

El Paso Community College
Syllabus
Part II
Official Course Description

SUBJECT AREA	<u>Travel and Tourism</u>
COURSE RUBRIC AND NUMBER	<u>TRVM 2302</u>
COURSE TITLE	<u>Travel Career Development</u>
COURSE CREDIT HOURS	<u>3 3 :</u> Credits Lec Lab

I. Catalog Description

Applies knowledge of the travel industry environment in sales, marketing, and operations. Emphasizes travel industry components and functions, the distribution of travel products, and addressing the consumer needs in the market place. **(3:0)**.

II. Course Objectives

A. Unit I. Marketing

1. Outline the marketing process and name the four P's.
2. Summarize key decisions that a travel business must make about its product.
3. Describe the major forms of promotion.
4. Identify the distribution system and selling sites most often used by travel businesses.
5. Describe pricing strategies frequently used by the travel industry.

B. Unit II. Making a Sale

1. Describe the relationship among suppliers, travel agencies, and the traveling public.
2. Explain the skills that provide a foundation for effective communication by salespeople.
3. Identify eight steps in making a successful sale and resolve customer issues.
4. List five questions involved in qualifying a client and three ways to close a sale.
5. Discuss the responsibilities of a travel professional after the sale has been made.

C. Unit III. Specialized Sales

1. Describe three key variations in selling situations that travel sellers must adjust to.
2. State four principles to follow when selling a trip to a group.
3. Discuss the distinctive characteristics of business travel.
4. Describe the special challenges involved in arranging meetings and incentive travel. Identify the main types and benefits of travel insurance.

D. Unit IV. Communication

1. Outline the advantages of the major methods of communication in the travel industry.
2. Describe at least four guidelines for selling travel on the telephone.
3. List five situations in which a travel professional should communicate by letter.
4. Review five guidelines each for effective letter writing and for effective use of e-mail.
5. Describe four methods of interoffice communication.

E. Unit V. Money Matters

1. Describe three types of expenses and two types of financial statements.
2. Outline how suppliers receive their payments and how travel agencies receive their commissions.
3. Identify three benefits of preferred supplier relationships.
4. List five sources of income for travel agencies, key expenses, and major strategies used by agencies to hold down expenses and increase income.

5. Discuss the relationship between customer service and a travel agency's success.
- F. Unit VI. Channel of Distributions – Home Based Agents
1. Distinguish three types of home-based agents.
 2. Discuss the importance of developing a business plan and seeking professional advice when setting up your own business.
 3. Identify the issues that should be considered when selecting a host agency or suppliers.
 4. Describe how home-based agents can differentiate their services and grow their businesses.
- G. Unit VII. Finding a Job
1. Design a plan for a job search.
 2. Describe the items to include in a job seeking portfolio and in a resume.
 3. Identify at least six sources of information about job openings.
 4. Discuss three keys to a successful job interview.
- H. Unit VIII. Building a Career
1. List four ways to ensure success in a new job.
 2. Describe four steps to take to prepare for advancement.
 3. Outline a path for advancing in a travel career.
 4. Identify at least four ethical responsibilities of travel professionals.
 5. Describe how to develop your skills and knowledge as a travel professional.

III. THECB Learning Outcomes (WECM)

1. Evaluate the components of the travel industry.
2. Explain the functions and channels of distribution for the travel product.
3. Identify the pioneers of the travel industry.
4. Compare the current travel trends.
5. Compile the steps involved in marketing travel products.
6. Differentiate between sales and marketing.
7. Explain market segmentation.
8. Outline the main parts of a resume.
9. Compile questions to ask in a job interview.
10. Identify prospective job search sources

IV. Evaluation

- A. Unit Assignments
1. Unit assignments are designed to give the student the practice needed to become competent in selling, and advising travelers.
 2. Activities will be graded based on being complete and correct.
 3. Assignments are due at the beginning of class unless otherwise instructed.
 4. The student has the responsibility to complete assignments as outlined in this syllabus.
 5. Web activities will be completed in the classroom when time permits or during open lab.
- B. Written Exams
1. There will be written exams.
 2. A major project will be assigned.
 3. Completion of assignments and satisfactory attendance will be part of the evaluation of the competency of a student.
- C. Final Evaluation
1. The course grade will be based on point scale for each item used in the evaluation.
 2. The final grade will be determined by the percent of the total points accumulated during the course.

900-1000 points (90 – 100%)	=	A	Incomplete	=	I
800-0899 points (80 – 89%)	=	B	Withdrawal	=	W
700-0799 points (70 – 79%)	=	C			
600-0699 points (60 – 69%)	=	D			
000-0599 points (0 – 59%)	=	F			

E. Remediation

Students seeking additional help may obtain tutoring assistance from the instructor as time permits.

V. Disability Statement (Americans with Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.