Business in Vancouver
- 1992 Most Professional Corporate Image Business Development Bank, Surrey BC



*CTC was honoured to receive the Business Excellence Award at a black tie gala event at the Sheraton Guildford hotel in October 2006. Judging criteria included leadership, strategy development & planning, customer focus & market knowledge, employee learning & people focus, process management and overall business performance.*

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# FACILITIES AND SERVICES



## CTC FACILITIES AND SERVICES

### LOCATIONS

Canadian Tourism College operates two campuses located in Vancouver and Surrey. Both locations are easily accessible by public transportation. Spacious and bright classrooms provide a comfortable and professional study environment. Our computer labs are well equipped with multimedia systems, Internet access and word processing programs. Students have free access to these systems during and after class time.

### PHILOSOPHY

Canadian Tourism College continues a proud tradition of integrity, quality and educational excellence. We remain guided by one basic principle: we put the needs of our students first. We understand! At CTC, we'll make sure that you are ready to take your place in the industry – confident, professionally trained and fully prepared.

### INSTRUCTORS

Our staff and instructors are dedicated professionals and recognized experts. They have the Provincial Instructor Diploma program in Adult Education, or have degrees or related experience in adult education. They have in-depth knowledge of their respective fields, belong to industry associations and are constantly updating curriculum to ensure that you are always on the leading edge. In order to stimulate interaction, the number of participants in a classroom is limited.

### LIFETIME PLACEMENT ASSISTANCE

We offer job placement assistance for all students. CTC is proud to reach one of the highest graduate placement rates annually. This outstanding rate is possible because of the quality of our graduates, our extensive contacts in the industry and the dedication of our Career Development Counsellors. Access to job placement assistance is available to all CTC students for a lifetime! Our alumni graduates are part of a vast network of industry professionals who contact CTC to recruit new employees. All job postings are available for student and Alumni access through the CTC web site [tourismcollege.com](http://tourismcollege.com).

CTC is proud to host a wide variety of tourism companies that visit our College to recruit new employees. We regularly have Cast-A-Way Cruise and Resort Hiring Agency visit our Vancouver campus to recruit for companies like Disney, Club Med, Carnival Cruise Lines Line & Solutions at Sea. CTC graduates are successfully employed with the airlines, hotel chains, inns, travel agencies, cruise lines, adventure tourism companies and tourism organizations around the world.

# FACILITIES AND SERVICES

## ARE YOU INTERESTED IN WORKING OVERSEAS?

CTC partners with Global Tourism Recruitment Solutions, a company that specializes in placing our graduates into global tourism occupations.



In addition to the services that CTC offers, Global Tourism Recruitment Solutions (GTRS) provides a tailored and unique approach to the recruitment and placement of CTC graduates in positions around the world. If you are interested in working in another country we encourage you to meet with the industry professionals from GTRS. International employment may offer room and board for qualified candidates. Check our web site for more info.

CTC offers an International Work Abroad certificate program to assist in the preparation to work overseas. The program includes the placement services of GTRS and assistance with the appropriate documentation to work in an International country.



*“The teachers at CTC are excellent. Their **knowledge, expertise** and real life experiences were more useful to me than what the textbooks had to say. After being in the workforce for several years and now currently enrolled in the International Hotel Management Institute, I still refer to the **advice** that my teachers gave me at CTC.”*

AGI HIMER - CTC GRADUATE AND ALUMNI

## PARTNERSHIPS IN LEARNING

Canadian Tourism College is proud to have formed partnerships with public and private colleges & universities through a recognized articulation process. CTC programs may carry transfer credits into diploma and degree programs around the world. Please contact the College to obtain the most up-to-date agreements or check out our website [tourismcollege.com](http://tourismcollege.com).

### CITC ENDORSED PROGRAMS



The Canadian Institute of Travel Counsellors (CITC) advances the professional development of travel counsellors and managers, promotes national industry designation, provides travel information to consumers and provides endorsement for travel programs offered at the Canadian Tourism College. CTC is proud to have endorsed programs to the highest level available in Canada which will provide our graduates with nationally recognized, industry-validated skills required to gain employment in the global tourism marketplace.

### INTERNATIONAL AIR TRANSPORT ASSOCIATION (IATA) AUTHORIZED TRAINING CENTER



CTC is the only authorized training center in Western Canada and with this endorsement, is able to offer Internationally recognized IATA courses and programs to our students.

### CRUISE LINES INTERNATIONAL ASSOCIATION (CLIA) PARTICIPATING LEARNING CENTER



Unique to British Columbia, CTC is a Participating Learning Center and a designated active member of CLIA. With this partnership we are pleased to offer highly recognized CLIA cruise sales training for our students in various diploma programs and industry on a space available basis.

