

Travel, Tourism and Hospitality Management

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The Travel, Tourism and Hospitality Management curriculum, a course of study leading to the Associate in Applied Science (AAS) degree, is administered by the Business and Technology Department and co-sponsored by the Social Science Department. The program is designed to prepare students either for career-entry positions in the travel and tourism industry or for transfer to tourism management programs at senior colleges.

The travel and tourism industry is very diverse. It encompasses airline, bus, rail, and ship travel; hospitality enterprises (hotels, motels, resorts); tour packaging; retail and wholesale travel agencies; car rental; etc. Each of these areas has employment needs on several levels: sales, market research and development, packaging and advertising, customer service, operations, and general management.

The curriculum is designed to meet the needs of the industry, combining liberal arts courses, business courses, specialized courses in travel and tourism, and the experience of an internship. The Cooperative Education internship gives students experience as travel industry employees, enabling them to utilize the knowledge learned in the classroom and to learn the realities of working at their chosen profession. The travel operations courses in the program are taught by experienced professionals.

Students who need additional skill development in reading, writing, mathematics, and communication will be required to take basic skills and/or ESL courses. These courses are not listed in the curriculum. The particular courses students must successfully complete are determined by their scores on the college placement test. For more information on the basic skills requirements, see page 175.

Descriptions of courses in this major can be found on page 100.

Note: Students should consult with a counselor and/or faculty advisor in the selection of elective courses to ensure maximum transferability of credits taken.



Travel and Tourism and Hospitality Management Curriculum: AAS Degree

Counseling		Travel, Tourism & Hospitality Management: 21 credits	
New Student Seminar	0	Introduction to Travel, Tourism and Hospitality Management BTT101	3
English: 6 credits		Travel, Tourism and Hospitality Marketing BTN211	3
Composition I ENC/G101	3	World Travel and Tourism Destinations BTT202	3
Writing Through Literature ENG102	3	Travel, Tourism and Hospitality Technology Systems BTT203	3
Humanities: 3 credits		Customer Service and Sales BTT212	3
<i>Select one of the following courses:</i>	3	For majors with concentration In Travel and Tourism:	
Oral Communication HUC101		<i>Select two of the following courses:</i>	6
Voice and Diction HUC104		Travel Agency Operations and Management BTT221	
Communication in a Professional Setting HUC108		Special Interest Tourism BTT222	
Communication and the Non-Native Speaker HUL100		Meeting and Event Planning BTT223	
Math, Engineering & Computer Science: 3 credits		Destination Tourism Management BTT224	
Elementary Statistics MAT120*	3	For majors with concentration In Hospitality Management:	
Natural Sciences: 3/4 credits		<i>Select two of the following courses:</i>	6
Liberals Arts Elective	3/4	Meeting and Event Planning BTT223	
<i>(Select only course designations beginning with SCB, SCC, or SCP.)</i>		Hotel and Lodging Operations and Management BTT231	
Social Science: 6 credits		Front Office Management BTT232	
Cultural Anthropology SSA101	3	Foods SCD100	
<i>Select one of the following courses:</i>	3	Quantity Food Production SCD250	
U.S. Power and Politics SSP101		Cooperative Education: 6 credits	
General Psychology SSY101		Fundamentals of Professional Advancement CEP121	3
Introduction to Sociology SSS100		Full-Time Internship CEP201	3
Introduction to Microeconomics SSE103		<i>(Both Day and Extended Day students are required to take CEP121. Extended Day students may take CEP201 or an unrestricted elective course.)</i>	
Introduction to Macroeconomics SSE104		Unrestricted Electives: 1/2 credits	1/2
World Geography SSE125			
Business and Technology: 10 credits			
Introduction to Computers and Their Applications BTC100	3		
Principles of Accounting I BTA111	4		
Introduction to Business BTM101	3		

TOTAL CREDITS: 60

* Precalculus, MAT200 or Calculus I, MAT201 can be used to satisfy this degree requirement.

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