

**Eastern WV Community & Technical College
Master Course Record**

Course Prefix and Number: TRT 100
Course Title: Introduction to Travel and Tourism
Recommended Transcript Title: Introduction to Travel and Tourism
Date Approved/Revised: 8/3/07; 11/6/17
Credit Hours: 3 Contact hours per week (Based on 15 week term): Lecture: 3 Lab:
Prerequisite: None Corequisite: None Pre/Corequisite: None
Grading Mode: Letter Grade
Catalog Description: A course designed to introduce the students to the various facets of the tourism industry. Special emphasis is placed on: industry terminology; history of travel and leisure concepts; trade associations; economic/social/cultural impact of tourism and travel; customer service skills; future trends in travel and tourism.
Course Outcomes: <ol style="list-style-type: none"> 1. Identify the major participants and forces shaping the tourism industry 2. Explain the importance of transportation and accommodation to the tourism industry 3. Discuss air travel products, airfares, policies, and associated problems 4. Identify and explain customs regulations, health and safety as it relates to international travel 5. Develop an understanding of various travel accommodations, cruises, retail and wholesale tours, sales, and marketing
Implementation Cycle: Spring
Role in College Curriculum: (Check all that apply) <input type="checkbox"/> General Education Core (Specify category) <input checked="" type="checkbox"/> Technical Core: Hospitality Business Management <input checked="" type="checkbox"/> Restricted Elective: AAS and CAS in BUS <input checked="" type="checkbox"/> General Elective <input type="checkbox"/> Workforce Education <input type="checkbox"/> Other (Please specify)
Course Fee: None
Instructor's Qualifications: Master's degree with 18 graduate level credits in business.
Expanded Course Description: This course prepares students to advance their hospitality career by offering a foundation of knowledge about the tourism industry.

Prepared by: Seyed Mirkhani, Division chair for Business, Computer and Information Technology, 6/27/07, 9/27/17

Course Number & Title: TRT 100 – Introduction to Travel and Tourism

Date Prepared/Revised: 6/27/07; 9/27/17

Date Course Approved by Curriculum Committee: 11/6/17

Date Course Approved by LCT: 8/3/07; 11/20/17

Approved Per LOT Minutes:

Dean of Teaching and Learning

Date