### PROGRAMS

#### SPAN 215
- Intermediate Spanish I (5)
- Intermediate Spanish II (5)
- Spanish for Bilinguals I (5)
- Spanish for Bilinguals II (5)

#### SPAN 101
- Beginning Japanese I (5)
- Beginning Japanese II (5)
- Intermediate Japanese I (5)
- Intermediate Japanese II (5)

#### SPAN 101A
- Introduction to Elementary Spanish (3)
- Continuation of Elementary Spanish (3)

#### SPAN 101B
- Elementary Spanish I (5)
- Elementary Spanish II (5)
- Intermediate Spanish I (5)
- Intermediate Spanish II (5)

#### SPAN 215
- Spanish for Bilinguals I (5)
- Spanish for Bilinguals II (5)

#### SPAN 216
- Spanish for Bilinguals II (5)

#### SPAN 221
- Introduction to Literature for Bilinguals (5)

#### SPAN 225
- Intermediate Conversation and Writing on Spanish Culture (3)

### Total units 18–20

* Students planning to transfer to a four-year college or university should complete courses specific to transfer institution of choice. University requirements vary from institution to institution and are subject to change. Therefore, it is important to verify transfer major preparation and general education requirements through consultation with a counselor in either the Counseling Center or Transfer Center.

### HOSPITALITY AND TOURISM MANAGEMENT

#### SCHOOL OF BUSINESS AND TECHNOLOGY

**DEAN:** Mink Stavenga, DBA, Office 470K, 619-482-6569  
**DEPARTMENT CHAIR:** Gail Stockin, M.A.

### GENERAL DESCRIPTION

Hospitality and tourism is a dynamic and growing industry in San Diego County with many opportunities and career paths for individuals who desire to advance and gain excellent positions in the field. While the field has many facets including recreation and entertainment, it is often divided into four key areas: event; and convention planning; travel and tourism; hotel operations; and culinary arts. The School of Business, Professional & Technical Education provides programs for employment training in all four areas at both the entry and management levels. Employment stability and wages vary within each area; however, the most lucrative positions can be found at the supervisory and managerial levels. These positions are often part of a career ladder which allows an entry-level employee to pursue additional education and training to gain positions of greater...
responsible and higher wages. With this career ladder in mind, the School of Business, Professional & Technical Education has designed both a basic and an advanced certificate to allow students to enter or to advance in the industry. Our School has also designed an associate in science degree that will allow students to continue their studies with the goal of advancing even further within the industry.

In addition to these career training programs, a transfer program, Hospitality and Tourism Management, has been developed for students who desire to transfer to four-year institutions including San Diego State University at the local level, as well as other institutions at the state and national levels. Transfer students can work toward a bachelor’s degree in hospitality and tourism, which is often required for top-level or high executive positions.

CAREER OPTIONS

Below is a sample of the career options available for the hospitality and tourism management areas. Most of these require a certificate or an associate in science degree. A few of the job titles that make up the hospitality industry include:

- Travel and Tourism—travel manager, transportation director, travel agent/consultant, tour guide, and travel entrepreneur
- Event and Convention Planning—event meeting and convention planner, and events manager/coordinator
- Hotel Operations—hotel operations assistant/manager, rooms division manager/lobby manager/coordinator
- Culinary Arts—chef’s assistant, head chef, restaurant manager, catering manager, and food service manager

Employment can also be found in marketing agencies and organizations, cruise ships, bakeries, restaurants, catering establishments, hotels, convention and meeting centers, recreation and sports centers, and casinos. Opportunities are great for entrepreneurs who develop businesses in the specialty areas of the hospitality and tourism industry.

DEGREE/CERTIFICATE OPTIONS

<table>
<thead>
<tr>
<th>MAJOR CODE</th>
<th>Associate in Science Degree: Career/Technical</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1821</td>
<td>Hospitality: Culinary Arts—Food Services Management</td>
</tr>
<tr>
<td>02994</td>
<td>Hospitality: Event and Convention Management</td>
</tr>
<tr>
<td>02991</td>
<td>Hospitality: Hotel Operations Management</td>
</tr>
<tr>
<td>02997</td>
<td>Hospitality: Travel and Tourism Management</td>
</tr>
</tbody>
</table>

Consult with a counselor to develop a Student Education Plan (SEP), which lists the courses necessary to achieve your academic goal.

