

# TRAVEL CAREERS CURRICULUM

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<b>TC 50</b>	<b>INTRODUCTION TO TRAVEL CAREERS</b>	<b>2 Units</b>	<b>T C 64</b>	<b>AIR TICKETING–NORTH AMERICA</b>	<b>3 Units</b>
Two hours lecture. Exploring the many career choices offered by one of the world's largest industries. Introduction to the special language and dynamics of the travel business.			<i>Formerly T C 60A</i> Three hours lecture/laboratory. Introduction to the various domestic airline fares and rules, ticket-writing, and other documents		
<b>T C 51</b>	<b>TOURISM IN NORTH AMERICA</b>	<b>4 Units</b>	<b>T C 65</b>	<b>AIR TICKETING–INTERNATIONAL</b>	<b>3 Units</b>
Four hours lecture. Overview of geography and major tourist centers of North America. Focus on contemporary political and social developments affecting tourism. Professional applications of travel industry resources in designing itineraries. Introduction to selling techniques.			<i>Formerly T C 61A</i> Recommended: TC 64 and TC 62A. Three hours lecture/laboratory. Employing international airline rules, the mileage principle, Neutral Units of Construction, and consolidator fares in planning worldwide air itineraries.		
<b>T C 52</b>	<b>TOURIST CENTERS OF EUROPE</b>	<b>4 Units</b>	<b>T C 67</b>	<b>BUSINESS TRAVEL RESERVATIONS</b>	<b>2 Units</b>
Four hours lecture. Explores various cultures, geographical features, major art centers, and architectural highlights within Western and Eastern Europe. Emphasizes contemporary political, social, and economic developments affecting tourism. Practical applications of selling and itinerary planning: routings, modes of travel, allocation of time.			<i>Formerly T C 87</i> Recommended: TC 62B. Four hours lecture-laboratory. Intensive use of the SABRE system and Internet. Developing speed and accuracy in creating business travel reservations for both domestic and		
<b>T C 53</b>	<b>GLOBAL TOURISM</b>	<b>4 Units</b>	<b>T C 68</b>	<b>LEISURE TRAVEL RESERVATIONS</b>	<b>2 Units</b>
Four hours lecture. Examines the impact of tourism within the global community. Surveys the geography, history, political and economic systems, religions, art, and cultures of key world tourist destinations. Sales methods, routings and itineraries, using current travel industry resources.			<i>Formerly T C 88</i> Recommended: TC 54 and TC 62B. Four hours lecture-laboratory. Using the Internet and SABRE formats to sell tours, cruises, and other vacation products. Practice with sales techniques		
<b>T C 54</b>	<b>SELLING CRUISES</b>	<b>4 Units</b>	<b>T C 70</b>	<b>SPECIAL WORLDWIDE DESTINATIONS</b>	<b>4 Units</b>
Four hours lecture. Product orientation for Travel Career majors. Focus on increasing profits through cruise ship sales. Exploring sea and land routings with ship guides and current brochures.			Four hours lecture. Searches for extraordinary places that are less visited. Probes their unique geographical, historical, political, ecological, and cultural features. Sales techniques and industry resources useful in designing itineraries for fresh touristic journeys. Emphasis upon travelers with special interests.		
<b>T C 55</b>	<b>SELLING DOMESTIC TRAVEL</b>	<b>4 Units</b>	<b>T C 74</b>	<b>TOUR DIRECTING</b>	<b>3 Units</b>
Four hours lecture. Student participation within a simulated travel agency. Using industry reference materials to plan domestic itineraries.			Three hours lecture. Preparation for leading and managing both domestic and international tour groups. Opportunity to participate in a local motor coach tour.		
<b>T C 56</b>	<b>SELLING FOREIGN INDEPENDENT TOURS</b>	<b>4 Units</b>	<b>T C 75</b>	<b>OPERATING WHOLESALE TOURS</b>	<b>3 Units</b>
Four hours lecture. Advanced office procedures. Emphasis upon complex travel problems and the preparation of worldwide itineraries.			Recommended: TC 58. Three hours lecture. Advanced study of the tour operator at work. Planning and pricing a tour, negotiating with suppliers, and producing a brochure that sells. Procedures for starting a tour company.		
<b>T C 58</b>	<b>SELLING GROUP TRAVEL</b>	<b>4 Units</b>	<b>T C 77</b>	<b>PRODUCT KNOWLEDGE–A CRITICAL SALES TOOL</b>	<b>3 Units</b>
Four hours lecture. The tour operator at work. Creating, operating and marketing of travel for groups in both retail and wholesale companies.			Three hours lecture Introduction to a variety of travel products and providers including tour operators, wholesale packagers, niche cruise lines, and travel insurance options.		
<b>T C 59</b>	<b>TRAVEL SALES TECHNIQUES</b>	<b>3 Units</b>	<b>T C 78</b>	<b>MANAGING A TRAVEL BUSINESS</b>	<b>2 Units</b>
Three hours lecture. Dynamics of selling the travel product from qualifying the client to closing the sale.			Two hours lecture. Organizing and managing your own travel business, either home-based or in an agency. Survey of industry regulations and resources, employee recruitment and training, agency accounting and automation, financial planning, marketing and other management techniques.		
<b>T C 60</b>	<b>TRAVEL ONLINE</b>	<b>1 Unit</b>	<b>TC 79A–E</b>	<b>TOURISM SEMINAR SERIES</b>	<b>1/2 Unit ea.</b>
<i>Formerly T C 80</i> Two hours lecture/laboratory. Introduction to using two powerful tools: the Internet and SABRE, a professional airline reservation			Six hours lecture each. Relevant subjects to enhance the travel professional's expertise in selling the world. Topics range from cutting-edge technology to creative sales and marketing opportunities in tourism. Experts in their fields lead each seminar. See Schedule of Classes for specific topics offered.		
<b>T C 62A</b>	<b>CREATING TRAVEL RESERVATIONS–BASIC</b>	<b>2 Units</b>	<b>TC 81A–83E</b>	<b>DESTINATION SPECIALIST SERIES</b>	<b>1-3 Units</b>
<i>Formerly T C 84A</i> Recommended: TC 64. Four hours lecture/laboratory. Selling travel by booking passengers using the Internet and SABRE systems. Reading flight schedules, making airline reservations, quoting costs of bookings			Destination Specialist (DS) courses from the Institute of Certified Travel Agents. Provide in-depth knowledge of geographical, historical, political, and cultural features of various destinations, highlighting major tourism areas. Emphasis on professional sales techniques. See Schedule of Classes for specific topics offered.		
<b>T C 62B</b>	<b>CREATING TRAVEL RESERVATIONS– ADVANCED</b>	<b>2 Units</b>			
<i>Formerly T C 84B</i> Recommended: TC 64 and TC 62A. Four hours lecture/laboratory. Continuation of TC 62A. Extensive practice in selling travel on the SABRE system and through the Internet. Booking hotels, cars, and other components of an itinerary.					