

# HUMAN CREATIVE VISIONARY

Québec  
Témiscamingue

Premiers-Peuples



**UQAT**

UNIVERSITÉ DU QUÉBEC  
EN ABITIBI-TÉMISCAMINGUE

# TRAINING PROGRAM OFFER

## MICROPROGRAM IN ABORIGINAL TOURISM MANAGEMENT

Five courses (3 credits each), leading to an official attestation issued by the *ministère de l'Éducation et de l'Enseignement supérieur du Québec*.

Fall 2020: 2 courses

Winter 2021: 2 courses

Summer 2021: 1 course



Official attestation (15 credits)



# OUTLINE

- Program objectives and description
- Program training plan – mandatory courses
- Program training plan – optional courses
- Objectives and content of all mandatory courses
- Objectives and content of one optional course (SCO1908E – Accounting 1)
- Program schedule
- Program characteristics
- Admission requirements
- Costs
- Admissibility to the PACME governmental funding program



# UNDERGRADUATE MICROPROGRAM IN ABORIGINAL TOURISM MANAGEMENT

## PROGRAM OBJECTIVES AND DESCRIPTION

- 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 of 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**.



# UNDERGRADUATE MICROPROGRAM IN ABORIGINAL TOURISM MANAGEMENT

## PROGRAM TRAINING PLAN – MANDATORY COURSES

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.)



# UNDERGRADUATE MICROPROGRAM IN ABORIGINAL TOURISM MANAGEMENT

## PROGRAM TRAINING PLAN – OPTIONAL COURSES

Students must choose **one course (3 credits) among the following:**

ADM1014E E-Business (3 cr.)

HIS1011E History of Aboriginal Peoples (3 cr.)

SCO1908E Accounting (3 cr.)

or any other course chosen from the UQAT course bank, with the approval of the Program Manager.



# UNDERGRADUATE MICROPROGRAM IN ABORIGINAL TOURISM MANAGEMENT

## TRA1201E THE TOURISM INDUSTRY AND ITS ENVIRONMENT - OBJECTIVES

- 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.



# UNDERGRADUATE MICROPROGRAM IN ABORIGINAL TOURISM MANAGEMENT

## TRA1201E THE TOURISM INDUSTRY AND ITS ENVIRONMENT - CONTENT

- 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.





# UNDERGRADUATE MICROPROGRAM IN ABORIGINAL TOURISM MANAGEMENT

## TRA1202E MARKETING IN ABORIGINAL TOURISM - OBJECTIVES

- 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.



# UNDERGRADUATE MICROPROGRAM IN ABORIGINAL TOURISM MANAGEMENT

## TRA1202E MARKETING IN ABORIGINAL TOURISM - CONTENT

- 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.



# UNDERGRADUATE MICROPROGRAM IN ABORIGINAL TOURISM MANAGEMENT

## TRA1203E STARTING A TOURISM BUSINESS IN AN ABORIGINAL CONTEXT - OBJECTIVES

- 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.



# UNDERGRADUATE MICROPROGRAM IN ABORIGINAL TOURISM MANAGEMENT

## TRA1203E STARTING A TOURISM BUSINESS IN AN ABORIGINAL CONTEXT - CONTENT

- 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.



# UNDERGRADUATE MICROPROGRAM IN ABORIGINAL TOURISM MANAGEMENT

## TRA1204E DEVELOPMENT OF ABORIGINAL TOURISM EXPERIENCES: CULTURE, NATURE, ADVENTURE - OBJECTIVES

- 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.



# UNDERGRADUATE MICROPROGRAM IN ABORIGINAL TOURISM MANAGEMENT

## TRA1204E DEVELOPMENT OF ABORIGINAL TOURISM EXPERIENCES: CULTURE, NATURE, ADVENTURE - CONTENT

- 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.



# UNDERGRADUATE MICROPROGRAM IN ABORIGINAL TOURISM MANAGEMENT

## SCO1908E Accounting 1 - OBJECTIVES

- 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.



# UNDERGRADUATE MICROPROGRAM IN ABORIGINAL TOURISM MANAGEMENT

## SCO1908E Accounting 1 - CONTENT

- 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





# UNDERGRADUATE MICROPROGRAM IN ABORIGINAL TOURISM MANAGEMENT

## PROGRAM SCHEDULE

<b>FALL 2020</b>	<b>TRA1201E The Tourism Industry and its Environment</b>
	<b>TRA1202E Marketing in Aboriginal Tourism</b>
<b>WINTER 2021</b>	<b>TRA1203E Starting a Tourism Business in an Aboriginal Context</b>
	<b>SC01908E Accounting 1</b>
<b>SUMMER 2021</b>	<b>TRA1204E Development of Aboriginal Tourism Experiences: Culture, Nature and Adventure</b>



# UNDERGRADUATE MICROPROGRAM IN ABORIGINAL TOURISM MANAGEMENT

## PROGRAM CHARACTERISTICS

- Courses will be offered through videoconference.
- The program is offered at a rate of two courses per semester for the Fall 2020 and Winter 2021 semesters, and one course for the Summer 2021 semester (end of the program).
- Each course includes 45 hours of virtual classroom activity.
- It is to be noted that, according to the academic regulation for undergraduate studies, 1 course credit equals to 45 hours of work by the student, including 15 hours in the classroom with the teacher and 30 hours at home. Hence, a 3-credit course entails 45 hours in class and 90 hours of work at home.
- The group of students is comprised of persons from the Cree Outfitting and Tourism Association and others, in compliance with the requirements specified in the Protocol Agreement.



# UNDERGRADUATE MICROPROGRAM IN ABORIGINAL TOURISM MANAGEMENT

## ADMISSION REQUIREMENTS

### **College Basis**

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

### **University Basis**

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

### **Relevant Experience Basis**

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



## UNDERGRADUATE MICROPROGRAM IN ABORIGINAL TOURISM MANAGEMENT

ADMISSIBILITY TO THE PACME GOVERNMENTAL PROGRAM (in French only)

**Programme actions concertées pour le maintien en emploi (PACME–COVID-19)**

<https://www.quebec.ca/entreprises-et-travailleurs-autonomes/programme-actions-concertees-pour-le-maintien-en-emploi-pacme-covid-19/>



Meegwetch! Thank you!

Questions?

