Travel, Tourism and Hospitality Management

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 186.

Descriptions of courses in this major begin on page 107. See next page for curriculum.
### Travel, Tourism and Hospitality Management Curriculum: AAS Degree

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#### English: 6 credits
- Composition I ENC/G101 3
- Writing Through Literature ENG102 3

#### Humanities: 3 credits
- Select one of the following courses:
  - Fundamentals of Speech Communication HUC101 3
  - Voice and Diction HUC104
  - Communication in a Professional Setting HUC108
  - Communication and the Non-Native Speaker HUL100

#### Math, Engineering & Computer Science: 3 credits
- Elementary Statistics MAT120* 3

#### Natural Sciences: 3/4 credits
- Select only course designations beginning with SCB, SCC, or SCP.
- Liberals Arts Elective 3/4

#### Social Science: 6 credits
- Cultural Anthropology SSA101 3
- Select one of the following courses:
  - U.S. Power and Politics SSP101 3
  - General Psychology SSY101
  - Introduction to Sociology SSS100
  - Introduction to Microeconomics SSE103
  - Introduction to Macroeconomics SSE104
  - World Geography SSE125

#### Business and Technology: 10 credits
- Introduction to Information Systems BTC200 3
- Principles of Accounting I BTA111 4
- Introduction to Business BTM101 3

#### Travel, Tourism & Hospitality Management: 21 credits
- Introduction to Travel, Tourism and Hospitality Management BTT101 3
- Travel, Tourism and Hospitality Marketing BTN211 3
- World Travel and Tourism Destinations BTT202 3
- Travel, Tourism and Hospitality Technology Systems BTT203 3
- Customer Service and Sales BTT212 3

#### For majors with concentration In Travel and Tourism:
- Select two of the following courses:
  - Travel Agency Operations and Management BTT221 6
  - Special Interest Tourism BTT222
  - Meeting and Event Planning BTT223
  - Destination Tourism Management BTT224

#### For majors with concentration In Hospitality Management:
- Select two of the following courses:
  - Meeting and Event Planning BTT223 6
  - Hotel and Lodging Operations and Management BTT231
  - Front Office Management BTT232
  - Foods SCD100
  - Quantity Food Production SCD250

#### Cooperative Education: 6 credits
- Fundamentals of Professional Advancement CEP121 3
- Full-Time Internship CEP201 3

(Both Day and Extended Day students are required to take CEP121. Extended Day students may take CEP201 or an unrestricted elective course.)

#### Unrestricted Electives: 1/2 credits
- 1/2

### TOTAL CREDITS: 60

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

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