### AMERICAN HOTEL & LODGING ASSOCIATION (AH&LA) EDUCATIONAL INSTITUTE



CTC is proud to have an academic Partnership Agreement with the Educational Institute of the American Hotel & Lodging Association to provide curriculum that is internationally recognized. Several of CTC's diploma programs offer AH&LA's individual certificates and certificates of specialization. Through CTC, Hospitality and Resort Management Diploma students may choose to enroll in an additional diploma from AH&LA to earn dual certification.

Visit [tourismcollege.com](http://tourismcollege.com) for details





# DIPLOMA PROGRAMS

## DIPLOMA PROGRAMS

### TRAVEL & TOURISM BUSINESS MANAGEMENT DIPLOMA

**CITC endorsed Level II • 46 weeks – 1246 hours including a 4-week on-site practical work experience (160 Hours) 60 CITC credits**

The Travel and Tourism Business Management Diploma is a unique combination of two excellent programs, Travel & Tourism Advanced CITC endorsed Level II Diploma and the Computer Office Environment Certificate, providing internationally recognized certification in digital literacy and the highest level of industry validated Tourism curriculum and certification available in Canada.

For many tourism businesses and organizations, Microsoft Office skills are no longer a luxury, but an absolute necessity. Students seeking academic success and entry into the business world can meet this demand with Microsoft Office Specialist certification. This certification is a credential recognized by educators and tourism employers around the world.

This training is designed for those wishing to enter the tourism industry and work with airlines, hotels, travel agencies, tour companies, cruise lines and an endless variety of positions in Tourism related businesses.

The Travel and Tourism Business Management Diploma program is our most popular tourism program. It includes all courses and certificates listed for the Travel & Tourism Advanced Diploma, Computer Office Environment and the following:

**Internet and Computing Core Certification (IC3)**



**Microsoft Office Specialist (MOS) Certification**



### TRAVEL & TOURISM DIPLOMA

**CITC endorsed Level I • 21 weeks – 561 hours 12 CITC credits**

The Travel & Tourism industry offers exciting job opportunities. Most employers will require that you have basic knowledge of the tourism sector prior to hiring you. With this 5 month entry-level program you will develop a broad range of industry knowledge and acquire the level of expertise required to successfully start in the industry.

*“Tourism needs 84,000 more skilled workers by 2010.”*

BC TOURISM HR DEPARTMENT,  
TASK FORCE ACTION PLAN



### TRAVEL & TOURISM ADVANCED DIPLOMA

**CITC endorsed Level II • 34 weeks – 960 hours including a 4-week on-site practical work experience (160 Hours) 60 CITC credits**

CTC is the only IATA Authorized Training Center in Western Canada.

Thousands of grads will tell you...“I did it!” If you are ready to travel the road to success, you are ready for this! This popular program is recommended for students wishing to work toward supervisory or management positions anywhere in the world. The Travel & Tourism Advanced Diploma program includes: field trips, career days, research & presentation skills, interview techniques, employment strategies, IATA curriculum and a 4-week on-site practical work experience. Upon successful completion of this program, students will be scheduled to challenge the internationally recognized CITC Knowledge Exam at Canadian Tourism College.

### INTERNATIONAL TRAVEL & TOURISM BUSINESS MANAGEMENT CO-OP DIPLOMA

**78 weeks**

This Diploma program is a unique blend of English for Tourism, Travel & Tourism Business Management, our very intriguing International work abroad program and a 26 week paid work placement in the Tourism industry. Contact us for the details.

# DIPLOMA PROGRAMS

## FLIGHT ATTENDANT PRE-EMPLOYMENT DIPLOMA

13 weeks – 260 hours

Are you ready to fly? Let your dream take off! CTC's graduates call it a reality. Airlines have strict recruiting procedures and competition is high for these positions. This challenging pre-employment program will provide you with the skills and practical training required to help you achieve your dream. For one of the best Flight Attendant training programs available, call us and let us help it happen for you.

## ADVENTURE TOURISM BUSINESS DIPLOMA

46 weeks – 1335 hours

The Adventure Tourism Business Diploma is an excellent combination of adding digital literacy skills and outdoor wilderness leadership training together to provide students with a diverse set of skills that will enable them to work efficiently within an adventure tourism office environment and the outdoor skills required to safely lead groups and tours. It includes all courses and certificates listed for the Adventure Diploma, Computer Office Environment and the following:

**Internet and Computing  
Core Certification (IC3)**



**Microsoft Office Specialist  
(MOS) Certification**



## ADVENTURE TOURISM DIPLOMA

34 weeks – 1035 hours

Fall Semester 14 weeks, Winter Semester 15 weeks, 4-week on-site practical work experience (160 Hours) and one week of touch back after the work experience.