ASSOCIATE IN SCIENCE DEGREE

HOSPITALITY: CULINARY ARTS—FOOD SERVICES MANAGEMENT

ASSOCIATE IN SCIENCE DEGREE

CAREER/TECHNICAL (MAJOR CODE: A1821)

Prepares students with the expertise, commitment, and skills for management, marketing, and operations positions in the food service industry.

Program Student Learning Outcome Statement:

- Demonstrate teamwork, planning, purchasing, production, and service in the culinary industry.

<table>
<thead>
<tr>
<th>Group A—Culinary</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA 170</td>
</tr>
<tr>
<td>CA 171</td>
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<tr>
<td>CA 172</td>
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<td>CA 173</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Group B—Baking and Pastry</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA 182</td>
</tr>
<tr>
<td>CA 184</td>
</tr>
<tr>
<td>CA 185</td>
</tr>
<tr>
<td>CA 186</td>
</tr>
</tbody>
</table>

Plus the required courses for the Hospitality: Culinary Arts—Food Services Management—Basic certificate 19–20

| Total units | 51–52 |

To earn an associate degree, additional general education and graduation requirements must be completed. See page 64.
HOSPITALITY: EVENT AND CONVENTION MANAGEMENT

ASSOCIATE IN SCIENCE DEGREE
CAREER/TECHNICAL (MAJOR CODE: 02994)

Prepares students with the expertise, commitment, and skills for management, marketing, and operations positions in the event and convention planning industry.

Program Student Learning Outcome Statement:
- Demonstrate teamwork, planning, purchasing, production, and service in the culinary industry.

ACCT 101 Principles of Accounting I 4
BUS 140 Business Law/The Legal Environment of Business 3
BUS 142 Business Ethics—Corporate and Personal 1
BUS 147 Successful Selling Techniques 1
BUS 150 Principles of Management 3
BUS 210 Business English 3
BUS 211 Communication in Business and Industry (3) OR 3
BUS 212 Business Communication (3) 3
BUS 290–293 Work Experience in Business I–IV 2
CIS 92 Microsoft Office Suite (3) OR 3–4
CIS 101 Introduction to Computers and Information Processing (4)
CIS/LIB 151 Research Using the Internet 1
CA 183 Food Purchase and Control 2
EVNT 154 Introduction to Event and Convention Planning 3
EVNT 155 Event Marketing 3
EVNT 157 Corporate Event Project Management 3
HTM 150 Introduction to Hospitality and Tourism Management 3
HTM 156 Restaurant and Food Service Management 3

Total units 41–42

To earn an associate degree, additional general education and graduation requirements must be completed. See page 64.

HOSPITALITY: HOTEL OPERATIONS MANAGEMENT

ASSOCIATE IN SCIENCE DEGREE
CAREER/TECHNICAL (MAJOR CODE: 02991)

Prepares students with the expertise, commitment, and skills for management, marketing, and operations positions in the hotel/motel industry.

Program Student Learning Outcome Statement:
- Student will explain to a group of employees how to register hotel guests.
- Student will interact with hotel personnel and hotel guests of diverse backgrounds in a collegial and respectful manner.

ACCT 101 Principles of Accounting I 4
ACCT/HTM 153 Hospitality Management Accounting 4
BUS 140 Business Law/The Legal Environment of Business 3
BUS 142 Business Ethics—Corporate and Personal 1
BUS 147 Successful Selling Techniques 1
BUS 210 Business English 3
BUS 211 Communication in Business and Industry (3) OR 3
BUS 212 Business Communication (3) 3
BUS 290–293 Work Experience in Business I–IV 2
CIS 92 Microsoft Office Suite (3) OR 3–4
CIS 101 Introduction to Computers and Information Processing (4)
CIS/LIB 151 Research Using the Internet 1
EVNT 154 Introduction to Event and Convention Planning 3
EVNT 157 Corporate Event Project Management 3
HTM 150 Introduction to Hospitality and Tourism Management 3
HTM 151 Hotel Operations and Rooms Division Management 3
HTM 156 Restaurant and Food Service Management 3

Total units 40–41

To earn an associate degree, additional general education and graduation requirements must be completed. See page 64.

