

TRAVEL AND TOURISM (TRVL)

The Travel, Tourism and Hospitality Certificate is currently suspended and not accepting new students.

TRVL 1015 - Introduction to Travel, Tourism and Hospitality (3 Credits)

This course is an introduction to the travel, tourism, and hospitality industry. It explores the structures, products and services of industry suppliers, such as transportation companies, attractions, hotels and other lodging providers, and of marketing organizations, such as travel agencies, tour packagers and destination-promotion organizations. The course provides students with an overview of this specific area of study with an emphasis on industry trends and future developments, terminology and an understanding on interrelationships of the three.

Lecture: 3 hours

TRVL 1020 - Destination Geography (3 Credits)

The major purpose of this course is to familiarize the student with basic travel geography as it relates to the travel and tourism industry. Major attractions of various countries at specific times, including cultural, industrial, historical and artistic displays are emphasized; and seasonal attractions such as festivals, camping and sports, etc., are also included.

Lecture: 3 hours

TRVL 1025 - Principles of Food and Beverage Management (3 Credits)

This course introduces students to the basic principles of food and beverage management. Students will learn concepts related to product purchasing, receiving, storing and issuing; and quality food production standards. Managing buffets, banquets and catered events and standardizing recipes are also addressed.

Lecture: 3 hours

TRVL 1035 - Travel Sales and Tour Planning (3 Credits)

This course covers the essentials of tour planning and selling travel products. Topics include tour operations, components of a tour, tour management positions, and characteristics of professional tour guides. Customer service and sales are also reviewed in respect to researching and recommending appropriate travel products such as tours and cruises.

Lecture: 3 hours

TRVL 1045 - Lodging Management and Guest Service (3 Credits)

This course is designed to provide students with a basic understanding of front office operations within the hospitality industry. Topics include hotel classification and organization, the front office guest cycle, security, housekeeping operations, and revenue management. Students will also take the Guest Service Gold program and the exam to earn their Guest Service Gold certificate through the American Hotel and Lodging Association. Students will also tour a local hotel.

Lecture: 3 hours

TRVL 1100 - Hospitality and Travel Technology (3 Credits)

This introductory course provides students with comprehensive knowledge of technological systems available in the hospitality and travel and tourism industry. Students gain a basic understanding in the use of property management systems, point of service systems, and global distribution systems (SABRE). Students will have the opportunity to practice programs using simulation software.

Lecture: 3 hours

TRVL 1125 - Introduction to Sport Management (3 Credits)

This course is an introduction to the management of youth, high school, college, recreational, international, and professional sports. Key areas of study include the history of sport; financial, economic, legal, and ethical aspects of sports; facilities management and related support industries; sport agency; sport sponsorship; the sporting goods and licensed products industries; event management; recreation management; and more.

Lecture: 3 hours

TRVL 1145 - Introduction to Casino Management (3 Credits)

This course analyzes the operations of casinos, and examines the many internal and environmental cultures that surround and make up the casino. Students will study the structures of the casino organizations into departments and their function. Attention will be placed on the casino resort and the organization and function of the casino hotel, food and beverage department, meetings and conventions, and entertainment divisions. Students will also visit a local casino.

Lecture: 3 hours

TRVL 2030 - Conference and Convention Planning (3 Credits)

This course develops an understanding of the skills required to plan and conduct successful meetings and conventions. Topics covered include setting up timetables, selecting meeting sites, negotiating, menu planning and budgeting.

Lecture: 3 hours

**TRVL 2580 - Travel, Tourism and Hospitality Workplace Experience
(3 Credits)**

This is a planned and supervised cooperative work experience that provides students with an opportunity to observe and participate in a work environment related to their academic interests. Students attend class on campus during weeks one through five then work approximately 13 hours a week in an approved Cooperative Work Experience Placement during weeks six through 15.

Lecture: 3 hours