Love challenge, adventure and excitement? Enjoy the freedom of working outdoors and sharing your love of the wilderness with people? This 34-week diploma program combines approximately 60% field studies with the balance in classroom instruction. Whether you want to become an Outdoor Wilderness Guide, an entrepreneur to start and operate a small tourism business or develop the skills required to market outdoor and adventure travel products, this program is for you. This diploma program can be taken commencing with either the Fall Semester or Winter Semester.

**Detailed course outlines are  
available on CTC's website**

*Photos by Jennifer Dickie, CTC  
Adventure Tourism Diploma Alumni*

## HOSPITALITY & TOURISM MANAGEMENT DIPLOMA

68 weeks – 1735 hours including two 4-week on-site practical work experience (320 Hours)

Do you want to be the consummate tourism professional? Why not combine 2 of CTC's most impressive program areas: hospitality and tourism to become professionally trained for any occupation in the exciting tourism industry. You will gain the skills, confidence and exposure to the travel, tourism and hospitality industry. Students will enjoy on the job work placements in two specialized areas of tourism that will be sure to enhance in class learning. Contact the admissions department to come in for a College tour and a free program guide. We are here to help.

## HOSPITALITY & RESORT BUSINESS MANAGEMENT DIPLOMA

46 weeks – 1185 hours including a 4-week on-site practical work experience (160 Hours)

Our Hospitality & Resort Business Management Diploma will prepare you well for this incredibly fast paced, ever changing industry. Whether you are interested in working locally or abroad, Canadian Tourism College is the first step in the right direction to making your career happen for you. This program includes all courses and certificates listed for the Hospitality & Resort Management Diploma, Computer Office Environment and the following:

**Internet and Computing  
Core Certification (IC3)**



**Microsoft Office Specialist  
(MOS) Certification**



# DIPLOMA PROGRAMS

## HOSPITALITY & RESORT MANAGEMENT DIPLOMA

34 weeks – 885 hours including a 4-week on-site practical work experience (160 hours)



Do you strive for excellence? Imagine yourself working in a world-class hotel or resort. This program is designed around the British Columbia Provincial Core Curriculum for Hospitality Management, includes the opportunity to earn 6 certificates from the American Hotel & Lodging Association (AH&LA), and is ideal for individuals wishing to start a career in hotels, resorts, bed & breakfast establishments and hospitality related companies worldwide. The program can be done on a full-time, part-time modular format, Learn & Earn, or correspondence format.

## INTERNATIONAL HOSPITALITY & RESORT BUSINESS MANAGEMENT CO-OP DIPLOMA

78 weeks

This diploma combines English for Tourism, Hospitality and Resort Business Management, International Work Abroad and a 26 week paid work placement in the Hospitality industry. Learn and earn, all in the same program. Call for details and a college tour.

## HOSPITALITY MANAGEMENT DIPLOMA

Students may wish to earn dual certification from CTC and the American Hotel & Lodging Association in a self study format by simply adding 7 additional courses from AH & LA to either Hospitality & Resort Management or Business Management Diplomas.

## HOSPITALITY CRUISE BUSINESS DIPLOMA

38 weeks – 800 hours including a 4-week on-site practical work experience (160 hours)

The Hospitality Cruise Business Diploma is a unique combination of all the courses contained in the Hospitality Cruise Diploma program and adds computer application training essential for anyone who would like to build and enhance their computer skills and digital literacy for today's job market. This program includes all courses and certificates for the Hospitality Cruise Diploma, Computer Office Environment and the following:

**Internet and Computing Core Certification (IC3)**



**Microsoft Office Specialist (MOS) Certification**



## HOSPITALITY CRUISE DIPLOMA

26 weeks – 500 hours including a 4-week on-site practical work experience (160 hours)

The world of hospitality is interesting, diverse and varied. As a consequence, students wishing to join this popular and growing industry will find the Hospitality Cruise Diploma to be an excellent springboard to gaining knowledge and understanding about the hospitality, cruise and health and wellness industries. As a graduate, students enjoy positions with hotels, resorts, bed and breakfasts, fitness centres, spas, cruise ships, convention centers and a wide variety of other positions.

## GOLF TOURISM DIPLOMA

19 weeks – 460 hours including a 4-week on-site practical work experience (160 hours)

CTC is proud to offer a very specialized training program to meet one of the fastest growing trends in the tourism industry, golf tourism.

