

# TRAVEL

School of Business

MacEwan.ca/Travel (<http://MacEwan.ca/Travel>)

This program meets the highest Canadian standards for industry education. It is fast-paced and hands-on: you will work in a computer lab with access to industry software and a live reservation system. Combine this with a one-month practicum at program's end, and you are highly employable immediately upon graduation.

You'll take an in-depth look at the world's most important tourist destinations and learn what motivates travellers to visit them. You'll also develop an understanding of the evolving travel market and the technology used to document and sell North American and international travel. In just 13 months, you'll learn the skills Canada's travel industry demands most: communications, sales techniques, customer service and automation.

To succeed in this career, you should welcome challenges and deadlines. Typically mature students fare better in this program than younger students. Communication skills, people skills and a passion for sales are essential, as are superior organizational skills and a curiosity about the world. Your personal travel experiences are a definite asset.

## Career Potential

Educated travel professionals are in high demand. Opportunities abound in everything from adventure tours and special interest to selling leisure packages and incentive travel. Graduates work as travel consultants, reservations agents, customer service representatives, sales representatives and marketing managers. Throughout Canada and around the globe, MacEwan University grads can be found in a range of pursuits: booking scuba diving tours, escorting European coach tours and arranging honeymoons in Hawaii or safari groups to Africa.

## Transferability

All courses completed for the Travel diploma are credit courses and may be transferable individually toward further study at other Alberta institutions. For current, detailed information on individual course transferability, refer to the Learner Pathways System at [www.transferalberta.ca](http://www.transferalberta.ca) (<http://www.transferalberta.ca>) or contact the receiving institution directly.

This program has a 5 Star rating from the Association of Canadian Travel Agencies (ACTA). The completion of this diploma helps students earn their CTC (Certified Travel Consultant) certification from ACTA.

## Contact Information

T: 780-497-5162

E: [travel@macewan.ca](mailto:travel@macewan.ca)

## Categories of Admission

Applicants may be admitted to one of the following:

### Regular Admission

*To be evaluated through the Office of the University Registrar*

Applicants must have a minimum overall average of 65 percent, with no course grade lower than 50 percent, in the following high school courses:

1. ELA 30-1 or ELA 30-2
2. Math 30-1 or Math 30-2
3. Three subjects from Group A, B, C or D

### Notes:

- Applicants are strongly encouraged to present a broad range of subjects in order to benefit from the breadth of learning and to increase flexibility of future program and course choices.
- A maximum of two Group B subjects may be presented; they must be from different disciplines.
- A maximum of one Group D subject may be presented. Group D subjects used for admission must be 5-credit or any credit combination of at least 5 credits (e.g., two 3-credit subjects).

Applicants with nine or more post-secondary level credits must also present a minimum Admission Grade Point Average (AGPA) of 2.0 on a 4.0 scale.

## Mature Admission

*To be evaluated through the Office of the University Registrar*

Applicants must be 20 years of age or older and have been out of full-time high school at least one year by the beginning of the intake term. Applicants must have a minimum overall average of 65 percent, with no course grade lower than 50 percent, in the following high school courses:

1. ELA 30-1 or ELA 30-2
2. Math 30-1 or Math 30-2

Applicants with nine or more post-secondary level credits must also present a minimum Admission Grade Point Average (AGPA) of 2.0 on a 4.0 scale.

## Previous Post-Secondary Work

*To be evaluated through the Office of the University Registrar*

Admission in this category does not imply or guarantee the transfer of any coursework and/or credential unless a block transfer agreement (internal or external) is in effect and published in the calendar by the Office of the University Registrar. In addition, transfer of coursework does not imply or guarantee that an applicant will be admitted.

Applicants must present a minimum of 24 post-secondary credits with a minimum Admission Grade Point Average (AGPA) of 2.0 on a 4.0 scale and must have completed the required high school courses listed under the Regular or Mature Admission category.

## Additional Admission Criteria

All applicants must meet the following:

### 1. English Language Proficiency

*To be evaluated through the Office of the University Registrar*

#### Applicable to All Admission Categories

All applicants must meet an acceptable level of English language proficiency. We will require official documents such as high school or post-secondary transcripts or proof of successful completion of standardized language evaluation. Full details are available in MacEwan University's academic calendar or online at [MacEwan.ca/ELP](http://MacEwan.ca/ELP) (<http://MacEwan.ca/ELP>).

## Program of Study

Course ID	Course Name	Credits
ENGL 102 or WRIT 101	Analysis and Argument First Year Writing	3
ENGL 211	Business Communication	3
OADM 101	Formatting and Presentations	3
TRVL 110	Airline Fares and Scheduling Concepts	3
TRVL 115	Introduction to Travel and Tourism	3
TRVL 116	Destinations I	3
TRVL 120	Domestic Air Travel	3
TRVL 122	Introduction to Computerized Reservations	3
TRVL 125	Travel Products and Services	3
TRVL 126	Destinations II	3
TRVL 230	International Air Travel	3
TRVL 232	Selling Travel Products and Services	3
TRVL 233	Travel Accounting	3
TRVL 236	Destinations III	3
TRVL 241	Selling and Marketing Travel	3
TRVL 242	Advanced Computer Reservations	3
TRVL 243	Tourism Industry Suppliers	3
TRVL 244	Practicum	5
TRVL 245	The Cruise Market	3
Select one of the following:		3
ELEC	Elective	
INTB 255	Doing Business Internationally - Study Tour	
Total Credits		62

The minimum passing grade for a course at MacEwan University is a D unless otherwise noted next to the appropriate course in the program of study.