

TRAVEL AND TOURISM

Orange Coast College's Travel and Tourism program prepares individuals for one of the world's fastest growing and most gratifying industries. Students will be exposed to career possibilities in most segments of the travel industry: Tour Operators, Hotels, Cruising, Airline's, Destination Management Organizer, Event Planning, Theme Parks, Car Rentals, Airport Operations, Travel Agencies, Visitor & Convention Bureaus, Corporate Travel Consultant and other related companies. Job advancement in the field often comes quickly and the business lends itself to entrepreneurs, home-based workers, and career changes.

With additional coursework, students can prepare for a Bachelor's Degree in this field. For more departmental information, call (714) 432-5835 x6 or visit the School of Hospitality website at <http://www.orangecoastcollege.edu>.

To earn a certificate, complete the required courses with a minimum grade of "C." At least 50% of all coursework must be completed at Orange Coast College. To earn an Associate in Science Degree, complete the certificate identified below and the General Education Requirement outlined in the Orange Coast College catalog.

CORE CURRICULUM

Course			Units
Intro to the Hospitality Industry	HTT	A100	(3)
Destination United States	HTT	A122	(1.5)
Cultural Awareness & Etiquette	HTT	A132	(1.5)
Computing Hospitality/ Travel/Tourism	HTT	A134	(1.5)
Homeland Security	HTT	A135	(2)
Taking Off in Travel	HTT	A150	(1.5)
Travel and Tourism Workshop	HTT	A151	(1)
Enhancing Guest Service	HTT	A180	(3)
E-Marketing & Sales	HTT	A240	(3)
Destination Management	HTT	A269	(1)
Supervisory Skill Development	HTT	A282	(1.5)
Hospitality, Travel, & Tourism Law	HTT	A286	(3)

And one of the following:

Computer Reservation Systems - APOLLO	HTT	A129	(2.5)
Computer Reservation Systems - SABRE	HTT	A131	(2.5)

Total: (26)

CRUISE SPECIALIST

Earn great commissions by booking cruises, one of the fastest growing segments of the travel industry. Learn the basics of the cruise product, cruise classifications, destinations, types of cruises, print resources and non-automated reservations procedures. Identify your "clients" needs and preferences, learn the variables that are available in cruising and select and book the right cruise for any given client.

Program Outcome

The outcome of this certificate of achievement is to prepare students for entry-level employment with airlines, hotels, tour operators, travel agencies, cruise lines, adventure companies, receptive operators, or convention bureaus.

CERTIFICATE OF ACHIEVEMENT

Required Courses

Course			Units
Core Curriculum			(26)
Internship 1	HTT	A116	(3)
Destination Geography (additional 3 units)	HTT	A123-A128	(3)
Selling Vacation Package & Tours	HTT	A153	(1.5)
Cruise Industry	HTT	A154	(1)
Tour Escorting & Management	HTT	A155	(1.5)
Spa Industry Services/Treatments	HTT	A165	(1.5)
Incentive Travel	HTT	A268	(1)

Total: (38.5)

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TOUR ESCORTING AND MANAGEMENT

This program is designed to assist the travel professional, in becoming a small group tour leader. Determine if you have the skills, knowledge, abilities, and traits you need to be an effective tour leader. Study tour leader roles and responsibilities. Learn conflict-resolution skills and prepare to manage a tour group. See how to polish your resume and market yourself to find a tour leader position with the industry and become a "Leader of the Pack."

CERTIFICATE OF ACHIEVEMENT

Program Outcome

The outcome of this certificate of achievement is to prepare students for entry-level employment with airlines, hotels, tour operators, travel agencies, cruise lines, adventure companies, receptive operators, or convention bureaus.

Required Courses			
Course			Units
Core Curriculum			(26)
Internship 1	HTT	A116	(3)
Destination Geography (additional 3 units)	HTT	A123-A128	(3)
Selling Vacation Package & Tours	HTT	A153	(1.5)
Tour Escorting and Management	HTT	A155	(1.5)
Total:			(35)

DESTINATION MANAGEMENT

The program treats physical, location, and cultural geography as a travel sales product focusing on travel and tourism destinations that are regularly top sellers, according to the American Society of Travel Agents. Instruction is presented with an orientation to location of each destination.

CERTIFICATE OF ACHIEVEMENT

The outcome of this certificate of achievement is to prepare students for entry-level employment with airlines, hotels, tour operators, travel agencies, cruise lines, adventure companies, receptive operators, or convention bureaus.

Required Courses			
Course			Units
Core Curriculum			(26)
Internship 1	HTT	A116	(3)
Destination Geography (additional 6 units)	HTT	A123-A128	(6)
Corporate Travel	HTT	A152	(1.5)
Selling Vacation Package & Tours	HTT	A153	(1.5)
Tour Escorting and Management	HTT	A155	(1.5)
Total:			(39.5)

TRAVEL AGENCY SPECIALIST

This program is designed to provide individuals with the essential business tools to run a business in an efficient and profitable way. In order to be more successful in the future, it is imperative to have a solid understanding of the relationship between revenue sources and cost structures, consider their clients' values, set service and sales goals, develop marketing and business strategies and take advantage of the automation and technologies that offer opportunities for continued growth and financial prosperity.

CERTIFICATE OF ACHIEVEMENT

The outcome of this certificate of achievement is to prepare students for entry-level employment with airlines, hotels, tour operators, travel agencies, cruise lines, adventure companies, receptive operators, or convention bureaus.

Required Courses

Course			Units
Core Curriculum			(26)
Internship 1	HTT	A116	(3)
Destination Geography (additional 3 units)	HTT	A123-A128	(3)
Corporate Travel	HTT	A152	(1.5)
Selling Vacation Package & Tours	HTT	A153	(1.5)
Cruise Industry	HTT	A154	(1)
Tour Escorting and Management	HTT	A155	(1.5)
Incentive Travel	HTT	A268	(1)
Total:			(38.5)

TRAVEL AND TOURISM Associate in Science Degree

Travel and Tourism is the largest industry in the world! 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. Graduates will find full-time, part-time, and seasonal work in offices, as well as working out of home. Positions are available with corporate and leisure travel agencies, host travel agencies for independent contractors, tour operators, wholesalers, airline consolidators, car rental companies and hotels/motels/resorts.

The associate degree program in Travel and Tourism introduces students to the principles and procedures of domestic and international travel. Emphasis is placed on tourism geography, automated travel systems, and management skills needed to succeed in the travel industry.

Students participate in a term-long internship rotating through various sites, including an international tour operation, the State Tourism Information Booth at a local airport, convention and visitor's bureaus, and tour guiding at a local attraction. The culmination of the internship experience is a tour to a selected destination for which student's research, negotiate, and develop a highly focused itinerary for their eagerly anticipated journey.

Upon completion of the program, students have the opportunity to enter the travel and tourism industry or may choose to continue their studies in the bachelor's degree program of Travel-Tourism Management, Hospitality Management, and International Hotel & Tourism Management.

Program Outcome

The outcome of the Associate in Science Degree level is to prepare students for employment as a supervisor or manager within the travel and tourism industry. In addition, the outcome of this level is for students to transfer.