This unique blend of courses will provide the graduate with the skills, knowledge and practical experience to obtain positions in supervisory and management positions at golf courses, golf resorts, club management, pro shops, sales, convention facilities, special events coordination and any business that caters to the golf industry.

## SPA MANAGEMENT DIPLOMA

17 weeks – 340 hours

The Spa Management program is designed for individuals who wish to pursue an administrative, supervisory or management career in spas directly or indirectly associated with the hospitality industry. The program provides basic understanding of spa administrative characteristics, operational characteristics and the working relationship between spas and resorts.

The program consists of lectures, projects, demonstrations, field trips and hands-on practical work experience in a spa or related company.

*“Sandman Hotels, Inns & Suites is pleased to announce that the Canadian Tourism College is our preferred Education and Training organization for student **practicum placements** within the Sandman group in the Greater Vancouver area.*

*We welcome the **opportunity** to work with CTC, whose mission statement and values support the provision of **quality education** and training within the **Tourism and Hospitality industry.**”*

TAJ KASSAM, PRESIDENT AND COO,  
SANDMAN HOTELS, INNS & SUITES



# CERTIFICATE PROGRAMS

## CERTIFICATE PROGRAMS

### COMPUTER OFFICE ENVIRONMENT CERTIFICATE WITH MICROSOFT OFFICE SPECIALIST AND IC<sup>3</sup> CERTIFICATION

12 weeks – 300 hours

We know that employers today are looking for employees who are qualified and well trained for today's work place. Enhancing existing skills or acquiring a diverse set of new computer applications and digital literacy skills will provide our students with the added edge to be selected for today's demanding job market.

This computer applications program is highly recommended as a pre-requisite to all of our courses at CTC and is essential for students who would like to build and enhance their computer digital literacy skills. You can begin this course at either an entry or intermediate level. National and Internationally recognized IC<sup>3</sup>, the world's first validated standards-based training and certification program for basic computing is included in this program. In addition to the software training we include an interesting variety of seminars and short courses focusing on study habits, behavioural assessment, how to work in a team, team building, conflict resolution and delivering effective presentations.

### AUTHORIZED TESTING CENTERS



CTC Vancouver and Surrey are Certiport Centers (authorized testing centers) offering global certification programs to prepare students for a career. Microsoft® Office Specialist Certification and Internet and Computing Core Certification (IC<sup>3</sup>) allow our students to demonstrate their confidence, to achieve more in less time, and to increase credibility.

Canadian Tourism College offers complimentary self assessments for both Microsoft Office Specialist certification and IC<sup>3</sup> certification. Use these assessments as a tool to focus your training on where you might need improvement. Contact us to set up a convenient time to have your automation skills assessed. It's free and it will help you to know if you should include computer software courses in your education plan.

*"To all students who are considering a career in the tourism industry, I have to say, you will enjoy every minute of the experience and will utilize all of the knowledge and skills that you have learned."*

RYAN LAXA,  
TRAVEL & TOURISM ADVANCED DIPLOMA GRADUATE

## TOURISM CERTIFICATE

13-14 weeks – 385 hours

This is an excellent program if you wish to start a career in the Travel & Tourism industry and work in entry-level positions with airlines, hotels and travel companies. It is ideal for students who would like to start immediately as start dates are available almost every month.

## AIRLINE CUSTOMER SERVICE REPRESENTATIVE CERTIFICATE

16 weeks – 112 hours in class and 40 hours available on-line

Part time

This is an excellent program if you wish to start a career in the Travel & Tourism industry and work in entry-level positions as a passenger ticket agent with the airlines.

## INTERNATIONAL WORK ABROAD

8 weeks – 30 hours



Can you picture yourself working for an international tourism organization and getting paid for it? Take your industry recognized tourism training and join our graduates who are now working internationally. Working internationally is an enriching experience which individuals have endless reasons for undertaking. It provides opportunities to experience new cultures and customs, broadens professional experience, and heightens your understanding of the world. It tests your skills, widens your perspectives, and requires you to take on more responsibilities than you may have practiced at home. Such an experience requires you to obtain new communicating, coping, adaptation, and cross-cultural skills. CTC partners with Global Tourism Recruitment Solutions, a tourism placement company that specializes in international job placements.

**Detailed course outlines are available on CTC's website**



# CERTIFICATE PROGRAMS

## IATA/UFTAA GDS FARES AND TICKETING

1 week – 30 hours



CTC is the only Authorized IATA Training Center in Western Canada.

