

HOSPITALITY, TRAVEL & TOURISM (HTT)

HTT A100 3 Units (54 lecture hours)

Intro Hospitality Indus

Grading Mode: Standard Letter

Transfer Credit: CSU.

Overview of the hospitality industry. Same as CA A100, FBM A100 and FSM A100. Students completing HTT A100 may not receive credit for CA A100, FBM A100 or FSM A100.

HTT A105 3 Units (36 lecture hours; 63 lab hours)

Passport to Success

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

This course presents students with service learning opportunities where they practice the conceptual theories of their course work. Students develop public contact and service skills as they host campus, community, civic, and travel related events. Students improve their social, professional demeanor and critical thinking skills considered essential in the airline, hotel, travel and tourism industries. This course may also be offered online. Graded or Pass/No Pass option.

HTT A110 3 Units (54 lecture hours)

Hotel Front Office Operations

Grading Mode: Standard Letter

Transfer Credit: CSU.

Study of front-office procedures from reservations through checkout including the night audit and the property management system and their impacts on other lodging operations. Study operating systems and components of the hotel operation such as front-desk, back office, housekeeping, sales, food and beverage, human resources, and property management. Special emphasis placed on guest-employee relations. This course may also be offered online.

HTT A118 3 Units (54 lecture hours)

Hospitality Accounting

Grading Mode: Standard Letter

Transfer Credit: CSU.

This course provides a basis for understanding hospitality accounting concepts and procedures, the processing of hospitality financial data, and the flow of financial information in the accounting cycle resulting in the production of financial statements. This course is certified through the American Hotel & Lodging Association.

HTT A125 3 Units (54 lecture hours)

Destination the Americas

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

This course provides information for maximizing the travel experience to include regional accents, dialects, culture, shopping, historical and recreational tourist destinations for Canada, Mexico, Caribbean, Central, South, and Northern America. This course may also be offered online. Graded or Pass/No Pass option.

HTT A127 3 Units (54 lecture hours)

Destination Eastern Europe

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

Provides the traveler and industry employee with information for maximizing the travel experience to include regional accents and dialects, shopping, historical and recreational tourist destinations, and regional culture and cultural diversity for Russia and Baltic countries, Czech Republic, Slovakia, Hungary, Poland, former Yugoslavia Countries, Romania, and Albania. This course may also be offered online. Graded or Pass/No Pass option.

HTT A128 3 Units (54 lecture hours)

Destination Africa/Pacific

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

This course provides information for maximizing the travel experience to include regional accents, dialects, culture, shopping, historical and recreational tourist destinations, for Africa, the Middle East, Asia, and the Pacific Islands. This course may also be offered online. Graded or Pass/No Pass option.

HTT A130 3 Units (54 lecture hours)

Cultural Tourism

Grading Mode: Standard Letter

Transfer Credit: CSU.

This course examines the implications of cultural tourism in the United States and the world. The course will consider the struggle of people to preserve their cultural identity relative to the role of the U.S. tourism industry in protecting cultural heritage. The course studies the complexities of policy making in cultural tourism and world travel. Curriculum includes: values, historical beliefs and religion, plus cultural etiquette including social practices, gestures, body language, eating and drinking practices, and business behavior. This course may also be offered online.

HTT A131 3 Units (54 lecture hours)

Computer Reservation Systems - SABRE

Grading Mode: Standard Letter

Transfer Credit: CSU.

This course is an introduction to SABRE, the computer reservations system used by American Airlines and one of the two major systems used by travel consultants. Students will learn how to build PNR's (passenger name records), quote fares, and calculate prices through hands-on applications on computers. This course may also be offered online.

HTT A135**Homeland Security****Advisory:** ENGL A099.**3 Units (54 lecture hours)****Grading Mode:** Standard Letter**Transfer Credit:** CSU.

Introductory study of domestic and international threats of terrorism. Examines the concepts, definitions and contemporary issues of modern terrorism. Includes law enforcement issues for first-responders relating to terrorism, particularly with regard to Homeland Protection and counter terrorist measures. This course may also be offered online.

HTT A138**Sharing the Travel Experience****Grading Mode:** Standard Letter**Transfer Credit:** CSU.**3 Units (54 lecture hours)**

In this course you will learn the critical nature of translating what you see, hear, taste, touch, smell, feel and experience into blogging, tweeting, Facebook posts and journaling. You will learn how to capture the attention of follower's and build a reputation of storytelling. You will understand the methods needed to sell material in today's competitive market. If you have a desire to write and a yen to travel, you're a perfect candidate for this class. So pack your sense of adventure, organize your determination and put your keyboard in a comfortable position. This course may also be offered online.

