Hospitality and Tourism Management - Travel and Tourism

SCHOOL OF HOSPITALITY AND TOURISM

Overview

Are you looking to embark on a career in the vibrant world of travel and tourism? Our Hospitality and Tourism Management program, specializing in Travel and Tourism, is tailored to provide you with the necessary skills and knowledge to thrive in this exciting industry.

This program will give you insights into travel products and help you understand the travel and tourism ecosystem. It equips you to design memorable travel experiences and prepares you for travel jobs, destination planning, and travel consultancy.

Our program offers small classes covering various aspects of the global travel environment. Throughout the program, you'll:

- learn how to manage travel inventories proficiently and estimate costs
- delve into the financial intricacies of the travel industry and apply accounting concepts to real-world business challenges
- master guest experience by prioritizing guest satisfaction, understanding needs, and providing solutions
- learn impactful sales strategies and marketing techniques tailored for the travel sector
- develop effective and respectful communication skills for diverse groups
- learn to embrace leadership roles and instill a sustainable, ethically driven corporate culture
- implement economic theories and data-driven insights
- leverage technology to heighten productivity
- gain an understanding of how policy, planning, and execution can achieve operational success.

Our program ensures you stay updated with industry trends and technologies, ensuring relevance in an evolving market.

It also includes hands-on experience through collaborations with our on-campus Travel Centre industry partners.

As a graduate, you'll emerge as a well-rounded professional in the hospitality sector, with potential roles such as travel agent or counsellor, tourism jobs such as sales and marketing coordinator, working with a destination marketing organization, airline sales and reservations, and many other customer-service roles.

The Hospitality and Tourism Management Travel and Tourism specialization sets the foundation for your success in the dynamic world of travel and tourism. Whether you see yourself as a travel consultant, event planner, or an entrepreneur in the world of hospitality, it will prepare you for a rewarding career in this industry.

Traits, skills and aptitudes

Those in the travel and tourism industry tend to be social, methodical and innovative.

You need:

- a good memory
- patience and a pleasant manner to deal with all types of people
- attention to detail
- well-developed sales skills
- typing and computer skills
- organization skills
- a working knowledge of global geography
- the ability to serve customers quickly and efficiently
- the ability to handle stressful situations calmly and effectively.

You should enjoy working with people, performing detailed work, and working on a computer. You should also have a love of travel and promoting travel experiences.

SAIT program pathways

Graduates of this program may continue their education in the SAIT Bachelor of Hospitality and Tourism Management program and

earn their degree with a further two years of study.

Practicum, Co-op and Work Integrated Learning

Between your first and second year, you'll complete an internship where you'll complete 400 hours of industry work.

The choice of worksite is flexible and can include hotels, restaurants, tour operators, car rental agencies, resorts, and other approved hospitality and tourism operations.

You'll also work in Destinations, SAIT's student-run travel agency throughout the program.

Accreditations, designations and certifications

The Travel and Tourism specialization is well aligned with the Association of Canadian Travel Agencies (ACTA) endorsement standards to allow you to pursue the Certified Travel Counselor (CTC) accreditation once you graduate.

You'll also acquire key industry certifications in Workplace Hazardous Materials Information System (WHMIS), food safety, ProServe, and hospitality and tourism awareness. All these certifications must be completed in your first semester.

Credentials

After successfully completing this program, you'll receive a SAIT Hospitality and Tourism Management diploma with a specialization in Travel and Tourism.

Admission requirements

Applicants educated in Canada

Applicants must demonstrate English language proficiency and completion of the following courses or equivalents:

- at least 50% in Math 30-1, Math 30-2
- at least 50% in English Language Arts 30-1 or 60% in English Language Arts 30-2.

SAIT accepts high school course equivalents for admission for applicants educated outside Alberta.

Applicants educated outside of Canada

All applicants who were educated outside of Canada must demonstrate English language proficiency and provide proof they meet the program admission requirements with an international document assessment. Find accepted educational documents and assessment options.

SAIT may also accept courses completed at certain international post-secondary institutions.

Costs

2026/27 tuition and fees

The following costs are effective as of July 1, 2026.

The estimated total cost of tuition and fees is based on the suggested schedule of study. Following a modified schedule will impact the fees you pay per semester and may alter final costs.

Domestic Students

Year	Number of semesters	Tuition fees	Additional fees	Total per year
1	2	$6,666	$1,764.50	$8,430.50
2	2	$6,060	$1,764.50	$7,824.50

Year	Number of semesters	Tuition fees	Additional fees	Total per year
			Total cost:	**$16,255**

The estimated total cost of tuition and fees for domestic students is based on the recommended course load per year.

International Students

The program total is based on the estimated amount you will pay if you enter this program during the 2026/27 academic year. The program total amount listed on your letter of admission may appear higher. This amount is your maximum tuition guarantee for the program. SAIT will not exceed this maximum, regardless of changes in tuition and fees between academic years.

Year	Number of semesters	Tuition fees	Additional fees	Total per year
1	2	$20,559	$1,764.50	$22,323.50
2	2	$18,690	$1,764.50	$20,454.50
			Total cost:	**$42,778**

The estimated total cost of tuition and fees for international students is based on the recommended course load per year.

Books and Supplies

Books and supplies are approximately $1,000 - $1,500 per full-time year.

This is a bring-your-own-device program with a standard computer hardware and software requirement. See the specific requirements on our computers and laptops page.

Find your booklist on the SAIT Bookstore's website. The booklist will be available closer to the program start date.

Can't find your program or course? The bookstore didn't receive a textbook list. Contact your program directly to determine if they're still refining course details or if you're in luck; no textbook purchase is required this term.