

## TRAVEL AND TOURISM, Associate in Arts Degree - 1900

### *Business, Hospitality, and Tourism Division*

Students prepare for jobs in the travel industry. The Travel and Tourism AA degree is accredited by the Association of Collegiate Business Schools and Programs. Since 1992, ACBSP is the only nationally recognized organization that grants regional accreditation to two- and four-year colleges and universities. The complete programs are available only at the Harrisburg Campus, and full-time students are advised to take all of their classes at that campus. Some required courses in the degree program are available at the Lancaster, Lebanon, and Gettysburg Campuses, and at other sites.

### *Career Opportunities*

Graduates find jobs in the travel industry in starting positions as travel agents, ticket agents, or reservationists. Degree graduates are also given the training needed for careers as convention center managers, destination development specialists, incentive travel specialists, in-transit attendants, tour escorts, corporate travel managers, and tour operators.

### *Competency Profile*

This curriculum is designed to prepare students to:

- Demonstrate competency in travel computer information systems
- Understand computer systems for airline ticketing and other reservations
- Understand tourism concepts and trends
- Demonstrate knowledge of world geography
- Display competency in business subjects required for solving management problems
- Understand computer systems for meeting planning and convention management
- Write and speak effectively
- Appreciate accomplishments in the arts and sciences

### **PROGRAM REQUIREMENTS (TOTAL CREDITS = 68)**

| General Education               |    | Major   |    | Other Required Courses                        |   |
|---------------------------------|----|---|----|---|---|
| ENGL 101 English Composition I  | 3  | HRIM 101 Introduction to Hospitality          | 3  | CIS 105 Introduction to Software for Business | 3 |
| ENGL 106 Written Business Comm. | 3  | HRIM 103 Hospitality Marketing                | 3  |   | 3 |
| SPCH 101 Effective Speaking     | 3  | HRIM 114 Hospitality Accounting               | 3  |   |   |
| Core A Elective                 | 3  | HRIM 251 Development of Supervisory Personnel | 3  |   |   |
| Core B Elective                 | 3  | HM 203 Hospitality Law                        | 3  |   |   |
| Core C Elective                 | 3  | HM 269 Hospitality Industry Computer Systems  | 3  |   |   |
| Free Elective                   | 3  | HM 270 Convention/Conference                  | 3  |   |   |
| Physical Education & Wellness   | 1  | MKTG 212 Professional Selling                 | 3  |   |   |
|                                 | 22 | MGMT 204 Human Relations <u>or</u>            |    |   |   |
|                                 |    | MGMT 121 Sm. Business Management              | 3  |   |   |
|                                 |    | TOUR 102 Principles of Travel Selling         | 3  |   |   |
|                                 |    | TOUR 125 Destination Geography                | 3  |   |   |
|                                 |    | TOUR 201 Tourism Theory & Practices           | 3  |   |   |
|                                 |    | TOUR 203 Group Travel Planning                | 3  |   |   |
|                                 |    | TOUR 279 Travel Reservation Systems           | 4  |   |   |
|                                 |    |   | 43 |   |   |

### **RECOMMENDED SEQUENCE FOR FULL-TIME STUDENTS**

Part-time students can complete this program by taking one or more courses each semester.

| Fall Semester     | Spring Semester | Summer Session    | Fall Semester     | Spring Semester   |
|-------------------|-----------------|-------------------|-------------------|-------------------|
| CIS 105 3         | ENGL 106 3      | TOUR 102 3        | HRIM 103 3        | MGMT 204 or 121 3 |
| ENGL 101 3        | HM 203 3        | Core A Elective 3 | SPCH 101 3        | HM 270 3          |
| HRIM 101 3        | HM 269 3        | Free Elective 3   | TOUR 203 3        | HRIM 251 3        |
| TOUR 125 3        | HRIM 114 3      |                   | TOUR 201 3        | TOUR 279 4        |
| Core C Elective 3 | MKTG 212 3      |                   | Core B Elective 3 |                   |
| PE & W 1          |                 |                   |                   |                   |

Effective Fall 2008 all Associate Degree Programs must meet Diversity (D) and Physical Education and Wellness (W) requirements.