HOSPITALITY: TRAVEL AND TOURISM MANAGEMENT

ASSOCIATE IN SCIENCE DEGREE
CAREER/TECHNICAL (MAJOR CODE: 02997)

Prepares students for entry-level management positions or advancement in the travel and tourism industry. Emphasis on management responsibilities including operations, marketing, and human resources related to the field.

ACCT 101 Principles of Accounting I 4
ACCT/HTM 153 Hospitality Management Accounting 4
BUS 140 Business Law/The Legal Environment of Business 3
BUS 142 Business Ethics—Corporate and Personal 1
BUS 147 Successful Selling Techniques 1
BUS 210 Business English 3
BUS 211 Communication in Business and Industry (3) OR 3
BUS 212 Business Communication (3) 3
BUS 290–293 Work Experience in Business I–IV 2
CIS 92 Microsoft Office Suite (3) OR 3–4
CIS 101 Introduction to Computers and Information Processing (4)
CIS/LIB 151 Research Using the Internet 1
EVNT 154 Introduction to Event and Convention Planning 3
EVNT 157 Corporate Event Project Management 3
HTM 150 Introduction to Hospitality and Tourism Management 3
HTM 151 Hotel Operations and Rooms Division Management 3
HTM 156 Restaurant and Food Service Management 3

Total units 40–41

To earn an associate degree, additional general education and graduation requirements must be completed. See page 64.
Some courses within this program may require additional coursework that must be completed prior to enrollment in these courses. Please consult the individual course listings for prerequisites and any other limitations on enrollment.

Program Student Learning Outcome Statement:

- Student will evaluate documents required in the administration of a travel office and apply this information to provide an efficient and productive travel office environment.
- Student will train office staff and be open to the ideas and changes proposed by supervisors and staff and their integration into the legal office environment.
- Student will interact properly and ethically in a travel environment with people of diverse backgrounds and determine how to manage the various individuals in a sensitive and respectful manner.
- Student will research travel office efficiency by utilizing a variety of sources and apply information to specific travel office management situations.

ACCT 101 Principles of Accounting I 4
BUS 140 Business Law/The Legal Environment of Business 3
BUS 142 Business Ethics—Corporate and Personal 1
BUS 147 Successful Selling Techniques 1
BUS 150 Principles of Management 3
BUS 210 Business English 3
BUS 211 Communication in Business and Industry (3) OR 3
BUS 212 Business Communication (3)
CIS 92 Microsoft Office Suite (3) OR 3–4
CIS 101 Introduction to Computers and Information Processing (4)
CIS/LIB 151 Research Using the Internet 1
EVNT 155 Event Marketing 3
HTM 150 Introduction to Hospitality and Tourism Management 3
T&T 160 Travel Destinations—Western Hemisphere 3
T&T 162 Travel Destinations—Europe, Africa, and the Middle East 3
T&T 164 Travel Destinations—South Pacific, Asia, Orient 3
T&T 258 Worldwide Cruise Travel 3
T&T 260 Basic Computer Applications in Travel and Tourism 2
T&T 272 Travel Agency Operations 3
T&T 290–293 Cooperative Work Experience in Travel and Tourism I–IV 2

Total units 47–48

To earn an associate degree, additional general education and graduation requirements must be completed. See page 64.

Certificates

Hospitality: Culinary Arts—Food Services Management: Basic

Certificate of Achievement

Career/Technical (Major Code: A1822)

Prepares students with the expertise, commitment, and skills for entry-level operations positions in the food service industry.

