

## **TRAV 1121 - TRAVEL AND TOURISM (3 credits)**

### **Career Exploration of the Tourism Industry**

**Overview of the career opportunities within the travel, tourism and meeting planning industries, including airlines, cruise lines, tour operators, wholesalers, charter operations, hotel representatives, car rental agencies, tourist offices, meeting and convention planning, incentive travel and travel agencies. Specific job titles and necessary skills are examined, as well as basic industry codes and terminology, reservation ethics and procedures, and travel insurance.**

Upon successful completion of the course the student should be able to do the following:

1. Identify the major components of the tourism and meeting planning industries and describe the function and career opportunities of each.
2. Explain the economic and profit structure of the tourism industries, as well as how these concepts relate to "brick and mortar" travel agencies, home-based agents, independent contractors, and all the employment opportunities in tourism and meeting planning
3. Identify economic and environmental issues affecting tourism.
4. Evaluate career opportunities within all aspects of the travel, tourism and meeting planning industries, including positions in the following types of companies: travel agencies, car rentals, tour operators, airlines, motor coaches, rail, hotels, tourist boards, convention and visitor's bureaus, meeting planners, and consolidators.
5. Define and understand basic tourism and meeting planning industry terminology.
6. Recognize and be able to identify technologies used in the tourism industry.
7. Identify and explain the main purpose of the major governmental regulatory organizations.
8. Understand the basics of geography, including the difference between climate and weather, best seasons to travel, and time zone considerations.

### **Topical Outline:**

1. The major travel and tourism and meeting planning industries employment opportunities:
  - a) Hotel-Hospitality Industry
  - b) Air Travel
  - c) Ground Transportation
  - d) Ship and Cruise Service
  - e) Car Rental Agencies
  - f) Tour Operators
  - g) Cruise Lines
  - h) Travel Agencies and Retailers
  - i) Inbound Tourism
2. Interdependence in the travel industry.
3. Economic structure of profits in the travel industry.
4. Major regulatory and licensing agencies.
5. Major industry organizations.
6. International economics affects on exchange, fares, etc.
7. Considerations in planning an itinerary.
8. Special advantages and conditions available in planning travel including group rates, charters, tour-packages and travel passes.
9. Consumer rights as related to the travel industry.