HTT A140**Revenue Management****Advisory:** HTT A110.**3 Units (54 lecture hours)****Grading Mode:** Standard Letter**Transfer Credit:** CSU.

This course provides a model for understanding the revenue management process and reveals four basic building blocks to revenue management success. It addresses elements of a risk management program including, developing forecasts for room revenue and occupancy, evaluating revenue opportunities, and tracking future room availabilities to achieve maximum revenue from the sale of perishable assets. This course may also be offered online.

HTT A150**Travel and Tourism Career Development****Grading Mode:** Standard Letter**Transfer Credit:** CSU.**3 Units (54 lecture hours)**

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. This course may also be offered online.

HTT A156**Cruising and Vacation Packages****Advisory:** ENGL A099 or equivalent.**3 Units (54 lecture hours)****Grading Mode:** Standard Letter**Transfer Credit:** CSU.

Cruising is one of the fastest growing segments of the travel industry. Learn the basics of the cruise product including ship and cruise line terminology, applications and selling techniques. Cruise lines, ships and their destinations are identified. Students will learn the essentials of selling vacation packages and tours, including the latest trends, itinerary planning, and the technologies available to travel/tourism consultants in the leisure, recreational, and corporate travel markets. Does not train to work aboard ship. This course may also be offered online.

HTT A157**Tour Escorting and Group Travel****Advisory:** ENGL A099 or equivalent.**3 Units (54 lecture hours)****Grading Mode:** Standard Letter**Transfer Credit:** CSU.

This course introduces the roles and expectations of a tour escort and manager. The student will learn to research, plan and incorporate itineraries, promote the group travel package, attract clients, and manage the operational aspects of a group. The responsibilities and characteristics of a tour escort will also be discussed. This course may also be offered online.

HTT A158**Luxury, Incentive, and Corporate Travel****Advisory:** ENGL A099 or equivalent.**3 Units (54 lecture hours)****Grading Mode:** Standard Letter**Transfer Credit:** CSU.

This course leads you on a path toward developing an intimate knowledge of the luxury and incentive travel product, sales process, and unique needs of the affluent consumer. You will be introduced to the corporate travel market and understand how they share expectations. Explore the distinct types of consumers and how to focus sales and marketing efforts to attract and keep them coming back. This course may also be offered online.

HTT A180**Enhancing Guest Service****Advisory:** HTEL A110 or HTT A100 or concurrent enrollment.**3 Units (54 lecture hours)****Grading Mode:** Standard Letter**Transfer Credit:** CSU.

This course is designed to convey the importance of guest relation skills in a competitive market. Students will develop the skills expected of each employee, supervisor, and manager based on wants, needs, and expectations of the guest while developing a personal service style. This course may also be offered online.

HTT A185 **3 Units (54 lecture hours)**
Interviewing and Professional Development
Advisory: ENGL A099 or equivalent.

Grading Mode: Standard Letter
Transfer Credit: CSU.

Students will learn how professional communication skills can make the difference in achieving their personal career success. This course is an examination of the employment process in the Hospitality and Travel industries. The course analyzes interview techniques, employment tests, and interviewers' questions leading toward employment in all aspects of the Tourism industry. Reviews oral and written career communication skills, including the development of a personal portfolio. This course may also be offered online.

HTT A199 **0.5-1.5 Units (9-27 lecture hours)**
Current Issues in Hospitality, Travel and Tourism
Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU.

This course deals with current issues in the field of hospitality, travel and tourism. Topics vary. Open entry/open exit on a space available basis with instructor approval. Graded or Pass/No Pass option.

HTT A221 **4 Units (9 lecture hours; 210, 262.5 other hours)**
Meeting/Event Management Internship
Prerequisite(s): HTT A105 and HTT A284.

Advisory: ENGL A099 or equivalent.

Grading Mode: Standard Letter
Transfer Credit: CSU.

Advanced internship for students enrolled in Management programs at Orange Coast College to increase their level of expertise in the area of specialization which they expect to graduate. Students will be required to follow standards set by the company in which they are working. 9 hours lecture and 210 hours work hours (unpaid) or 262.5 work hours (paid). This course may also be offered online.

HTT A225 **4 Units (9 lecture hours; 210, 262.5 other hours)**
Travel and Tourism Internship
Prerequisite(s): HTT A105 and HTT A284.

Advisory: ENGL A099 or equivalent.

