

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

Curriculum Code #0102

Effective May 2019

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 industry in terms of employment. Job growth is predicted to continue with one in every nine new jobs created being found in this industry. 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	COLLEGE 101 ¹	1
TRSM 111	INTRODUCTION TO THE TOURISM INDUSTRY	3
TRSM 126	HOSPITALITY AND TOURISM MANAGEMENT CAREER EXPLORATION	1
Arts & Humanities Elective		3
Social Science Elective		3
Hours		17

Spring Semester

ENGL 162	COLLEGE COMPOSITION II ²	3
MKRG 113	PRINCIPLES OF SELLING	3
MTHM 151	COLLEGE MATHEMATICS ²	3
or MTHM 158	or QUANTITATIVE REASONING	
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	BUSINESS LAW I	3
or TRSM 143	or HOSPITALITY LAW	
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	WORK BASED LEARNING I - TRSM ^{2,3}	1
or TRSM 285	or HOSPITALITY AND TOURISM PRACTICUM	
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.

Arts and Humanities Electives

Code	Title	Hours
ARTS 245G	WORLD ART	3
HUMS 151G	INTRODUCTION TO HUMANITIES	3
HUMS 264G	INTRODUCTION TO ASIAN CULTURES AND LITERATURES	3
RELG 181G	INTRODUCTION TO WORLD RELIGIONS	3

Social Science Electives

Code	Title	Hours
GPHY 151G	HUMAN GEOGRAPHY	3
GPHY 152	GEOGRAPHY OF UNITED STATES/CANADA	3

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):

Maria McConnell
440-366-7404
mccommel@lorainccc.edu

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>)