

HTT A150: TRAVEL AND TOURISM CAREER DEVELOPMENT

Item	Value
Curriculum Committee Approval Date	03/13/2019
Top Code	130700 - Hospitality
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

Course Description

Survey of the travel and tourism industry and its component segments: airlines, cruises, hotels, tour operators, retail travel agencies, tour wholesalers, receptive ground operators, and other miscellaneous new segments of the industry. Review of each segment and analysis of type of careers, background education, and entry skill preparation, expected salary scale, and travel benefits. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Develop a trip using three components of the travel and tourism industry, for a defined client, destination, age, and budget.

Course Objectives

- 1. List the type of business available in the travel industry as well as career opportunities and skills needed.
- 2. Identify the many facets of air travel.
- 3. Explain the policies and procedures of car rentals.
- 4. Identify the multiple factors influencing the hotel industry.
- 5. Explain the benefits of and differences among Amtrak, Via Rail, Britail, and Eurail.
- 6. Describe various references for cruises.
- 7. Become familiar with the popular trends in travel including incentive travel, group travel, meeting and convention planning, inbound tourism, international travel, and niche travel.
- 8. List systems and demonstrate ability to make airline, car rental, hotel, rail, tour and cruise reservations.

Lecture Content

Overview of the Hospitality, Travel and Tourism Industries Future Growth Interrelated nature of hospitality and tourism Characteristics of the industries Careers Service philosophy Trends Impact of tourism Economic Multiplier effect Social Cultural Impact Financial Infrastructure Employment Sustainable Hospitality Tourism Tourism in the 21st Century Tourism 20130 Vision Ecotourism Cultural, Heritage, Nature Volunteer Tourism Impact and employment: Air Hotel Gaming Entertainment Native

American influence Evolution of gaming and casinos Sustainability Recreation, Leisure, and Wellness Government Sponsored National Parks Commercial Recreation Theme Parks Animal Attractions Historic Places and Sites Museums Performance Arts Clubs Types of Clubs Golf Course Transportation historical impact on tourism Coach, Rail, Automobile Cruise Other Travel Services Types of clients: Group Incentive Meetings and conventions In bound tourism International travel Niche travel Assemblies Special Events Meetings Conventions Expositions Managed Services Airlines Airports Leisure and recreation Trends Promoters of Tourism State Offices of Tourism City level Offices of Tourism Convention Ce nters National Offices of Tourism Tour Operators Travel Agencies Tour Wholesalers and Consolidators Destination Management Companies Leadership and Management Characteristics of best practices Hospitality Management Sustainable Leadership Ethics Trends

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, handouts, case studies, group participation, video demonstration, discussion, student projects, computer modules, skill simulations, and field trips.

Reading Assignments

Read and maintain an in class Manual Library Research Read posted articles in Blackboard. Read posted discussion topic, research and participate in the argument.

Writing Assignments

Quizzes and examinations. Problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture and demonstration will be required. Proficiency demonstration of applied skills demonstrating evaluation and critique techniques.

Out-of-class Assignments

Initial writing assignments will include a short essay to assess general computer knowledge. Access and develop emergency plans based on U.S. government application and knowledge, including courses taken at OCC or other public or private institution relating to the travel industry. Interactive computer demonstration of skills. Examinations consisting of fill-in, multiple choice and short essay. Worksheets completed from information in the text, computer software, lectures and video presentations. Participation in role playing, class discussion and other interactive classroom work. Final examination to include application of and problem solving relating to the various programs.

Demonstration of Critical Thinking

The student must complete course appropriate projects, basic quizzes and a comprehensive final examination and/or project. Demonstrate various approaches to problem solving and critical thinking as they develop professional standards. Exhibits acquired skills and apply to random course appropriate situations. Attendance and participation are fundamentals of this course.

Required Writing, Problem Solving, Skills Demonstration

Quizzes and examinations. Problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture and demonstration will be required. Proficiency demonstration of applied skills demonstrating evaluation and critique techniques.

Eligible Disciplines

Flight attendant training: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Hotel and motel services: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Travel services (dispatching): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Gorham, Ginger and Rice, Susan. Travel Perspectives, A Guide to Becoming a Travel Professional, ed. Clifton Park: Thompson Delmar Learning, 2007 2. Required Gagnon, P.,J., Sarbey de Souto, M.. Travel Career Development, Latest ed. The Travel Institute, 2016