

# TOURISM (TRSM)

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## TRSM 111, INTRODUCTION TO THE TOURISM INDUSTRY 3 (3)

Course designed for Hospitality and Tourism Management majors specifically for the Travel tract. An overview of the tourism industry. Study includes history of travel; traveler profiles; motivations, needs, and expectations of travelers; destination development; social and economic environment of the industry; specialized fields of the tourism industry; industry terminology and job-related opportunities.

**General Education:** IN1, IN3, IN4

**Course Entry Requirement(s):** None

**Typically Offered:** Fall Semester

## TRSM 112, INTRO TO THE HOSPITALITY INDUSTRY 3 (3)

Course designed for Hospitality and Tourism majors specifically for the Hospitality and Culinary tracts. An exploration of the hospitality industry including the organization and structure of hotels, restaurants, clubs, cruise lines and casinos. Management, marketing, human resources and ethics of hospitality organizations are examined as well as career opportunities. Course is offered as part of the requirements for the Hospitality Operations and Hospitality Fundamentals Program certificates awarded by the American Hotel & Lodging Educational Institute.

**General Education:** IN1, IN3, IN4

**Course Entry Requirement(s):** None

**Typically Offered:** Summer and Fall Semesters

## TRSM 118, FOOD SAFETY AND SANITATION 2 (2)

FDA food code and information on food safety is examined. Topics include food handling, purchasing, receiving and safe storage of food. Sanitary facilities and equipment, food safety regulations and employee training are also covered. Students must pass the ServSafe® Food Protection Manager Certification Exam.

**General Education:** IN1, IN2, IN4

**Course Entry Requirement(s):** None

**Typically Offered:** Summer, Fall and Spring Semesters

## TRSM 119, TECHNOLOGY IN THE HOSPITALITY INDUSTRY 2 (2)

Course designed for Hospitality and Tourism majors specifically for the Hospitality tract. An introduction to information needs as they relate to hospitality. The basics of property management systems, restaurant management systems, sales applications, revenue management and accounting applications are explored. System selection, security and the impact of the Internet are also examined. Course is offered as part of the requirements for the Rooms Division Certificate of Specialization and the Hospitality Operations certificates awarded by the American Hotel & Lodging Education Institute.

**General Education:** IN1, IN2, IN4

**Course Entry Requirement(s):** None

**Typically Offered:** Fall Semester

## TRSM 120, HOUSEKEEPING OPERATIONS 2 (2)

Course designed for Hospitality and Tourism majors specifically for the Hospitality tract. The role and responsibilities of the housekeeping department are examined in relation to the operational success of a hotel and guest satisfaction. Topics include energy management, guest safety and security issues, health concerns, guestroom furnishings, inventory management, and expense control. Course is offered as part of the requirements for the Rooms Division Certificate of Specialization, the Hospitality Operations and Hospitality Fundamentals Program certificates awarded by the American Hotel & Lodging Educational Institute.

**General Education:** IN1, IN3, IN4

**Course Entry Requirement(s):** None

**Typically Offered:** Spring Semester

## TRSM 121, FRONT OFFICE OPERATIONS 2 (2)

Course designed for Hospitality and Tourism majors specifically for the Hospitality tract. Principles and procedures of the hotel front office from the reservation process to check-in/check-out and account settlement are examined as these relate to the overall operation of the lodging industry. The role and responsibilities of management including planning, evaluation and human resources of the front office are also explored. Course is offered as part of the requirements for the Rooms Division Certificate of Specialization, the Hospitality Operations and Hospitality Fundamentals Program certificates awarded by the American Hotel & Lodging Educational Institute.

**General Education:** IN1, IN2, IN3, IN4

**Course Entry Requirement(s):** None

**Typically Offered:** Spring Semester

## TRSM 124, CONFERENCE, MEETING AND EVENT PLANNING 3 (3)

Course designed for Hospitality and Tourism majors specifically for the Hospitality and Travel tracts. An introduction to conferences, meetings and events. The responsibilities of the planner are examined. Also included are marketing/sales strategies, financial requirements, operational issues, security, and exhibit management. Students will plan and host an event. Course is offered in conjunction with the Educational Institute of the American Hotel & Lodging Association.

**General Education:** IN1, IN2, IN3, IN4

**Course Entry Requirement(s):** None

**Typically Offered:** Spring Semester

## TRSM 126, HOSPITALITY AND TOURISM MANAGEMENT CAREER EXPLORATION 1 (1)

Course designed for Hospitality and Tourism majors specifically for the Hospitality and Travel tracts. An introduction to career planning. Topics include hospitality and tourism career paths, self-assessment and career goals, interviewing and networking techniques, self-marketing documents, professional work habits, and building credentials in major success categories.

