

TRAV 2220 - TRAVEL AND TOURISM (3 credits)

Internet Navigation Skills for the Travel Professional

Examination and exploration of travel-related web sites, including airlines, cruise lines, hotels, tour operators, government, weather and health organizations. Overview of the design, content and methods of navigation among these sites, and analysis of the various ways the Internet impacts the travel industry. Students have a hands-on opportunity to build their own web site for their favorite travel destination.

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

1. Explain the importance of the Internet and how it affects the travel industry.
2. Identify major travel industry vendors within each realm of the industry, such as major airlines, consolidators, car rental companies, rail companies, motor coaches, cruise lines, tour operators and hoteliers.
3. Locate any destination in the world using map skill competencies and Internet resources.
4. Use search engines to research information for class projects.
5. Navigate travel related web sites efficiently and effectively.
6. Find weather conditions for any destination in the world with Internet resources.
7. Locate and utilize national and international travel industry organizations and publications.
8. Describe how the Internet can save time and energy while increasing productivity in the workplace.
9. Identify health and safety issues when using the Internet for travelers.
10. Create and develop a personal web site devoted to a favorite destination.

Topical Outline:

1. History and development of the Internet.
2. Internet websites for the travel industry, including airlines, consolidators, tour operators, cruise lines, hoteliers, travel agencies, government agencies, weather sites, health organizations, industry organizations and tourist boards.
3. Internet and travel industry terminology.
4. Real-world scenarios of travel situations.
5. Search engines, directories, travel site comparisons and ratings.
6. Virtual travel online communities.
7. Web sites for various types of travelers.
8. Special Interest travel and activities.
9. Travel guidebooks and travel media.