

Travel Marketing

DEGREE—Associate of Science

Travel Marketing

CERTIFICATE OF ACHIEVEMENT

Travel Marketing

COLLEGE SKILLS CERTIFICATES

Travel Marketing

Home-Based Travel Specialist

Cruise Specialist

ASSOCIATE OF SCIENCE DEGREE AND CERTIFICATE OF ACHIEVEMENT

TRAVEL MARKETING

This 21-unit certificate provides a well-rounded education and includes a selection of courses designed to prepare students for placement in a position as a travel professional in the travel industry. Opportunities include employment as a full-service travel consultant in a travel agency or a travel specialist in the selected area of specialization. This certificate can be completed in two semesters.

In addition to the 21 units of courses in the Travel Marketing Certificate of Achievement, complete the Los Medanos College General Education requirements for an Associate of Science Degree in Travel Marketing. This degree can lead to placement in positions of greater responsibility in the travel industry. Consult a Los Medanos College counselor to develop your personal education plan.

REQUIRED COURSES:		UNITS
TRAVL-072	Introduction to Travel	3
TRAVL-076	Travel Sales and Marketing	3
TRAVL-077	Customized Vacation Planning	2
TRAVL-095	Advanced Travel Concepts	3
TOTAL UNITS		11

AND SELECT 3 UNITS OF DESTINATION SPECIALIST GEOGRAPHY COURSES FROM:

TRAVL-074	North American Destination Specialist	3
TRAVL-075	Western Europe Destination Specialist	3
TRAVL-083	Hawaii Destination Specialist	1.5
TRAVL-084	Caribbean Destination Specialist	1.5
TRAVL-085	South Pacific Destination Specialist	1.5
TRAVL-087	Mexico Destination Specialist	1.5
TRAVL-096	Alaska Destination Specialist	1.5

AND SELECT A MINIMUM OF 7 ELECTIVE UNITS FROM:

TRAVL-074	North American Destination Specialist	3
TRAVL-075	Western Europe Destination Specialist	3
TRAVL-082	All About Cruising	3
TRAVL-083	Hawaii Destination Specialist	1.5
TRAVL-084	Caribbean Destination Specialist	1.5
TRAVL-085	South Pacific Destination Specialist	1.5
TRAVL-087	Mexico Destination Specialist	1.5
TRAVL-096	Alaska Destination Specialist	1.5
TRAVL-105	Business and Financial Plans for Home-Based Travel	.5
TRAVL-106	Home-Based Travel and the Law	.5
TRAVL-114	Group Travel Management	1.5
TRAVL-170	Cooperative Education in Travel (Travel Internship)	1-2
TRAVL 900*	Selected Topics in Travel	.3 -3
TOTAL UNITS FOR THE MAJOR		21

TOTAL UNITS FOR THE DEGREE 60

TOTAL UNITS FOR THIS CERTIFICATE 21

*TRAVL 900 courses do not necessarily transfer to four-year colleges and universities (please see counselor regarding transfer information and degree applicability).

Program Student Learning Outcomes

1. Apply critical thinking to research, evaluate, analyze, and synthesize travel-related information.
2. Demonstrate excellent communication skills as well as soft skills in a sales and business environment.
3. Demonstrate knowledge of current technologies and apply technological skills necessary to succeed in the travel industry.

COLLEGE SKILLS CERTIFICATES**TRAVEL****Travel Marketing**

This 12-unit certificate provides a good foundation for placement in an entry-level position in the travel industry, such as a travel assistant in a travel agency. Required courses are not offered every semester, so careful planning will minimize the amount of time to complete this certificate.