**General Education:** IN1, IN2, IN3, IN4, IN5

**Course Entry Requirement(s):** None

**Typically Offered:** Fall Semester

**TRSM 143, HOSPITALITY LAW 3 (3)**

Course is designed for Hospitality and Tourism majors specifically for the Hospitality and Travel tracts. A study of the legal considerations of hotel and restaurant operations. Includes basic legal principles governing hospitality operations; laws affecting hotel employees; building codes and public health regulations as applicable to hotels and restaurants; tax laws relating hospitality operations. Course is offered as part of the requirements for the Rooms Division certificate of Specialization and the Hospitality Operations certificates awarded by the American Hotel & Lodging Educational Institute.

**General Education:** IN1, IN3, IN4

**Course Entry Requirement(s):** None

**Typically Offered:** Fall Semester

**TRSM 224, AIRLINE RESERVATIONS AND TICKETING I 4 (4)**

Course designed for Hospitality and Tourism Management majors specifically for the Travel tract. Introduction to airline reservations and ticketing procedures for domestic itineraries. Emphasis is placed on airport/city codes, documents, tariff displays, fare calculations, taxes, fare rules, payment options, refund/exchange procedures and search engines. The operational requirements of the Airline Reporting Corporation Industry Agents; Handbook will be included. Entry level airline computer training is also covered with topics covering flight availability; status displays; the selling of flight segments; the building of the Passenger Name Record (PNR); itinerary changes; fare quotes; seat selections; waitlist segments; queues; reducing and dividing records and miscellaneous airline computer formats. (A special fee will be assessed.)

**General Education:** IN1, IN4

**Course Entry Requirement(s):** Prerequisite: TRSM 111

**Typically Offered:** Spring Semester

**TRSM 226, HOSPITALITY SUPERVISION 2 (2)**

Course designed for Hospitality and Tourism majors specifically for the Hospitality tract. An examination of the personnel issues relating to the hospitality industry. Topics include recruiting, training, evaluating, coaching, and motivating. Also included are legal issues, managing conflict and time management. Course is offered as part of the requirements for the Rooms Division Certificate of Specialization, the Hospitality Operations and Hospitality Fundamentals Program certificates awarded by the American Hotel & Lodging Educational Institute.

**General Education:** IN1, IN2, IN3, IN4

**Course Entry Requirement(s):** Prerequisite: TRSM 112

**Typically Offered:** Spring Semester

**TRSM 228, FOOD AND BEVERAGE MANAGEMENT 2 (2)**

Course designed for Hospitality and Tourism majors specifically for the Hospitality tract. The management function in food and beverage processes are examined. Topics include the organization of food and beverage organizations, marketing, nutrition, budgeting and cost control, facility design and production systems. Course is offered as part of the requirements for the Hospitality Operations and Hospitality Fundamentals Program certificates awarded by the American Hotel & Lodging Educational Institute.

**General Education:** IN1, IN2, IN3, IN4, IN5

**Course Entry Requirement(s):** Prerequisite: TRSM 112

**Typically Offered:** Spring Semester

**TRSM 240, AIRLINE RESERVATIONS AND TICKETING II 3 (3)**

Course designed for Hospitality and Tourism Management majors specifically for the Travel tract. Continuation of Airline Reservations & Ticketing I. Topics include car reservations: availability, quotes, booking and terminology; hotel reservations: availability- direct and from PNR, hotel features, and search qualifiers; tour reservations: booking, pricing, canceling and payment options. A special fee will be assessed.

**General Education:** IN1, IN4

**Course Entry Requirement(s):** Prerequisite: TRSM 224

**TRSM 241G, WORLD LEISURE DESTINATIONS 3 (3)**

A study of domestic and international destinations appealing to both leisure and corporate travelers. The course will examine the appeal of major tourist destinations with a concentration on the major attractions and the physical geography. Modes of transportation and the variety of travel products available will be covered. Cultural diversity is also explored.

**General Education:** IN1, IN2, IN3, IN4

**Typically Offered:** Fall Semester

**TRSM 245, CASINO OPERATIONS 2 (2)**

Course designed as an elective for Hospitality and Tourism majors specifically for the Hospitality and Travel tracts. A study of casino industry including industry development; organizational structure; legal issues; marketing and the various types of games. The future trends of casinos will also be explored. An optional trip may be offered to a casino. A separate fee will be assessed. Students must be at least 21 years old to participate in the trip.

