

## Master Syllabus

### HMT 1143 - Organization of the Travel Product

**Division:** Business and Public Services

**Department:** Hospitality Management

**Credit Hour Total:** 3.0

**Lecture Hrs:** 3.0

**Prerequisite(s):** HMT 1105

**Date Revised:** October 2012

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#### Course Description:

Study of travel/tourism industry products and procedures, including cruises, rail, motorcoach, tours, car rentals, resort and hotel features and travel insurance.

#### General Education Outcomes:

- ▣ Critical Thinking/Problem Solving Competency
- ▣ Values/Citizenship/Community Competency
- ▣ Information Literacy Competency
- ▣ Written Communication Competency
- ▣ Computer Literacy Competency
- ▣ Oral Communication Competency

#### Course Outcomes:

##### Industry Services

Identify the full range of services, other than airline sales, provided in the travel/tourism industry.

**Assessment Method:** Locally developed exams

**Performance Criteria:** Score 70% or higher

##### Reference Materials

Research appropriate reference materials for ground arrangement information.

**Assessment Method:** Locally developed exams

**Performance Criteria:** Score 70% or higher

**Assessment Method:** Portfolios

**Performance Criteria:** 70% or higher based on department rubric

##### Lodging Options

Research and describe the differences in lodging/resort options.

**Assessment Method:** Locally developed exams

**Performance Criteria:** Score 70% or higher

##### Prepackaged Tours, Charters, and Cruises

Analyze complexities of selling prepackaged tours, charters, and cruises.

**Assessment Method:** Locally developed exams

**Performance Criteria:** Score 70% or higher

**Assessment Method:** Oral examination

**Performance Criteria:** Score 70% or higher

#### Outline:

Introduction to travel market segments  
Cruise operations and sales  
Domestic and international rail travel  
Hotels and resorts  
Car rental procedures  
Tours, escorted, hosted and independent  
Charters and travel insurance