REQUIRED COURSES :		UNITS
TRAVL-072	Introduction to Travel	3
TRAVL-076	Travel Sales and Marketing	3
TRAVL-095	Advanced Travel Concepts	3
TOTAL UNITS		9

AND SELECT A MINIMUM OF 3 ELECTIVE UNITS FROM:

TRAVL-074	North American Destination Specialist	3
TRAVL-075	Western Europe Destination Specialist	3
TRAVL-077	Customized Vacation Planning	2
TRAVL-082	All About Cruising	3
TRAVL-083	Hawaii Destination Specialist	1.5
TRAVL-084	Caribbean Destination Specialist	1.5
TRAVL-085	South Pacific Destination Specialist	1.5
TRAVL-087	Mexico Destination Specialist	1.5
TRAVL-096	Alaska Destination Specialist	1.5
TRAVL-105	Business and Financial Plans for Home-Based Travel	.5
TRAVL-106	Home-Based Travel and the Law	.5
TRAVL-114	Group Travel Management	1.5
TRAVL-170	Cooperative Education in Travel (Travel Internship)	1-2
TRAVL 900*	Selected Topics in Travel	.3 -3
TOTAL UNITS REQUIRED IN COLLEGE SKILLS CERTIFICATE		12

Program Student Learning Outcomes

1. Apply basic skills to research and evaluate travel-related information.
2. Demonstrate fundamental sales and marketing skills, as related to the travel industry.
3. Demonstrate basic knowledge of current technologies used in the travel industry.

Home-Based Travel Specialist

This 17-unit certificate is the first of its kind in the country. As the number of home-based travel professionals grows, the demand for education also grows. Required courses for this certificate will address critical issues and considerations for students who are planning to establish a home-based travel business. Required courses are not offered every semester, so careful planning will minimize the amount of time to complete this certificate.

Required Courses:		Units
TRAVL-072	Introduction to Travel	3
TRAVL-076	Travel Sales and Marketing	3
TRAVL-105	Business and Financial Plans for Home-Based Travel	.5
TRAVL-106	Home-Based Travel and the Law	.5
TOTAL UNITS		9

SELECT 3 UNITS OF DESTINATION SPECIALIST GEOGRAPHY COURSES FROM:

TRAVL-074	North American Destination Specialist	3
TRAVL-075	Western Europe Destination Specialist	3
TRAVL-083	Hawaii Destination Specialist	1.5
TRAVL-084	Caribbean Destination Specialist	1.5
TRAVL-085	South Pacific Destination Specialist	1.5
TRAVL-087	Mexico Destination Specialist	1.5
TRAVL-096	Alaska Destination Specialist	1.5

AND SELECT A MINIMUM OF 5 ELECTIVE UNITS FROM:

TRAVL-074	North American Destination Specialist	3
TRAVL-075	Western Europe Destination Specialist	3
TRAVL-077	Customized Vacation Planning	2
TRAVL-082	All About Cruising	3
TRAVL-083	Hawaii Destination Specialist	1.5
TRAVL-084	Caribbean Destination Specialist	1.5
TRAVL-085	South Pacific Destination Specialist	1.5
TRAVL-095	Advanced Travel Concepts	3
TRAVL-087	Mexico Destination Specialist	1.5
TRAVL-096	Alaska Destination Specialist	1.5
TRAVL-114	Group Travel Management	1.5
TRAVL 900*	Selected Topics in Travel	.3 -3
TOTAL UNITS REQUIRED IN COLLEGE SKILLS CERTIFICATE		17

*TRAVL 900 courses do not necessarily transfer to four-year colleges and universities (please see counselor regarding transfer information and degree applicability).

Program Student Learning Outcomes

1. Apply critical thinking to research, evaluate, analyze, and synthesize travel-related information.
2. Demonstrate excellent communication skills as well as soft skills in a sales and business environment.
3. Demonstrate knowledge of current technologies and apply technological skills necessary to succeed in the travel industry.
4. Explain the steps, skills and requirements to legally and successfully run a home-based travel business.

Cruise Specialist

This 8-unit certificate prepares the student to specialize in selling cruises. Employment possibilities include working for a full-service or a cruise-only travel agency, or operating a home-based travel business specializing in cruising. Required courses are not offered every semester, so careful planning will minimize the amount of time to complete this certificate.