**General Education:** IN1, IN2, IN4

**Course Entry Requirement(s):** None

**Typically Offered:** Spring Semester

**TRSM 247, CRUISE AND TOUR MANAGEMENT 3 (3)**

Course designed as an elective for Hospitality and Tourism majors specifically for the Hospitality and Travel tracts. An exploration of the cruise industry and professional tour management. Includes types of cruise ships and tour products available; destination geography; cultural awareness; tour preparation and research; management responsibilities; crisis management and marketing. An optional city tour and/or cruise may be offered. A separate fee will be assessed.

**General Education:** IN1, IN2, IN3, IN4

**Course Entry Requirement(s):** Prerequisite: TRSM 111 or TRSM 112

**Typically Offered:** Fall Semester

**TRSM 248G, INTERNATIONAL EXPERIENCE 2 (2)**

Course designed as an elective for Hospitality and Tourism Management majors. An introduction to a foreign country's history, social, cultural, economic and political structure with an emphasis on its tourism industry and its appeal as a tourist destination. The course will culminate with a field study trip to the foreign country. Destinations will vary each year. A separate fee is assessed for the trip. Students will be responsible for securing all the necessary documentation, immunizations and permissions needed for travel. May be repeated twice for credit.

**General Education:** IN1, IN2, IN3, IN4

**Typically Offered:** Fall Semester

**TRSM 249G, INTERNATIONAL TRAVEL AND WORLD EVENTS 3 (3)**

Course designed for Hospitality and Tourism Management majors specifically for the Travel tract. An introduction to the essentials in international travel. Topics include currency exchange rates, customs, immigrations, documentation, health requirements, time zones, elapsed flying time. International airport/city codes and ticketing requirements will be covered. The course examines current world issues and events and the impact these have on travel and travelers.

**General Education:** IN1, IN3, IN4

**Typically Offered:** Spring Semester

**TRSM 285, HOSPITALITY AND TOURISM PRACTICUM 1-3 (8)**

Course designed for Hospitality and Tourism majors specifically for the Hospitality and Travel tracts. An unpaid supervised work experience in a position related to the student's major field of study. The work experience will assist students in exploring career choices within their major, understanding employer expectations and integrating classroom knowledge in a work setting. The planned work activity will be coordinated and supervised by the employer and a tourism faculty coordinator. A student must be pursuing a Hospitality and Tourism Management concentration of study. Thirty semester hours completed with twenty semester hours completed in major; minimum GPA of 2.0; minimum GPA in major of 2.5; and \*Divisional approval. Course will be graded on the S/U basis. \*Divisional approval requires a minimum of one (1) meeting with faculty coordinator to discuss placement and requirements of course.

**General Education:** IN1, IN2, IN3, IN4

**Course Entry Requirement(s):** Prerequisite: MKRG 113; Concurrent: TRSM 126

**Typically Offered:** Fall and Spring Semesters

**TRSM 287, WORK BASED LEARNING I - TRSM 1-3 (1)**

Students have an opportunity to gain valuable work experience on site at tourism suppliers such as Disney World in Orlando, Florida. Disney is highly regarded as a model for tourism training and experience. Students must attend an orientation session and pass the Disney interview process. Students may elect the five month or seven month option. For all other Tourism suppliers students will work through the Work Based Learning Coordinator and the Faculty Advisor for placement. Course will be graded on the S/U basis. Prerequisite: A student must be pursuing a Tourism concentration of study. Thirty semester hours completed with twenty semester hours completed in major; minimum GPA of 2.0; minimum GPA in major of 2.5; minimum C" grade in MKRG 113 Principles of Salesmanship and \*divisional approval. Offered as required.\*Divisional approval requires a minimum of one (1) meeting with Work-based learning coordinator and faculty advisor to discuss placement and requirements of course.

**Course Entry Requirement(s):** Prerequisite: Divisional approval.

**Typically Offered:** Offer as required

**TRSM 288, WORK BASED LEARNING II - TRSM 1-3 (1)**

This course provides supervised work experience building on experience in Work-Based Learning I with approved employer(s) in an area related to the student's program. Emphasis is place on integrating classroom learning with work experience. Students will be able to evaluate career selection, demonstrate employability skills, and satisfactorily perform work-related competencies. Activities are coordinated and evaluated by college personnel. Course will be graded on the S/U basis.

**Course Entry Requirement(s):** Prerequisite: TRSM 287

**Typically Offered:** Offer as required

**TRSM 299, TOURISM - INDEPENDENT STUDY 1-2 (1)**

An in-depth study of areas of tourism presented by discussion and/or individual research and reading. Topics will vary. Repeatable up to a total of four(4) credit hours.

**Course Entry Requirement(s):** Prerequisite: Second year standing and divisional approval.

**Typically Offered:** Offer as required