Grading Mode: Standard Letter
Transfer Credit: CSU.

Advanced internship for students enrolled in Travel and Tourism programs at Orange Coast College to increase their level of expertise in the area of specialization which they expect to graduate. Students will be required to follow standards set by the company in which they are working. 9 hours lecture and 210 hours work hours (unpaid) or 262.5 work hours (paid). This course may also be offered online.

HTT A226 **4 Units (9 lecture hours; 210, 262.5 other hours)**
Airline Internship
Prerequisite(s): HTT A105 and HTT A284 or concurrent enrollment.

Advisory: ENGL A099 or equivalent.

Grading Mode: Standard Letter
Transfer Credit: CSU.

Advanced internship for students enrolled in Airline Travel programs at Orange Coast College to increase their level of expertise in the area of specialization which they expect to graduate. Students will be required to follow standards set by the company in which they are working. 9 hours lecture and 210 hours work hours (unpaid) or 262.5 work hours (paid). This course may also be offered online.

HTT A227 **4 Units (9 lecture hours; 210, 262.5 other hours)**
Hotel Internship
Prerequisite(s): HTT A105 and HTT A284.

Advisory: ENGL A099 or equivalent.

Grading Mode: Standard Letter
Transfer Credit: CSU.

Advanced internship for students enrolled in Hotel Management programs at Orange Coast College to increase their level of expertise in the area of specialization which they expect to graduate. Students will be required to follow standards set by the company in which they are working. 9 hours lecture and 210 hours work hours (unpaid) or 262.5 work hours (paid). This course may also be offered online.

HTT A240 **3 Units (54 lecture hours)**
Hospitality and Tourism Marketing
Advisory: ENGL A099 or equivalent.

Grading Mode: Standard Letter
Transfer Credit: CSU.

This course will provide students an understanding and application of E-Marketing and Sales in the hospitality and tourism sectors. This course may also be offered online.

HTT A264 **1.5 Units (27 lecture hours)**
Event Design
Grading Mode: Standard Letter
Transfer Credit: CSU.

This course covers the skills necessary create visual experiences needed for impactful events, where an audience responds to the live environment of the event. Focus is placed on how to optimize experience through immersive design of textures, textiles, decor and lighting to enhance your events, as well as, how to articulate and propose such services. The tools provided in this course will help students to be able to propose and to identify the resources to successfully accomplish these design experiences, thus creating ROI for the client.

HTT A265 **1.5 Units (27 lecture hours)**
Principles of Event and Meeting Management
Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU

This course addresses successful business practices in event and meeting management. It provides knowledge essential effectiveness and profitability as an event or meeting manager. It is strongly recommended that all students enroll in this course first as it provides a foundation for future coursework. This course may also be offered online. Graded or Pass/No Pass option.

HTT A266 **1.5 Units (27 lecture hours)**
Organize and Manage Events and Meetings
Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU.

A comprehensive, fast-paced, hand-on course in managing a professional event/meeting, including the practical skills and tools needed for successful planning. This course may also be offered online. Graded or Pass/No Pass option.

HTT A267 **1.5 Units (27 lecture hours)**
Managing Business Risks
Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU.

This course provides a thorough and systematic approach to risk management that ensures the understanding and use of safeguards to produce safe and successful meetings or events. This course may also be offered online. Graded or Pass/No Pass option.

HTT A269 **1 Unit (18 lecture hours)**
Destination Management
Grading Mode: Standard Letter
Transfer Credit: CSU.

Get the most comprehensive guide to destination management. From tours to transportation, from entertainment to local rules of etiquette, the Destination Management Company (DMC) is the premier resource that finds the right venue, location, speaker, and vendor to ensure a highly professional and successful program. This course may also be offered online.

HTT A270 **1.5 Units (27 lecture hours)**
Meeting and Event Marketing and Sales
Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU.

This course examines essential techniques for successful promotion of products and services. An emphasis is placed on the hotel, meeting, and event environments. Creative ideas and practical tools learned will help increase the effectiveness of the marketing dollar. This course may also be offered online. Graded or Pass/No Pass option.

HTT A271 **1 Unit (18 lecture hours)**
Corporate Meetings & Events
Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU.

Review of the most successful techniques for managing trade shows, sales promotion events, staff meetings, and other corporate events. Focus is placed on how to produce meetings/events with creative flair while staying within a budget. This course may also be offered online. Graded or Pass/No Pass option.

