

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

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