

HOSPITALITY AND TOURISM MANAGEMENT - TRAVEL INDUSTRY, ASSOCIATE OF APPLIED BUSINESS

Curriculum Code #0102

Effective May 2023

Division of Engineering, Business and Information Technologies (<http://catalog.lorainccc.edu/academic-programs/engineering-business-information-technologies/>)

According to the U.S. Travel Association, travel is the seventh largest private sector employer. One in ten American jobs in the private sector are supported by travel. In order to meet the need for trained professionals to work in this exciting and fast-paced field, LCCC offers a two-year associate of applied business degree in hospitality and tourism management. A concentration in hospitality, travel or culinary arts provides students the opportunity to select a program of study in their area of interest. Dynamic coursework coupled with a practicum or work based learning will provide the student with the skills necessary to enter a variety of sectors in this industry. LCCC has articulation agreements with colleges and universities including programs offered by LCCC's University Partnership. Students must check with each individual institution for transferability of this program. Lorain County Community College has articulation agreements with colleges and universities including programs offered by Lorain County Community College's University Partnership.

First Year

Fall Semester		Hours
CISS 121	MICROCOMPUTER APPLICATIONS I	3
ENGL 161	COLLEGE COMPOSITION I	3
SDEV 101	INTRODUCTION TO THE LCCC COMMUNITY ¹	1
TRSM 111	INTRODUCTION TO THE TOURISM INDUSTRY	3
TRSM 126	HOSPITALITY AND TOURISM MANAGEMENT CAREER EXPLORATION	1
Arts & Humanities Elective ⁴		3
Social Science Elective ⁵		3
Hours		17
Spring Semester		
ENGL 162	COLLEGE COMPOSITION II ²	3
MKRG 113	PRINCIPLES OF SELLING	3
MTHM 158	QUANTITATIVE REASONING	3
TRSM 124	CONFERENCE, MEETING AND EVENT PLANNING	3
TRSM 224	AIRLINE RESERVATIONS AND TICKETING I ²	4
Hours		16

Second Year

Fall Semester

BADM 161 or TRSM 143	BUSINESS LAW I or HOSPITALITY LAW	3
BADM 211	BUSINESS COMMUNICATIONS	3
MKRG 211	APPLIED MARKETING ESSENTIALS	3
TRSM 241G	WORLD LEISURE DESTINATIONS ²	3
TRSM 247	CRUISE AND TOUR MANAGEMENT	3
Hours		15

Spring Semester

MKRG 245	SOCIAL MEDIA MARKETING	3
MKRG 247	SERVICES MARKETING ²	3
TRSM 249G	INTERNATIONAL TRAVEL AND WORLD EVENTS ²	3
TRSM 287 or TRSM 285	WORK BASED LEARNING I - TRSM ^{2,3} or HOSPITALITY AND TOURISM PRACTICUM	1
Tourism Elective		2-3
Hours		12-13
Total Hours		60-61

1

A student must register for the orientation course when enrolling for more than six credit hours per semester or any course that would result in an accumulation of 13 or more credit hours.

2

Indicates that this course has a prerequisite.

3

This course offers an opportunity for experiential learning.

4

Select any Arts and Humanities Ohio Transfer 36 (<http://catalog.lorainccc.edu/academic-information/transfer-module-requirements/>) course.

5

Select any Social Science Ohio Transfer 36 (<http://catalog.lorainccc.edu/academic-information/transfer-module-requirements/>) course.

Tourism Electives

Code	Title	Hours
TRSM 112	INTRODUCTION TO THE HOSPITALITY INDUSTRY	3
TRSM 240	AIRLINE RESERVATIONS AND TICKETING II ²	3
TRSM 245	CASINO OPERATIONS	2
TRSM 248G	INTERNATIONAL EXPERIENCE	2

Program Contact(s):

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For information about admissions, enrollment, transfer, graduation and other general questions, please contact your advising team

(<https://www.lorainccc.edu/admissions-and-enrollment/advising-and-counseling/>).

**More program information can be found on our website.
(<https://www.lorainccc.edu/culinary/tourism/associate-of-applied-business-in-hospitality-tourism-management-travel-industry-major/>)**

Program Learning Outcomes

1. Demonstrate comprehension of fundamental concepts, principles and practices in travel and tourism and the inter-relationship to various business environments
2. Develop effective communication and collaboration processes through verbal, written and digital media using critical thinking and problem solving skills while maintaining ethical standards
3. Recognize and value cultural diversity, locally and globally, among colleagues, customers, suppliers and all stakeholders
4. Practice professional behavior working as a productive member of a team