

El Paso Community College

Syllabus

Part II

Official Course Description

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| SUBJECT AREA | <u>Travel and Tourism</u> |
| COURSE RUBRIC AND NUMBER | <u>TRVM 2305</u> |
| COURSE TITLE | <u>Travel Industry Management</u> |
| COURSE CREDIT HOURS | <u>3 3 :</u> Credits Lec Lab |

I. Catalog Description

Provides an overview of mid-management responsibilities within the travel and tourism industry. Students will describe the management functions including: analyzing, coordinating, implementing, and supervising tasks of managing a business. **(3:0)**.

II. Course Objectives

- A. Unit I. Overview of Travel Agency Management
1. Explain the purpose of the travel industry.
 2. Discuss the history of early and modern travel.
 3. Research the skills required to be an effective travel agency manager.
 4. Describe the different types of travel agencies.
 5. Explore the responsibilities of a travel agency manager and owner and how they are unique.
 6. Discuss the staffing requirements in different size agencies.
 7. Analyze the responsibilities of the support staff in an agency.
 8. Present three requirements for conducting a successful staff meeting.
 9. Investigate the components of human resources planning.
 10. Identify the procedures involved in recruiting new employees.
 11. List the materials and information needed for personnel selection.
 12. Provide examples of how more efficient use of current employees can preclude hiring additional personnel.
 13. Note the factors involved in making appropriate placement decisions and orientation of new employees in an agency.
 14. Outline the procedures for administering performance appraisals.
 15. Discuss human resource activities that will assist in maintaining good employee relations.
 16. Demonstrate the problem-solving techniques that are required to provide high quality customer service and to improve employee relations.
 17. Develop and update resource materials.
 18. Assist in responding to Request for Quote (RFQ) and Request for Proposal (RFP).
 19. Maintain a calendar, e.g., Daytimer, PDA, Microsoft Office Outlook.
 20. Read technical and operational manuals.
 21. Participate in volunteer activities.
 22. Customize travel activities for groups or individuals.
 23. Demonstrate knowledge of company-specific software.
- B. Unit II. Hiring and Employment Procedures for Travel Agencies
1. Identify local, state, and federal laws regulating and affecting the travel industry.
 2. Present effective and legal interviewing techniques for hiring personnel.
 3. Demonstrate competent interviewing skills.
 4. Describe actions necessary to provide effective training and to promote retention of employees.

5. Recognize “red flag” statements in a role playing situation as both the potential employee and as the employer.
 6. Explain the process of contesting an unemployment compensation claim.
 7. Discuss special staff termination practices.
 8. Identify the purpose of a travel agency handbook.
 9. List the major content sections included in an agency handbook.
 10. Explore the content of individual sections contained in a travel agency handbook.
 11. Develop a signature/acceptance sheet.
 12. Research the content of individual divisions contained in the handbook.
 13. Investigate the factors that determine manager and travel agent compensation.
 14. Compare the advantages and disadvantages of compensating employees by salary or solely by commission.
 15. Provide examples of how the Fair Labor Standards Act relates to the travel agency industry.
 16. Describe effective and profitable incentive and commission programs.
 17. Discuss the requirements necessary to develop an effective motivation program.
 18. Propose training standards and an employee benefit plan for a proposed travel agency.
 19. Coordinate use of office supplies, equipment, and space.
 20. Demonstrate confidence toward customers.
 21. Demonstrate empathy toward customers.
- C. Unit III. Sales and Marketing Strategies for Travel Agencies
1. Describe the difference between an order taker and a sales person.
 2. Define training and development.
 3. Investigate the reasons for which clients travel and how they select travel destinations.
 4. List the considerations for developing a sales oriented staff.
 5. Explain the importance of developing a relationship with preferred suppliers.
 6. Research Request for Quote (RFQ) and Request for Proposal (RFP).
 7. Explore the general techniques used in effective selling.
 8. Prepare an explanation of the importance of using brochures in the selling process.
 9. Present methods to support the sales staff.
 10. Define negotiating and discuss the purpose of the exercise.
 11. Compare and contrast airline computer system contracts.
 12. Discuss the required preparation for negotiating with preferred suppliers.
 13. Document the suppliers and accounts that will be negotiated.
 14. Explain the various levels of override commissions.
 15. Discuss the methods of negotiating with international companies.
 16. Explain the contents, terms, and conditions of writing supplier contracts.
 17. Ascertain how a target market is determined.
 18. Define the eight P’s of marketing travel products.
 19. Interpret the parts of a written marketing plan.
 20. Research the importance of reviewing a marketing plan.
 21. Discuss a variety of techniques that are used to gain new business.
 22. Demonstrate multitasking skills.
 23. Organize literature by category.
 24. Employ social media resources
 25. Plan for weather-related incidents
 26. Work in current operating system environment.
 27. Utilize computer peripherals, e.g., scanning, faxing, printing.
 28. Demonstrate point of sale skills.
 29. Manipulate files and folders.
 30. Identify computer support resources.
 31. Promote company culture. M DACUM
- D. Unit IV. Accounting, Legal, and Operational Procedures for Travel Agencies
1. Define various accounting terms used in a travel agency.
 2. Describe the bookkeeping and accounting procedures necessary for a travel agency.
 3. Study the accounting components that control costs.
 4. Explore the components of a travel agency budget.
 5. Explain the difference between a ledger and a journal.
 6. Investigate the duties of a CPA and a bookkeeper.
 7. List the advantages and disadvantages of an automated accounting system.

