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# BUSINESS OF TOURISM

## GAIN TRANSFERABLE SKILLS WITH HUMBER PROGRAM

The Humber College Tourism Management degree program is a joint effort of the School of Hospitality, Recreation and Tourism, and the Business School.

Paul Griffin, the associate dean of Humber's Business School, says, "It's a four-year honours degree. It fits onto a common platform or foundation of two years of

business studies. For the first two years, the students are mixed in with a group of students from other business degrees, like Human Resources and International Business and E-Business."

Students will then spend years 3 and 4 specializing in tourism.

Tourism Management Prof. Mary Lendway says, "It's a unique program in that there are no other university programs or college

### COURSES

Featured tourism-focused courses include:

- Specialty Tourism Product Development and Marketing — Course that examines the development and marketing of specialty tourism products.
- E-Tourism Strategy and Marketing — Electronic commerce in the travel and tourism industry.
- Global Geography — This course presents an analysis of Canadian and world travel destinations in terms of a tourism industry prospective.

programs that are structured the same way so that there is a business focus and then a specialization.


"Ideally, we want the students to transition into the tourism industry or hospitality industry, but with the transferable skills that they gain and the knowledge that they learned within the first two years of the business foundation, they can move into other areas as well," Lendway adds.

Haleigh DiBattista is enrolled in the Tourism Management program. "When I was researching this four years ago, the thing that drew me to this program was that I was not only getting the tourism experience, but I was getting a business experience and then, mixed with that, you've got the co-op."

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