

## **TRAV 1124 - TRAVEL AND TOURISM (2 credits)**

### **Introduction to Travel Documentation and Business Etiquette**

Specialized industry interactive techniques and communication standards for travel and meeting planning arrangements. Includes various modes of information transmittal, protocols and professional etiquette for interpersonal interactions in the travel, tourism and meeting industries.

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

1. Define types of communication used in the travel, tourism and meetings industries.
2. Analyze professional business behaviors and best practices.
3. Evaluate professional attire for the workplace and develop a personal positive self-image.
4. Identify networking skills and opportunities at travel, tourism and meeting industry events.
5. Compare and contrast examples of proper business etiquette, good manners and appropriate protocol.
6. Analyze proper handling of workplace telephone calls, voice mail, e-mail and business letters.
7. Prepare resume for employment in the travel, tourism and meetings industries.
8. Review interviewing skills needed to secure a position in the travel, tourism and meeting industries.

### **Topical Outline:**

1. Types of oral, written and non-verbal communication for the travel, tourism meeting industries.
2. Listening and presentation skills.
3. Personal appearance and appropriate attire for the industry.
4. Formal communication in official interaction with embassies, consulates and government tourist offices.
5. Informal communication during association seminars, authorized events and personal client contact.
6. Travel, tourism and meeting planning telephone techniques.
7. Handling difficult clients and problems.
8. Packing tips for business/leisure travel.
9. Personal safety and security issues.
10. International protocols.
11. Dining table etiquette.
12. Business entertaining and tipping guidelines.
13. Resume development and interview skills for the travel, tourism meeting industries.