This computer-based training course is intended for entry-level students and experienced GDS users wishing to understand the principles of constructing international airfares applying IATA fare construction rules. Successful completion will result in receiving certification from IATA. This course may be included in the Travel & Tourism Business Diplomas.

## ENGLISH FOR TOURISM

4 weeks – 80 hours

If English is not your first language, then this CTC 4-week course may be of interest to you. It has been designed specifically for non-native English speakers interested in pursuing a career in Tourism. Students will learn the vocabulary specific to the industry and develop important communication and presentation skills. This course may be taken alone or is highly recommended to take prior to any CTC diploma or certificate program. This is a pre-requisite course should a student not successfully complete the CTC English Assessment.

## LANGUAGE STUDIES

If CTC students would like to increase their English skills prior to beginning their tourism training, CTC partners with professional ESL Schools located close to CTC campuses. Please contact the Enrollment Department for further details.



*“I transferred from SFU to CTC for the Hospitality and Resort Management Diploma. I got so much **attention** and I learned theory as well as so many life skills. Thanks to my awesome teachers and their undying support, I will **succeed**.”*

LUCY LIU - HOSPITALITY & RESORT MANAGEMENT AND INTERNATIONAL WORK ABROAD ALUMNI

## GROUP TRAVEL: DESIGN & MARKETING

36 hours – 6 sessions 24 CITC credits



This CITC endorsed certificate program will guide you through the necessary steps to plan, organize, market, sell and operate a group tour. Learn how to create a tour, identify market needs, design brochures, communicate with suppliers, cost, price and manage a specialized Group Tour. This course is included in CTC's Travel and Tourism Business Diplomas.

## ASSOCIATE CRUISE PROGRAM

15 hours – 1 week



Currently, CTC is the only designated training center for Cruise Lines

International Association (CLIA) in British Columbia.

Anchors away! For those wishing to specialize in the expanding cruise line industry, this industry recognized and validated training program covers proven marketing techniques for selling cruises and increasing profits. CTC students are eligible to attend these internationally recognized cruise line seminars taught by CLIA representatives and earn Associate Cruise Program certification through CLIA.

## LOCAL TOUR GUIDE

44 hours – 2-3 weeks

Canada enjoys a very high profile with both local and international tourists. Develop the skills to become a local tour guide. You will learn how to research a tour, deliver tour commentary, acquire emergency first aid training, learn VIP procedures, participate in a Vancouver city walking tour, earn SuperHost Fundamentals and First Nations Cultural Tourism certification and much more.

## SPANISH MADE EASY – LEVEL I

32 hours – 8 weeks

Many tourism companies will give hiring preference to a tourism professional with a second language. Learn introductory knowledge of the Spanish language in this conversational course and be prepared to use your new Spanish skills with your tourism clients.

## SPANISH MADE EASY – LEVEL II

32 hours – 8 weeks

Building on the terminology learned in the Level I course, students will further their studies to increase vocabulary and conversational skills.

# SEMINARS

## SEMINARS

### FIRST NATIONS CULTURAL TOURISM

5 hours – Certificate provided by Sea Wolf Adventures and CTC.



This one day seminar, taught in a First Nations longhouse in North Vancouver, provides the participant with an overview of the history, traditional and contemporary lifestyles and the cultural diversity of the First Nations of BC. Students will learn about common terms associated with First Nations people, identify the number of First Nations Bands in the province, identify some of the traditional dwellings and to learn about a Pow Wow, one of their festive activities.

### LEADERSHIP SEMINAR

6 hours – Certificate provided by CTC

This seminar will provide a framework for leadership and introduce students to the tools and techniques that will smooth their transition from employee to leader and show them how to lead a team, not just manage it. Topics such as motivation, communication, influence, evaluating performance and personal and professional development will be covered. It will also help identify personal leadership styles to assist junior or newly appointed managers in making valuable contributions to their organization and inspiring others.

### STRESS MANAGEMENT

6 hours – Certificate provided by CTC

Learning about stress management equips the student with information about what causes stress, how it can be managed and how it can help raise or lower individual worker performance. For many employees, the management of day-to-day stress is a key driver on under performance, sickness, and disability. To learn, understand and manage the key drivers which cause stress to become significant, students are encouraged to learn the key concepts and understand how their individual contributions can ease and reduce stress in the workplace.

### EMERGENCY FIRST AID

8 hours

First aid is now a most critical aspect of the tourism industry and is a valuable requirement for any tourism professional. This one-day course provided by recognized first aid specialists includes emergency first aid skills combined with CPR B for adults, infants and children. Certificates are issued and are valid for 2 years.