HTT A272 **1 Unit (18 lecture hours)**
Meeting and Conference Practices
Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU

This course provides the tools necessary to successfully plan and manage local, national and international meetings and conferences. Prepares students to take the nationally recognized International Special Event Society (ISES), Certified Special Events Professional (CSEP), and Certified Meeting Professional (CMP) examinations. This course may also be offered online. Graded or Pass/No Pass option.

HTT A273 **1 Unit (18 lecture hours)**
Sport Event Management
Grading Mode: Standard Letter
Transfer Credit: CSU.

Promoting and managing large and small sporting events including event logistics, sponsorship, successful marketing strategies and professional management skills. This course may also be offered online.

HTT A274 **3 Units (54 lecture hours)**
Establish and Operate an Event Business
Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU.

This course covers the practical skills necessary to launch, operate, and grow a successful hospitality service business. Focus is placed on how to develop a business plan, a marketing plan, a sales strategy, manage finances and understand business accounting basics, conduct market and competitive industry research, as a small profit-making business. This course may also be offered online. Graded or Pass/No Pass option.

HTT A275 **1 Unit (18 lecture hours)**
Event Fund-Raising and Sponsorship
Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU.

Provides a comprehensive plan for identifying, evaluating, soliciting, selling, managing, and coordinating long-term fund-raising and/or sponsorship deals. Develop skills to manage events and work successfully as a staff professional or volunteer. This course may also be offered online. Graded or Pass/No Pass option.

HTT A276 **1 Unit (18 lecture hours)**
Expo and Trade Show Management and Promotion
Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU

This course provides information for designing and managing projects from a trade show exhibit to planning and coordinating an entire exposition. Focus is placed on the growing role of expositions and trade shows in the marketing and sales processes both nationally and internationally. This course may also be offered online. Graded or Pass/No Pass option.

HTT A277 **3 Units (54 lecture hours)**
Wedding Planning as a Business
Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU.

This course will assist in developing elements of design, coordination, consultancy, and execution in preparing and planning weddings. Career opportunities in the lucrative bridal industry will also be discussed. This course may also be offered online. Graded or Pass/No Pass option.

HTT A278 **1.5 Units (27 lecture hours)**
Catering Design and Management
Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU.

This course addresses elements of successful catering operations. Students will explore the catering industry and learn to work with catering professionals to improve quality while reducing costs. This course may also be offered online. Graded or Pass/No Pass option.

HTT A284 **3 Units (54 lecture hours)**
Leadership and Strategic Management
Advisory: ENGL A099 or equivalent.

Grading Mode: Standard Letter
Transfer Credit: CSU.

This course is designed to provide a basic introduction to leadership by focusing on what it means to be a good leader. Emphasis is on the practice of leadership. We will examine topics such as: the nature of leadership, recognizing leadership traits, developing leadership skills, creating vision, setting the tone, listening to our group members, handling conflict, overcoming obstacles, and addressing ethics in leadership. Attention will be given to helping students to understand and improve their own leadership performance. This course may be offered online.

HTT A285 **3 Units (54 lecture hours)**
Hospitality Operations
Grading Mode: Standard Letter
Transfer Credit: CSU.

This course is designed to acquaint students with leadership, management, and quality issues facing today's hospitality industry. Focus is placed on the Malcolm Baldrige National Quality Award, continuous improvement, empowerment, goal setting, high-performance teams, diversity, managing organizational change, and strategic career planning. This course may also be offered online.

HTT A286 **3 Units (54 lecture hours)**
Hosp/Travel/Tour Law
Grading Mode: Standard Letter
Transfer Credit: CSU.

This course provides an awareness of the rights and responsibilities the law grants to or imposes upon hospitality, travel and tourism businesses. Illustrations of possible consequences for failure to satisfy legal obligations are used. Legal issues raised by the Internet and the hospitality industry are discussed. This course is certified through the American Hotel & Lodging Association. This course may also be offered online. Lecture.

HTT A288 **3 Units (54 lecture hours)**
Human Resource Managemt
Grading Mode: Standard Letter
Transfer Credit: CSU.

This course presents a systematic approach to human resources management in the hospitality industry. Students will analyze contemporary issues and practices, as well as employment laws that have an impact on the way people are managed. This course is certified through the American Hotel & Lodging Association.

HTT A299 **3 Units (54 lecture hours)**
Certified Travel Associate
Grading Mode: Standard Letter
Transfer Credit: CSU.

The Certified Travel Associate (CTA) program teaches skills to become a front-line travel industry professional, such as how to close more sales, improve efficiency, expand geography knowledge and fine-tune customer service skills, all while earning widely recognized industry credentials. This course may also be offered online.