

TRAVEL & TOURISM

This curriculum prepares students for careers with travel organizations. Positions such as airline reservations agents, customer service, travel agents, sales representatives, and other travel categories are available to the student upon completion of the certificate program.

Travel and Tourism

Required Courses:		Units
TRVL R100	Introduction to Travel and Tourism	3
TRVL R101	Selling Destinations	3
TRVL R102	Domestic Ticketing	3
TRVL R103	International Ticketing	3
TRVL R104	Airline Computer Training	2
TRVL R105	Travel and Tourism Marketing	3
TRVL R106	Tour Management	3
BUS R180	Introduction to International Business	3
CIS R020A	Introduction to Microcomputers	2
CIS R021A	Introduction to Windows	2

Total Required Units 27

Select a minimum of six (6) units from the following:

TRVLR107	Travel Agency Operations	3
TRVLR108	Travel Agency Accounting	3
TRVLR190	Internship in Travel	3
BUS R120	Introduction to Business	3
BUS R121	Introduction to Management	3

Total Required Units 33

Travel & Tourism Courses

TRVL R100—Introduction to Travel & Tourism 3 units

Advisory: HRM R100.

3 hours lecture weekly

Survey course covering the tourism business, a series of interrelated businesses serving the traveler both here and abroad, linking people, travel modes, accommodations and facilities.

Transfer credit: CSU

TRVL R101—Selling Destinations 3 units

Prerequisites: TRVL R100 or current employment in the travel industry.

3 hours lecture weekly

Course studies geography from a travel industry perspective. Important tourist destinations receive detailed discussion, and students will gain the knowledge needed to be a travel professional. Students will learn how to match clients to destinations and services. Course may be taken two times.

Transfer credit: CSU

TRVL R102—Domestic Ticketing 3 units

Prerequisites: TRVL R100.

3 hours lecture weekly

This course covers domestic air and ticketing procedures, fare calculations, tariffs and taxes. Includes the use of the *Official Airline Guide (OAG)* and reference materials used by the travel industry.

Transfer credit: CSU

TRVL R103—International Ticketing 3 units

Prerequisites: TRVL R102.

3 hours lecture weekly

Course covers the planning of worldwide travel, the ticketing procedures, including rules, regulations, tariffs, fare construction and currency regulations. Includes the use of the *Official Airline Guide, Worldwide Edition* and reference materials used by the travel industry. Access to international information and fares in the Apollo computer system will be available in a hands-on manner using an ABM-PC computer simulation system.

Transfer credit: CSU

TRVL R104—Airline Computer Training 2 units

(1) = Credit/No Credit only (2) = Credit/No Credit at student's option

Prerequisites: TRVL R102 and TRVL R103.

1 hour lecture, 3 hours lab weekly

Intensive program of lecture-hands-on lab sessions; basic reservation record creation, flight availability, fares, travel itineraries, document preparation, and auxiliary services, such as hotel reservations and ground transportation.

Transfer credit: CSU

TRVL R105—Travel/Tourism Marketing 3 units

Prerequisites: TRVL R100.

3 hours lecture weekly

This course covers all aspects of advertising, promotion, and marketing techniques in the travel, tourism, and hospitality industry. Students will study everything necessary to plan, develop, and implement a complete advertising and marketing campaign. The psychology of advertising and human behavior are studied. Students will learn how to write and design ads, scripts, and press releases for airlines, cruise lines, railroads, motorcoach companies, car rentals, tour operators, tourism promotion, hotels and motels, and restaurants.

Transfer credit: CSU

TRVL R106—Tour Management 3 units

Prerequisites: TRVL R100.

3 hours lecture weekly

Course provides a solid foundation for understanding all of the elements that go into producing and directing a group tour. Topics covered include planning, developing, and costing a tour with emphasis given to conducting tour from the time it leaves home base until it returns. Students will learn how to plan and implement foreign independent tours (F.I.T.).

Transfer credit: CSU

TRVL R107—Travel Agency Operations 3 units

Prerequisites: TRVL R100.

3 hours lecture weekly

Course covers all aspects of managing a travel agency, including interviewing and hiring personnel, training, compensation, building and maintaining morale, performance evaluations, and handling problem employees. Case studies that simulate real-life situations encountered in travel agencies are used.

Transfer credit: CSU

TRVL R108—Travel Agency Accounting 3 units

Prerequisites: TRVL R100.

3 hours lecture weekly

An introduction to the accounting and budgeting roles performed in travel agencies. Course presents special problems that arise, focuses on the preparation of the weekly "ARC" report, and discusses profit-oriented budgeting. A multi-step approach to preparing a travel agency's annual budget in a few sequenced steps is studied along with a easy-to-use method of determining profitability of each commercial account.

Transfer credit: CSU

TRVL R190—Internship in Travel 3 units

Prerequisites: Completion of at least 12 units in the TRVL series.

9 hours lab weekly

A course designed to give students an opportunity to obtain practical experience in their career major. Students will gain experience by working in the travel and tourism industry.

Transfer credit: CSU