
Undergraduate Microprogram in Aboriginal Tourism Management - 0889

RESPONSABLE :

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SCOLARITÉ :

15 crédits, Premier cycle

OBJECTIFS :

The general objective of this program is to give future entrepreneurs in Aboriginal tourism, and the managers of already-existing Aboriginal tourism businesses, access to a training promoting a concrete, holistic approach which can be harmonized with an actual view of the management of an Aboriginal tourism business. Designed to take into account and respond to the major economic, cultural, social, political and environmental issues of concern to students, this program will develop management skills and competencies applicable to all areas of activity in a tourism business to the benefit of Aboriginal businesses and communities, and do so by using a sustainable and an equitable development approach.

CONDITIONS D'ADMISSION :

Base collégiale

Applicants must hold a diploma of college studies (DCS) or the equivalent in an appropriate field.

Base études universitaires

Be at least 21 years of age and have successfully completed a minimum of three university courses.

Base expérience

Be at least 21 years of age, with experience considered relevant by the School of Indigenous Studies.

PLAN DE FORMATION :

TRA1201E	The Tourism Industry and its Environment (3 cr.)
TRA1202E	Marketing in Aboriginal Tourism (3 cr.)
TRA1203E	Starting a Tourism Business in an Aboriginal Context (3 cr.)
TRA1204E	Development of Aboriginal Tourism Experiences: Culture, Nature and Adventure (3 cr.) 3 optional credits

Optional Courses

The student must choose 3 credits among the following courses:

ADM1014E	E-Business (3 cr.)
HIS1011E	History of Aboriginal Peoples (3 cr.)
SCO1908E	Accounting (3 cr.)

or any other courses chosen from the UQAT courses bank, with the approval of the program manager.

*: Disponible à distance

ADM1014E

E-Business

Objectifs : Understand the main issues related to e-commerce. Know the possibilities and limitations of different e-commerce tools; identify the elements that make up an e-commerce strategy; evaluate the different types of policies and strategies that are appropriate for e-commerce. Understand the behaviors of web users. Provide strategic directions for e-commerce.

Contenu : Introduction to e-commerce: nature and implication of e-commerce; main developments in e-commerce; technological improvements. Business models and concepts associated with e-commerce. Typology of e-commerce, tools, features, success factors and trends. Characteristics of digital products and services. Business and e-commerce strategies and strategic management of information and knowledge. Distribution networks: the effects of technology on distribution networks and the organization of logistics. Payment systems and data security. The development and challenges of the digital economy. The Web 2.0 revolution and its impact on businesses. Measuring the effectiveness of e-commerce: profitability of e-commerce operations; measurement and performance tools.

HIS1011E

History of Aboriginal Peoples

Objectifs : Learn and understand the major changes which occurred in Aboriginal history in Canada and Quebec. Become familiar with different sources (archeological sources, archives, ethnological observations, oral sources) to enable the reconstruction of a historical framework, and understand their unique methodological limits. Develop a historical perspective and critical judgment. Stimulate curiosity with respect to contemporary issues, and understand their historical origins.

Contenu : Evolution of Aboriginal historiography. Archeological presence in the Americas, in Quebec and in the Temiscabitian region. The Aboriginal way of life in Quebec before contact with Europeans. Relations between Aboriginal and non-Aboriginal people in North America through the centuries, up to 1970: first contact, strategic alliances in the 17th and 18th centuries, Euro-Canadian territorial expansion in the 19th century and its consequences for Aboriginal people, Canadian imperialism, the ideology of racial superiority and its consequences for Aboriginal people (territorial, adaptive, legal and social). The origins of 20th century land claims.

SCO1908E

Accounting

Objectifs : Knowing about fundamental accounting postulates, principles and processes. Being able to prepare financial statements for private undertakings. Being aware of the accounting system role within the management process of a business organization.

Contenu : Accountancy. Definition of accounting. Accounting equation. Classification of items, statements, results and balance sheets. Various types of legal businesses. Accounting of service, commercial and industrial business operations. Accounts adjustment. Work sheets. Bank reconciliation. Payroll accounting. Subsidiary journals.

TRA1201E

The Tourism Industry and its Environment

Objectifs : Grasp the importance and the complexity of the tourism industry (at local, regional, national and international levels), as well as the different aspects which make a tourist destination what it is. Discover the various types of experience, in relation to market trends. Integrate specific aspects related to Aboriginal tourism. Identify which elements influence demand for Aboriginal tourism products and services. Understand the major administrative structures as well as operational codes, quality standards and labels, the laws and regulations that govern the industry, as they relate to the roles and responsibilities of tourism coordination in an Aboriginal community. Understand the major concepts of sustainable tourism.

Contenu : Definition of the tourism industry; history of tourism; roles and structures of local, regional, national and international authorities; factors making a destination attractive; tourism experiences and trends; knowledge and critical analysis of tourism products; parameters of Aboriginal tourism; market motivations and competition; tourism industry operational criteria, including reception and information structures; responsibilities and roles of governments and organizations in relation to tourism; issues and challenges of sustainable tourism.

TRA1202E

Marketing in Aboriginal Tourism

Objectifs : Acquire basic marketing concepts. Learn tourism strategies for putting products on the market and adapting them to the clientele, to business and Aboriginal tourism products (study of potential tourist tours). Identify the potential Aboriginal communities have, for attracting visitors. Understand the concept of marketing orientations in relation to the applicable territory (urban, community, rural or isolated). Understand the importance of quality customer services.

Contenu : Principles of the marketing function in a tourism business; analysis of potential markets, Aboriginal tourism product concepts; target markets (clientele types and segments), competition, marketing mix (product, price, promotion and marketing), partnership strategies; Web 2.0 approaches; planning and budgeting; strategic orientations versus territory; standards and requirements for customer service.

TRA1203E

Starting a Tourism Business in an Aboriginal Context

Objectifs : Master the basic elements needed for the creation and viability of a tourism business in an Aboriginal context. Identify the main idea which allows the development of a vision and practical applications, based on the creation of a business plan. Understand the importance of adequacy between supply and demand, and the associated risks. Learn to the concepts of administration and management of a business.

Contenu : Development of a business idea; creation of a business plan, diagnostic, legal aspects, market study, price structure, operationalization of the business, identification of human resources needs, equipment and financing, marketing strategy, budgeting (income and expenses forecasts), funding avenues; management of day-to-day operations and human resources.

TRA1204E

Development of Aboriginal Tourism Experiences: Culture, Nature and Adventure

Objectifs : Recognize the importance of tourism attractions in an Aboriginal community and region. Understand the importance of highlighting these attractions in terms of culture, nature and adventure. Distinguish between the concepts of nature tourism, adventure tourism and eco-tourism. Identify the types of impact tourism has on communities and on the environment. Understand the process of partnerships and of networking. Analyze examples of tourism experiences and make site visits.

Contenu : Definition of a tourism experience as part of an Aboriginal community and territory; inventory of tourist attractions and cultural demonstrations; comparative studies; creation of experiences promoting close contact with nature and cultural communities; Aboriginal vision of eco-tourism and sustainable tourism; relationships between tourists and communities; identification of partners and networks; field observations.