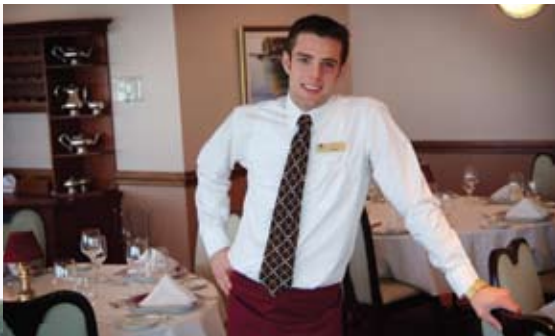




S P O R T | L E I S U R E | A N D | T O U R I S M

G E T | R E A D Y | F O R | L I F E



Golf Club Management

Location: Tourism and Culinary Centre and the Canadian Golf Academy

Duration: 2 years

Credential issued: Diploma, Golf Club Management

Endorsed by the Canadian Professional Golf Association

The Golf Club Management program provides an unmatched learning environment for individuals driven to succeed in the ever-expanding golf industry.

Students have the opportunity to acquire a comprehensive understanding of all aspects of golf club operations including customer service, pro shop operations, club fitting and repair, rules of golf, golf skills development, food and beverage operations, golf course management, and turf management.

Golf Club Management combines education in the classroom with practical activities taught in the field. The program provides students with interpersonal, hospitality, technical, and organizational skills for employment in golf operations. The business skills that students acquire, combined with strong theory-based instruction, provide a strong foundation for advancement to management positions in various fields of work. A highlight in the second year of study is the opportunity to travel to Florida to work at a PGA Tour event.

Graduate opportunities: country clubs and resorts in the areas of club house operations, pro shop operations, event management, food and beverage operations, retail sales, golf academies, and driving/practice ranges. They may also work as manufacturers' representatives.

Professional Golf Club Management

Location: Tourism and Culinary Centre and the Canadian Golf Academy

Duration: 1 year, following successful completion of the two year Golf Club Management program*

Credential issued: Diploma, Professional Golf Management

Endorsed by the Canadian Professional Golf Association

Golf is a dynamic, evolving, and consumer-driven industry, Canada has the highest golf participation rate in the world numbering 5.95 million golfers who spend over \$10 billion in greens fees, memberships, golf equipment and golf apparel. The Professional Golf Management program is designed to address the needs of this rapidly growing segment of the tourism industry. This program challenges aspiring golf professionals to reach their full potential, and is considered by many to be the best in Canada.

The program is a three year business diploma program which builds on the two year Golf Club Management program with advanced business management courses and practical work experience. The program utilizes the Canadian Golf Academy for the fall semester of instruction with a focus on developing the player and a complete understanding of the golf swing and game strategies, and enables graduate students to meet existing community college business education requirements for a career in professional golf.

Graduate opportunities: teaching professionals, directors of golf or head golf professionals with golf clubs, driving ranges, golf academies, in sales and retail, marketing and public relations.

**Students who have graduated from other golf management programs or related university programs are welcome to apply and will be considered on a case by case basis for admission.*



Sport Leisure **Tourism**

Sport and Leisure Management

Location: Charlottetown Centre

Duration: 2 years

Credential issued: Diploma, Sport and Leisure Management

The Sport and Leisure Management program addresses the sport, recreation, and leisure needs of our changing society. These diverse and expanding sectors are bolstered by the globalization of the tourism industry. There are three areas of concentration in the program, recreation and sport administration, fitness and health promotions, and outdoor leadership. Students earn recognized certification in canoeing, kayaking, fitness training, coaching, wilderness ethics and wilderness first aid. Students are able to focus on their particular area of interest through various specialization options. Management skills and knowledge are an important part of a successful sports and leisure operation, so students receive training in various business competencies such as strategic planning, human resources, accounting, partnering and communications. The structure of the training includes developing theoretical knowledge in the three areas of concentration and in the various management competencies. Students also benefit from practical experiences that develop confidence in the delivery of various leisure services. Students have full access to the facility's fitness training center, exercise physiology lab, canoes, kayaks, and outdoor adventure equipment.

Graduate opportunities: outdoor leadership, community recreation, sport administration, health promotion, fitness consulting, tourism and leisure entrepreneurship and spa management.



Hotel and Restaurant Management

Location: Tourism and Culinary Centre

Duration: 2 years

Credential issued: Diploma, Hotel and Restaurant Management

The tourism and hospitality industry is the world's largest industry, offering unrivalled opportunities for an exciting and rewarding career. The Hotel and Restaurant Management program responds to this challenge with a comprehensive blend of practical and theoretical courses driven by industry. The program's performance-based training is increasingly recognized as vital to promoting standards of excellence. Graduates of Hotel and Restaurant Management have a broad base of management and technical skills which enable them to immediately be productive in the workplace.

Hotel and Restaurant Management students gain practical experience in the on-campus Lucy Maud Dining Room, and numerous industry related activities scheduled during the school year. The program prides itself on interacting with industry and building a network which promotes career preparation and development.

There are two areas of concentration in the Hotel and Restaurant Management program, Hotel and Resort Operations, and Restaurant Operations.

Educational Study Tour

Second year students are required to participate in an educational study tour to an international destination.

Graduate opportunities: hotels, motels, country inns, resort operations, restaurants, pubs, lounges, night clubs, catering operations, sales and marketing companies, and convention and conference services.

Tourism and Travel Management

Location: Tourism and Culinary Centre, Charlottetown

Duration: 2 years

Credential issued: Diploma, Tourism and Travel Management

The Tourism and Travel Management program offers a choice of two areas of concentration, Travel Services and Tourism Operations, and Events Management. Students advance beyond the Canadian tourism product to recognize and understand the various tourism and travel venues and opportunities around the world. Students are trained in the latest technologies, learn the current tourism trends, and are exposed to a wide range of career opportunities in the industry.

All students are required to complete a mandatory term of paid internship in a work environment related to their field of study. This placement, which is a minimum of 500 hours, occurs between the end of the first year and the beginning of the second year. The internship placement officer and the program instructors work to ensure students are prepared for potential summer employment; however it is ultimately the responsibility of the student to obtain their placement.

Educational Study Tour

Second year students participate in a study tour to an international destination.

Travel Services and Tourism Operations graduate opportunities: positions working for airlines, travel agencies, hotels and resorts, tour companies, tourism information bureaus, heritage and historical interpretation centres, tour guiding, and call centres.

Events Management graduate opportunities: positions working for corporations, associations, hotels and resorts, hospitals, banks, entertainment and film production, and nonprofits.