### ASSISTING TRAVELLERS WITH DISABILITIES

5 hours – Certificate provided by CTC

Disabled travellers now account for a significant share of the travel market and consequently present service professionals with alternative service requirements. This seminar is designed to assist service professionals in the understanding and service requirements for guests with disabilities and how to most professionally meet and exceed their needs and expectations.

### BASICS·fst FOOD SAFETY TRAINING CERTIFICATE

11.5 hours – (similar to Food Safe Level 1)  
Certificate provided by TrainCan



This Level 1 Certificate in Basic food safety training is ideal for students wishing to gain understanding and knowledge at the operational level of food and beverage production. Recognized in the food service industry both in Canada and Internationally, the BASICS·fst Certificate is a requirement for all employees responsible for food handling or production. This certificate is available in class or online with exam proctored at CTC. Contact the College for distance learning procedures.

### ADVANCED·fst FOOD SAFETY TRAINING CERTIFICATE

17.5 hours – (similar to Food Safe Level 2)  
Certificate provided by TrainCan



This level 2 certificate is the next level in food safety training. It is suited to students wishing to gain a management or supervisory responsibility for food and beverage production in either the hotel or food service industry. The level 2 certificate is recognized in Canada and also Internationally. Please note that ADVANCED·fst does not require BASICS·fst as a prerequisite. The Advanced Level 2 training combines BASICS·fst Level 1 and additional higher level training resulting in the required competency.



SEMINARS PROGRAM



# SEMINARS



## SuperHost FUNDAMENTALS

5.5 hours – Certificate provided by Tourism British Columbia



SuperHost Fundamentals is a one-day SuperHost Face-to-Face workshop that teaches front-line employees the skills and techniques that comprise the basics of service professionalism. This training provides students with an understanding of the importance of excellent customer service skills, helps students make their communication with customers more effective and provides students with an understanding of the social and economic contribution that a healthy tourism industry makes to their community.

## SuperHost JAPANESE SERVICE EXPECTATIONS

5.5 hours – Certificate provided by Tourism British Columbia

This one-day workshop helps front-line employees understand Japanese visitors, their culture and their customer service expectations. Students learn what the Japanese expect in the way of customer service, including how to properly address visitors, key words and phrases in the Japanese language and other cultural awareness skills to better serve BC's important and growing Japanese overseas market.

## SuperHost - SOLVING PROBLEMS THROUGH SERVICE

3 hours – Wallet Card provided by Tourism British Columbia

Solving Problems Through Service is a polishing workshop that supports front-line employees in being effective problem solvers in their role as service providers. It is an effective training tool for anyone who is dedicated to providing exceptional customer service.

The objectives of the workshop are: to understand the value of an anticipatory service approach; to use creative thinking in challenging situations, to say no graciously and how to apply a problem-solving approach.

## SuperHost SALES POWERED BY SERVICE

3 hours – Wallet Card provided by Tourism British Columbia

The Solutions Series - Sales Powered By Service is a polishing workshop that supports front-line employees to be more effective sales representatives through a service focus. Presented in a highly interactive, informative and fun learning environment, participants are encouraged to take ownership of their role in influencing customers' buying processes. To review the sales cycle and how it influences customers' purchasing decisions; to discuss the value of knowing products/services and the needs of customers; to understand the impact of "moments of truth" and to explain the benefits of selling beyond the basics.

## SuperHost SERVICE ACROSS CULTURES

3 hours – Certificate provided by Tourism British Columbia

This workshop is designed to increase front-line employees' awareness about the diverse cultures that comprise British Columbia's international tourism clientele.

Service Across Cultures focuses on the service expectations and requirements of visitors from many of BC's most important overseas markets.

## SuperHost WELCOME THE WORLD AMBASSADOR PROGRAM

3 hours

This training session is suitable for any individual, group or community organization that is interested in training volunteers for special events or using local ambassadors to welcome their visitors.

# ONLINE PROGRAMS

## ONLINE PROGRAMS

### ONLINE HOTEL MANAGEMENT TRAINING

Tourism is the world's fastest growing industry. Within tourism, a high percentage of the jobs are in accommodations and food and beverage. Our courses are designed for those who desire to gain employment in the international world of hotels & resorts, event planning, attractions and cruise ships. This training will suit individuals who would like to learn in the comfort of their own home or office and students choose the study schedule to accommodate their lifestyle and current employment obligations. Each course has a text book and students may opt to purchase a digital copy (if available on line through our web site), hard copies through CTC or at any bookstore. Students can begin with any 1 of 20 courses and combine 10 to earn a certificate in Hotel Operations, a certificate in Restaurant Management or a twenty course diploma in Hotel Management.

