

TRAV 1127 - TRAVEL AND TOURISM (1 credit)

European Destinations

In-depth study of Europe and the Middle East. Covers the location of major cities, airports and sea ports and the air, land and cruise companies serving these areas. Includes the location of important tourist attractions, unique land formations, climate data, the best time to visit attractions and how tour companies operate in these areas.

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

1. Identify the location of major cities and airports in Europe and the Middle East.
2. Define these areas as part of Traffic Area II of the three International Air Transport Association (IATA) Traffic Conferences.
3. Recognize countries by physical shape, geo-political boundaries and their proximity to each other.
4. Interpret regional maps and airline routings.
5. Distinguish regional attractions of interest to travelers.
6. Compare modes of transportation servicing Europe and the Middle East.
7. Appraise tour operators and wholesalers marketing in Europe and the Middle East.
8. Identify cultural differences among regions.
9. Recognize and demonstrate the travel industry's use of airport and city codes.
10. Explain regional use of geography and travel terminology.
11. Evaluate regional currency rates and their impact on travel.

Topical Outline:

1. Geographical areas covered:
 - a. Western Europe, including United Kingdom, France, Italy, Germany, Scandinavia and Greece.
 - b. Eastern Europe, including Russia, Poland, Romania, Hungary, Bulgaria, Czech Republic and Slovakia.
 - c. The Middle East, including Israel, Turkey and Jordan.
2. Location of countries, states, major cities and airports on regional area maps.
3. Location of major regional tourist attractions.
4. Hotel and resort facilities in region.
5. Culture and climate relative to tourists.
6. Preferred travel seasons.
7. Regional cuisines, customary practices and protocols.
8. Currency fluctuations.
9. Health issues, travel advisories, customs, and passport and immigration requirements.
10. Regional languages spoken.
11. Major regional religions.
12. Modes of transportation.
13. Regional tour operators.