

Course Outline
HRMT 104
Introduction to the Travel and Tourism Industry
3 credits

The Community College of Baltimore County

I. General Course Description

An introduction to principles, practices, and philosophies that affect the economic, social, cultural, psychological, and marketing aspects of human travel and the tourism industry.

Prerequisite: None

II. General Course Objectives

When the student completes the course, he/she will be able to:

- A. Discuss the major historical influences that affected the development of the worldwide travel and tourism industry.
- B. Discuss the economic, cultural, social and environmental impact of tourism and tourist development.
- C. Identify major travel products, vendors, and end-users.
- D. Discuss the functions of the travel agency, its resources and its role in the travel and tourism industry.
- E. Discuss the air transportation industry as an organization and how the airline industry is organized. Include the rules and regulations of passenger travel.
- F. Define airline geography, read city and airport codes, and identify a destination. Construct and read itineraries using airline timetables or The Official Airline Guide.
- G. Compare and contrast the cruise experience with alternative leisure options. Include cruise terminology, costs, policies, procedures and regulations.
- H. Identify the major car rental chains and understand the market influences on selection, cost and rental agreements.
- I. Compare and contrast the tour features and costs in each of the following types of tour: independent, hosted and escorted.
- J. Analyze the main benefits of rail travel, including its classes of service and fares.
- K. Analyze the factors that influence pricing in the airline industry, and how Yield Management is used.
- L. Discuss the importance of CR5 and how a travel agency uses it.
- M. Explain how an airline ticket is prepared, validated and issued to a passenger and be able to read the information on it.
- N. Discuss international entry requirements and international fares and ticketing procedure.
- O. Explain why the Travel and Tourism Industry markets travel and how.

- P. Explain the importance of ethical conduct and the responsibilities of a travel professional.

III. Major Topics

- A. The history of the travel industry in the North America
- B. The parallels of transportation growth with travel and tourism in North America.
- C. Growth of the airline industry and it's relationship to local and international travel and tourism
- D. The role of the travel agent and tour operator in tourism development.
- E. Marketing and the development tourist destinations.

IV. Course Requirements

Specific assignments and procedures for evaluating student performance in this course will be described in the individual class syllabus. However, all students will:

- A. Participate actively in class activities to include visiting local tourism and convention centers.
- B. Respond to required reading and homework assignments.
- C. Successfully complete a minimum of two exams that demonstrate a mastery of the major concepts in the course.
- D. Present/participate in individual or group presentations.