8. Demonstrate knowledge of refund, credit, nonpayment procedures and prepare daily deposits.
9. Research the major legal issues for travel agencies and evaluate policies and procedures for improvement.
10. Use disclaimers effectively
11. Provide a description of the types of travel and agency insurance.
12. Identify the requirements necessary to legally advertise and promote.
13. Present the benefits of an agreement describing the liability of disclosed principals.
14. Analyze the responsibilities of a corporate travel agency.
15. Identify the types of corporate travel agencies.
16. List the qualifications for a corporate travel agency and describe an office layout.
17. Identify the contents of a written proposal for obtaining a travel account.
18. Describe advertising and promotion tactics for obtaining and keeping leisure clients.
19. Propose qualifications for a leisure travel agent and describe an office layout.
20. Discuss the three types of organizations under which a travel agency may be formed.
21. Define consortium and franchise.
22. Note the requirements of the Airline Reporting Corporation (ARC) that must be met before a travel agency can open.
23. Estimate the costs of opening a travel agency, including rental or purchase of equipment.
24. Provide details of the final preparations necessary to open a travel agency.
25. Inventory and order office supplies.
26. Provide first aid.
27. Adjust to customer needs, e.g., allergies, language, disabilities.
28. Perform job duties manually during computer down time.
29. Collect information about competitors.

E. Unit V. The Future of Travel Agencies

1. List various challenges that an agency must meet successfully in order to have a profitable future.
2. Describe new products and services that will save time, retain clients, and increase profits.
3. Explain the benefits of flexible work hours.
4. Predict future trends in travel.
5. Stay abreast of changes and developments in the industry.
6. Participate in community and industry organizations.
7. Cultivate a network of peers.
8. Plan personal activities around job schedule
9. Plan personnel and inventory based on trends

F. Unit VI. Travel Industry Resources, ARC Audits, and Business Credit Agreements for Corporate Accounts

1. Compile a list of various travel agency associations, consortiums, franchises, publications, and magazines.
2. Describe how to handle ARC audits and inspections.
3. Report on credit agreements for corporate accounts.

III. THECB Learning Outcomes (WECM)

1. Describe the management components within the organization of transportation, lodging, food and beverage, and entertainment.
2. Cite methods of problem solving, adapting to product-service mix to outline a plan of execution.

IV. Evaluation

A. Unit Assignments

1. Unit assignments are designed to give the student the practice needed to be competent in managing a travel agency.
2. Activities will be graded on the basis of being correct and complete.
3. Assignments are due at the beginning of class unless otherwise instructed.
4. The student has the responsibility to complete assignments as outlined in the 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 a 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:

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| 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.