

El Paso Community College
Syllabus
Part II
Official Course Description

SUBJECT AREA	<u>Travel and Tourism</u>
COURSE RUBRIC AND NUMBER	<u>TRVM 1300</u>
COURSE TITLE	<u>Introduction to Travel and Tourism</u>
COURSE CREDIT HOURS	<u>3 3 : 0</u> Credits Lec Lab

I. Catalog Description

Provides an overview of the travel and tourism industry. Emphasizes travel careers and the impact of tourism on society. Explores the roles and relationships of organizations which make up the travel and tourism industry including transportation, lodging, wholesale and retail operations, attractions, government-owned parks and facilities, trade organizations, government travel and tourism agencies. **(3:0)**.

II. Course Objectives**A. Unit I. Travel and the Travel Professional**

1. Discuss the evolution of the travel industry, with emphasis on the infrastructure, service, marketing, technology, and the changing world of travel.
2. Prepare a description of the evolution and expansion of the tour industry, including rules and regulations.
3. List the qualifications necessary for the varied careers that are available in the Travel and Tourism Industry.
4. Recognize appropriate office attire and grooming and comply with company dress codes.
5. Describe the skills needed for most positions in the travel industry.
6. Discuss the importance of discretion and maintaining confidentiality.
7. Identify personal limitations.
8. Demonstrate knowledge of company-specific software.

B. Unit II. Using Technology

1. Name the major Global Distribution System vendors.
2. Outline four major ways that travel professionals use the Internet.
3. Utilize computers for communication through electronic mail (e-mail), for obtaining information via the Internet, and to access data remotely.
4. Identify software for the office.
5. Recognize basic computer terminology

C. Unit III. Geography and International Travel

1. Discourse on the effects of geography in the travel industry.
2. Explain the key characteristics of destinations.
3. Outline the major factors that shape the climate of a destination.

4. Interpret the requirements that governments place on international travelers visiting their countries.
 5. Identify reliable sources of information about dangers abroad and common problems encountered by international travelers.
- D. Unit IV. Air Travel
1. Outline how the airline industry is regulated and coordinated by the government and suppliers.
 2. Describe how airlines differ, and know the codes for major airlines and airports both in the United States and abroad.
 3. Describe the factors that are likely to affect the cost of a passenger's flight.
 4. Outline the procedures involved in taking a flight and common questions and problems that come up in air travel.
- E. Unit V. Ground Travel
1. Describe rail service in the United States and Europe.
 2. Outline the services provided by car rental companies and the requirements that renters should expect to meet.
 3. Identify the functions played by motorcoaches.
 4. Explain the comparative advantages of traveling by rail, car, or motorcoach.
 5. Discuss the roles of transfers and technology in the selling of ground travel.
- F. Unit VI. Accommodations
1. Identify the major trends in how accommodations are owned and operated.
 2. Describe the key market segments.
 3. List key types of lodgings and characteristics that affect the price of a room.
 4. Outline the roles of hotels and travel counselors in selling accommodations.
- G. Unit VII. Cruises
1. Describe the key types of cruise lines and other ships available to tourists.
 2. Identify the five most popular cruising areas.
 3. Outline the key attractions of life onboard a cruise.
 4. Explain four benefits and two disadvantages of a typical cruise.
 5. Name the factors that determine the cost of a cruise.
- H. Unit VIII. Tours
1. Identify five types of tours.
 2. Describe the key components of tours.
 3. Explain the tour contract and the responsibilities and liabilities of tour operators.
 4. Discuss key criteria for selecting a tour operator.
 5. Identify benefits that tours offer clients and travel professionals.
 6. Demonstrate product knowledge.
 7. Overcome customer objections.

III. THECB Learning Outcomes (WECM)

1. Identify the qualifications needed for the many careers in the travel and tourism industry.
2. Discuss the history and growth of travel and tourism and how they relate to the marketplace.
3. Define the role of governments in the travel industry and identify how tourism is an important source of revenue for a destination.
4. Describe types of geography as it relates to travelers, and identify types of travel and travelers.

5. Identify the components of the travel and tourism industry.
6. Define the channels of distribution, and discuss how the travel product is promoted and marketed.

IV. Evaluation

A. Unit Assignments

1. Unit assignments are designed to give the student the tools needed to become competent in starting out in the travel industry.
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. Unit Written Exams, Major Project, Assignments, and Attendance

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.

D. Grading Scale:

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.