The following Specialization Certificates are available from CTC: Food and Beverage, Front Desk, Sales and Marketing, Bed and Breakfast, Housekeeping Management and Conventions & Special Events. Contact us for details.

Upon completion of a Certificate or Diploma students may be qualified to apply for advanced standing into a diploma or degree program at partner universities.

### TRAVEL AGENT TRAINING

The Canadian Tourism College online training is a completely Internet delivered travel education program that allows students to study at their convenience, therefore, textbooks are not required.

The subject content is dictated by the industry and designed for the entry-level person entering into the travel industry. Each web-based course is created by experts to provide students with the knowledge and/or skill necessary to begin and succeed in the exciting world of travel.

Students are introduced to the travel industry with comprehensive training and may begin with individual courses, a 10 course Travel Agent Certificate, a 6 course Airline Certificate, a 6 course Tour Operators Certificate, a 5 course Cruise Certificate, a 4 course Car Rental Certificate or a 3 course Hotel Certificate. Successful graduates receive a Certificate of Completion from CTC and may receive CIBC credits for some of the courses.

The following additional courses are available online: Taking Off in Travel, The Cruise Market, Developing Specialty Vacation Packages, Small Group Tour Leadership and the following ASTA Specialist courses - Niche Travel, Mature Adult Travel, North American Rail Travel, Travel Marketing, and Family Travel.

***Detailed course outlines are available on CTC's website***





# ONLINE PROGRAMS

## ONLINE AIRLINE RESERVATIONS AND TICKETING COURSES

### AMADEUS

40 hours, manual and certificate included. Amadeus is a very large Global Distribution System (GDS) based in Europe and is used worldwide. The Amadeus program offers you the opportunity to learn the formats used for Airline Reservations, Automated Fares and Ticketing, Car Reservations, Hotel Reservations, Toursource and Timatic.

### APOLLO

40 hours, manual and certificate included. Apollo is an airline reservations system based in the United States and is used throughout Canada, USA and Mexico. The Apollo program will teach you Airline Reservations, Modifying Reservations, Automated Fares and Ticketing, Car Reservations, Hotel Reservations, Timatic and Leisurelink.

### APOLLO TO SABRE CONVERSION

30 hours, certificate included. This program is directed toward those individuals who are already proficient on Apollo and wish to expand their skills to include a second airline computer system.

### SABRE

40 hours, manual and certificate included. SABRE is a large reservation System based in the USA and used worldwide. In this SABRE program students will learn the formats for Airline Reservations, Modifying Reservations, Automated Fares and Ticketing, Car Reservations and Hotel Reservations.

### SABRE TO APOLLO CONVERSION

30 hours, certificate included. This program is directed toward those individuals who are already proficient on SABRE and wish to expand their skills to include Apollo training as a second airline computer system.

### IATA/UFTAA FARES AND TICKETING GLOBAL DISTRIBUTION SYSTEM (GDS) CERTIFICATE

1 week – 30 hours, 12 CITC credits



For details on this course please look under “Certificates”.

### BASICS.fst FOOD SAFETY TRAINING, SIMILAR TO FOOD SAFE LEVEL I

Level I – 10 hours



For more program details, please look under “Seminars”.

### ONLINE HOURS AVAILABLE IN TIME BLOCKS

For Tourism Industry Professionals and for CTC Alumni who wish to enhance their skills, time blocks are available for purchase to study or refresh previously learned skills. Check the web site for more details.



*“Before I started to take the Travel & Tourism Business Management Program, I did lots of research on colleges in BC. Finally, I chose Canadian Tourism College (CTC) in view of the fact that it is a recognized school with a good reputation. Choosing to attend CTC was truly one of the most important decisions of my career.*

*The time I spent at CTC has proven to be very valuable as I gained plenty of knowledge about computer systems and the tourism industry. Not only were all the instructors professional, they were extremely encouraging and helpful.*

*I graduated from CTC with Honours in the middle of April and had a job practicum at American Airlines. Before I even finished my practicum, I was hired by Air Canada and one week later, I received more job offers with another two airline companies. Right now, I’m very occupied having two jobs and even though I’m busy working most of the time, I enjoy my work at the airport very much.*

*I successfully changed my career and my dream of someday being able to work at an airport came true. Without CTC’s help, I wouldn’t be where I am today.”*

JOYCE MA  
AIRLINE PASSENGER TICKET AGENT  
AIR CANADA

**Are you ready to join  
the #1 employer in the world...**

# INTERNATIONAL STUDENT SERVICES



Canadian Tourism College welcomes International students from all countries around the world. Once we have confirmed registration into a program, we will send a confirmation of enrollment letter and a letter of acceptance. These are required documents for the study visa application.

