

School of Tourism Management



Study tourism management at CapU

Tourism powers communities and creates opportunities. Every year, more than one billion people travel internationally. One in every 10 Canadian jobs is tied to tourism, and in B.C., the industry generates more than \$22 billion for our economy each year.

Lead the future of tourism

Turn your love of travel into a global career. CapU's tourism management degree and diploma programs equip you with leadership skills and core business acumen to succeed in an evolving industry.

Make the world your classroom

In class, you'll dive into key tourism areas including event planning, marketing, hospitality, sustainability, adventure tourism and gastronomy. You can also test your new skills through field schools, field trips, industry events and COIL projects, which will help you become career-ready.

Programs

Bachelor of Tourism Management Degree

4 years | Full-time or part-time | Starts in Sept, Jan | North Vancouver Campus

Tourism Management Co-operative Education Diploma

2 years | Full-time or part-time | Starts in Sept, Jan | North Vancouver Campus

Tourism Marketing Citation (Certificate)

18 credits | Full-time or part-time | Starts in Sept, Jan | North Vancouver Campus

Career paths

- Adventure product developer
- Cultural immersion facilitator
- Destination marketing manager
- Experiential designer (travel experiences)
- Food tourism trail designer
- Event planner
- Hotel operations manager
- Sustainable tourism officer
- Tourism information officer
- Tourism policy advisor