

Common Course Outline for: HSMA 1101: Travel and Tourism**A. Course Description**

1. Number of credits: 3
2. Lecture hours per week: 3
Lab hours per week: None
3. Prerequisites: None
4. Co-requisites: None
5. MnTC Goals: None

This course introduces the student to one of the largest and most dynamic industries in the U.S. today. The student will develop a working knowledge of this business and the content of many of the jobs which are available in it.

B. Date last reviewed: May, 2016**C. Outline of Major Content Areas**

1. The travel industry
 - a. history, governmental role, types of travelers, and channels of distribution
2. Transportation and accommodation
 - a. air, ground and maritime transportation, and the hospitality industry
3. Tourism systems and services
 - a. what goes into developing a tourism destination, the kinds of destinations, including resorts, national parks, theme parks, museums, sport facilities and shopping malls.
 - b. tours and charters
 - c. packages - how to create and market them
4. Business travel
 - a. meetings and conventions
 - b. attracting travelers to the airline and hotel industries
 - c. incentive travel
5. Current trends in travel and vacations, including use of the Internet
6. International Travel - How to get the most from your travel, culturally, educationally, financially and entertainment wise.

D. Course Learning Outcomes

Upon successful completion of the course, the student will be able to:

1. Understand the travel & tourism industry
2. Identify travelers and their specific needs
3. Know and understand transportation modes including air, land, and maritime travel.
4. Understand different needs of the business sector
5. Understand convention and incentive travel.

E. Methods for Assessing Student Learning

- A. Lecture
- B. Discussion
- C. Text
- D. Training materials, including films and outside readings
- E. Worksheet exercises
- F. Assignments, projects
- G. Guest Lectures

F. Special Information: None