## VISA

A Study Visa is required for all students who plan to study in Canada for more than six months. The application for the Study Visa must be made to the Canadian Embassy, or Consulate, in your country. Please allow several weeks or months for the entire process. For more information, contact the Canadian Embassy or Consulate in your country or visit [www.canadainternational.gc.ca](http://www.canadainternational.gc.ca)

## MINIMUM ENGLISH REQUIREMENTS

For admission to CTC, International students must successfully complete CTC's online English Assessment. Contact an Enrollment Coordinator at the College for more details.

If English is not your first language we recommend that you begin your studies by enrolling in CTC's English for Tourism 4-week certificate program. This course becomes a pre-requisite if students are not successful in passing the CTC English assessment.

## REGISTRATION

Since 1980, Canadian Tourism College has developed an extensive network of worldwide representatives. Our agents will help you with the registration procedure. For a list of representatives in your country, please contact us. For study visa applications, international students will receive a confirmation of enrollment letter and a letter of acceptance from CTC when the registration and tuition fees have been received and the enrollment process has been completed. For more detailed registrations procedures, please refer to page 16.

## ACCOMMODATION

CTC partners with reputable Homestay and Housing agencies to provide International students with a variety of accommodation options. Staying with a Canadian family is an excellent way to practice English and develop a good understanding of Canadian culture. Please contact us for more detailed information.

## MEDICAL INSURANCE

All students are required to have proper medical coverage during their study period. International students may contract medical coverage in their own country or through CTC.

We are pleased to provide answers for all of your questions. Please contact us for assistance. We are here to help.

*To chat on line with a CTC professional, add [tourismcollege@hotmail.com](mailto:tourismcollege@hotmail.com) to your msn contact list.*



# ADMISSION & FINANCIAL ASSISTANCE



## GENERAL REQUIREMENTS

High School graduation or equivalent, or if 19 years old and over, you may apply as a mature student and write the CTC Entrance Exam. Foreign students must have the ability to read, write and converse fluently in English. International students must complete CTC's Online English Assessment. Attendance, classroom participation, completion of all assignments and a positive attitude are expected from all students.

## SPECIAL PROGRAM REQUIREMENTS

There may be special requirements for particular Tourism and Hospitality programs. For example Adventure Tourism has an extensive equipment list and Golf Tourism recommends that students have a good understanding of the golf game and accounting skills. Please consult with a CTC Enrollment Coordinator for specific details.

## REGISTRATION PROCEDURES

1. Provide CTC with a completed registration form. (front and back).
2. Provide CTC with a copy of high school graduation documentation or the equivalent entrance requirements.
3. One piece of government photo ID required.
4. For Canadian students or landed immigrants, please provide the college with a registration fee of \$100.00 CDN (25% tuition fee required for Adventure Tourism Diploma).
5. For International students, please provide the college with a registration fee of \$200.00 CDN plus 25% of tuition fee.
6. For International students, successful completion of online CTC English Assessment.

Fees may be paid by cash, cheque, debit, money order, bank wire, VISA or Mastercard.

When all the registration documentation is complete, the Enrollment Department will confirm your student registration by confirmation letter.

## FINANCIAL ASSISTANCE

Our Enrollment Coordinators will help you find the most suitable payment plan based on your personal financial requirements. All students may pay their tuition fees in full or on a monthly basis, interest free.

Some sources of funding may include:

- Student loans through your local bank
- Personal loans
- RRSP Lifelong Learning Program
- High School "Passport to Education" Scholarships
- **CTC Scholarships – CTC is proud to announce scholarships of up to \$10,000.00 to every High School in British Columbia. Check out our website for scholarship details & application deadlines**
- Service Canada Government Funding
- Worker's Compensation Board (WCB)
- Indian Affairs
- Band Funding
- Vocational Rehabilitation
- Canada Student Loans
- British Columbia Student Loans
- Millennium Scholarship Grants
- Partnering with private financial institutions through CTC
- Out of Province Provincial Student Loans
- Scholarship web site links listed under "Overview "Industry Resources" on CTC web site.

CTC encourages candidates to seek scholarships and bursary awards through their high school Career Development offices, place of employment, parent's place of employment, associations, union offices, etc. Scholarships are available directly through CTC. Please contact our Enrollment Coordinators for eligibility requirements or research on our web site.





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**C A N A D I A N T O U R I S M C O L L E G E**

In North America call toll free: 1-800-668-9301  
[www.tourismcollege.com](http://www.tourismcollege.com)