REQUIRED COURSES:		UNITS
TRAVL-082	All About Cruising	3
TRAVL-076	Travel Sales and Marketing	3
TRAVL-077	Customized Vacation Planning	2
TOTAL UNITS REQUIRED IN COLLEGE SKILLS CERTIFICATE		8

Note that it is practical to work toward multiple certificates at the same time. This will allow students to personalize their education and tailor it to meet their individual goals.

For information regarding specific course requirements, contact the Travel Department chair or inquire in the Counseling Center. You may also check online at www.losmedanos.edu/travel.

Program Student Learning Outcomes

1. Utilize appropriate resources to describe and evaluate cruises, individual ships, and their itineraries.
2. Demonstrate fundamental sales and marketing skills, as related to the travel industry in general, and cruising in particular.
3. Recommend appropriate cruise lines, cruise ships, and itineraries, based on client needs and preferences.

COURSE DESCRIPTIONS

TRAVL-072 Introduction to Travel

TOTAL HOURS LECTURE: 54
UNITS: 3

Advisory: *Eligibility for ENGL-090*

An introductory course designed to give students an overview of the travel industry and its various components. This course familiarizes students with terminology and basic concepts of each component of the travel industry, which includes the airline industry, the ground transportation industry, the hotel industry, the cruise industry and the tour industry. It will also provide the basic online skills needed to research basic travel questions. May not be repeated. SC

LMC: DA

TRANSFER: CSU

TRAVL-074 North American Destination Specialist

TOTAL HOURS LECTURE: 54
UNITS: 3

Advisory: *Eligibility for ENGL-090*

A course on travel geography and tourism within North America, including familiarization with places of tourist interest, itinerary planning, tour companies and sources of reference. Includes a study of each of the 50 states and all Canadian provinces. May not be repeated. SC

LMC: DA

TRANSFER: CSU

TRAVL-075 Europe Destination Specialist

TOTAL HOURS LECTURE: 54
UNITS: 3

Advisory: *Eligibility for ENGL-090*

This course will provide an overview of the geography, sightseeing

options, activities, resort areas and accommodations for each major region of Europe. This knowledge will be applied to traveler scenarios. Internet resources for more in-depth information will also be studied. May not be repeated. SC

LMC: DA

TRANSFER: CSU

TRAVL-076 Travel Sales and Marketing

TOTAL HOURS LECTURE: 54
UNITS: 3

Advisory: *Eligibility for ENGL-090*

This course will help the travel and tourism student prepare for a successful career selling travel. It will introduce the student to effective techniques and skills for service-oriented sales to succeed in the competitive environment of the travel industry. In an increasingly competitive marketplace, travel professionals will need an understanding of the broader sales environment. This course will incorporate coverage of basic marketing principles and discuss customer service as an integral part of the selling process. May not be repeated. SC

LMC: DA

TRANSFER: CSU

TRAVL-077 Customized Vacation Planning

TOTAL HOURS LECTURE: 36
UNITS: 2

Advisory: *Eligibility for ENGL-090*

This course will introduce students to the process of creating and customizing tours for individual travelers or for groups. Particular emphasis will be placed on how to plan and design an itinerary, select the vendor/s, finalize the tour arrangements, and market the tour. Learning to research travel industry print and electronic references is an indispensable component of creating customized vacations. May not be repeated. SC

LMC: DA

TRANSFER: CSU

TRAVL-082 All About Cruising

TOTAL HOURS LECTURE: 54
UNITS: 3

Advisory: *Eligibility for ENGL-090*

The course will introduce students to the cruise industry, cruise lines and their ships, the different "personalities" of the cruise ships; cruise destinations and itineraries around the world. It will also include cruise terminology and cruise selling skills. This is the core course in the Cruise Specialist Certificate. May not be repeated. SC

LMC: DA

TRANSFER: CSU