

# Associate of Applied Business Degree Public Service Technologies

## Travel and Tourism (9280)

Travel and Tourism is one of the fastest growing retail industries in the country with a projected increase in employment of 62% between 1990 and 2005. As the industry has grown in size and complexity, there has been an increased trend towards professionalism in this field, including emphasis on formal training and education as well as licensing by state governments and credentialing of travel agents. More than 60 North American colleges and universities now offer degree programs in this field, including associate, baccalaureate, and even a few master degree programs.

Lakeland's Travel and Tourism program provides students with the professional qualifications for the industry, as well as a broad business and liberal arts foundation that will extend employment opportunities and contribute to career advancement.

The curriculum prepares students for entry level positions in the industry including those within travel agencies, airlines, and convention and visitors bureaus.

**A certificate is also available.**

### First Semester:

BUSM 1300 . . . . .	Introduction to Business . . . . .	3
<b>ENGL 1110*</b> . . . . .	<b>English Composition I (A)</b> . . . . .	3
	<b>OR</b>	
<b>ENGL 1111</b> . . . . .	<b>English Composition I (B)</b>	
MATH 1040 . . . . .	Applied Business Mathematics . . . . .	2
ITIS 1000** . . . . .	Introduction to Personal Computers . . . . .	1
TOUR 1100 . . . . .	Introduction to Tourism . . . . .	3
TOUR 1400 . . . . .	American and European Travel . . . . .	4

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### Second Semester:

ENGL 1120 . . . . .	English Composition II . . . . .	3
ITON 1050 . . . . .	Using Microsoft Windows 7 . . . . .	1
TOUR 1500 . . . . .	Transportation and Ticketing . . . . .	4
TOUR 1700 . . . . .	Introduction to Casino Operations and Management . . . . .	3
	Choose course(s) from the Related Electives list . . . . .	3
	<b>(1st 8 weeks)</b>	
TOUR 1460 . . . . .	International Travel . . . . .	2
	<b>(2nd 8 weeks)</b>	
TOUR 1480 . . . . .	Cruise Travel . . . . .	2

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### Third Semester:

BUSM 1400 . . . . .	Professional Personal Selling . . . . .	3
BUSM 2500 . . . . .	Principles of Marketing . . . . .	3
ECON 1150 . . . . .	Basic Economics . . . . .	3
TOUR 2600 . . . . .	Computer Reservations . . . . .	4
	Choose course(s) from the Arts and Humanities Electives list . . . . .	3

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### Fourth Semester:

ACCT 1100 . . . . .	Introduction to Financial Accounting . . . . .	4
<b>SPCH 1050***</b> . . . . .	<b>Fundamentals of Public Speaking</b> . . . . .	2
	<b>OR</b>	
<b>SPCH 1150</b> . . . . .	<b>Fundamentals of Interpersonal Communication</b>	
TOUR 2700 . . . . .	Group Travel and Meeting Site Planning . . . . .	4
TOUR 2800 . . . . .	Directed Participation . . . . .	4

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**Program Total: 64**

*\*English course selection is based on placement test results (ENGL 1111 is 4 credits, only 3 credits apply to the degree).*

*\*\*Students may substitute ITIS 1005. This 3 credit course may be needed for students transferring to a four-year college. The additional credits can be applied towards the Related Electives credits.*

*\*\*\*Students may substitute either SPCH 1000 or SPCH 1100. One of these 3 credit courses may be required for students transferring to a four-year college.*

### Related Electives: minimum 3 credits

BUSM 1620 . . . . .	Entrepreneurship I: Principles of Entrepreneurship . . . . .	3
BUSM 1800 . . . . .	Essentials of Management and Supervision . . . . .	3
BUSM 2000 . . . . .	Principles of Management . . . . .	3
BUSM 2100 . . . . .	Business Law I . . . . .	3
BUSM 2200 . . . . .	Organizational Behavior . . . . .	3
BUSM 2300 . . . . .	Human Resource Management . . . . .	3
BUSM 2530 . . . . .	Advertising . . . . .	3
GEOG 1600 . . . . .	World Regional Geography . . . . .	3
ITIS 1005* . . . . .	Computers and Information Processing . . . . .	3

*\*Students who substitute ITIS 1005 for ITIS 1000 can apply the additional 2 credits towards the Related Electives.*

### Arts and Humanities Electives: minimum 3 credits

ARTS 1120, 2220, 2230; ENGL 2250, 2260, 2280, 2290; HUMX 1100, 1200; MUSC 1200, 1215, 1800, 2200, 2250; PHIL 1500, 2000