Program Student Learning Outcome Statement:

- Demonstrate an understanding of the criteria for proper service and management techniques used in the culinary industry.

Gainful Employment:

The U.S. Department of Education requires colleges to disclose a variety of information for any financial aid eligible program that “prepares students for gainful employment in a recognized occupation.”

Students who complete this program will have acquired the necessary analytical tools to successfully secure gainful employment in the field of study.

For more information regarding the data provided for this program and what it means to you as a student, please feel free to visit our SWC Gainful Employment website at: www.swccd.edu/gainfulemployment.

ACCT 101 Principles of Accounting I 4
BUS 183 Business Mathematics 3
BUS 210 Business English 3
CA 181 Food Service Safety, Sanitation, and Nutrition 1
CA 183 Food Purchase and Control 2
CIS 92 Microsoft Office Suite (3) OR 3–4
CIS 101 Introduction to Computers and Information Processing (4)
HTM 150 Introduction to Hospitality and Tourism Management 3

Total units 19–20
PROGRAMS

HOSPITALITY: CULINARY ARTS—FOOD SERVICES MANAGEMENT: ADVANCED

CERTIFICATE OF ACHIEVEMENT
CAREER/TECHNICAL (MAJOR CODE: A1823)
Prepares students with the expertise, commitment, and skills for management, marketing, and operations positions in the food service industry.

Program Student Learning Outcome Statement:
• Demonstrate advanced teamwork, planning, purchasing, production, and service in the culinary industry.

GAINFUL EMPLOYMENT:
The U.S. Department of Education requires colleges to disclose a variety of information for any financial aid eligible program that “prepares students for gainful employment in a recognized occupation.”

Students who complete this program will have acquired the necessary analytical tools to successfully secure gainful employment in the field of study.

For more information regarding the data provided for this program and what it means to you as a student, please feel free to visit our SWC Gainful Employment website at: www.swccd.edu/gainfulemployment.

Complete 12 units from Group A—Culinary or Group B—Baking and Pastry

Group A—Culinary
CA 170 Professional Cooking—Basic Skills (3)
CA 171 Soups, Stocks, and Sauces (3)
CA 172 Professional Cooking—Advanced Skills (3)
CA 173 Professional Cooking—Cultural Foods (3)
OR
12

Group B—Baking and Pastry
CA 182 Introduction to Baking Skills and Culinary Arts (3)
CA 184 Professional Baking and Production Basics (3)
CA 185 Professional Pastry Design and Decorating (3)
CA 186 Professional Baking and Pastry Production—Breads (3)

Plus the required courses for the Hospitality: Culinary Arts—Food Services Management—Basic certificate 19–20

Total units 50–51

HOSPITALITY: EVENT AND CONVENTION MANAGEMENT: BASIC

CERTIFICATE OF ACHIEVEMENT
CAREER/TECHNICAL (MAJOR CODE: 02995)
Prepares students with the expertise, commitment, and skills for entry-level operations positions in the event and convention planning industry.

Program Student Learning Outcome Statement:
• Student will assess a basic event in order to meet the stakeholder’s needs.

Complete 12 units from Group A—Culinary or Group B—Baking and Pastry

Group A—Culinary
CA 170 Professional Cooking—Basic Skills (3)
CA 171 Soups, Stocks, and Sauces (3)
CA 172 Professional Cooking—Advanced Skills (3)
CA 173 Professional Cooking—Cultural Foods (3)
OR
12

Group B—Baking and Pastry
CA 182 Introduction to Baking Skills and Culinary Arts (3)
CA 184 Professional Baking and Production Basics (3)
CA 185 Professional Pastry Design and Decorating (3)
CA 186 Professional Baking and Pastry Production—Breads (3)

Plus the required courses for the Hospitality: Culinary Arts—Food Services Management—Basic certificate 19–20

Total units 50–51

HOSPITALITY: EVENT AND CONVENTION MANAGEMENT: BASIC

CERTIFICATE OF ACHIEVEMENT
CAREER/TECHNICAL (MAJOR CODE: 02995)
Prepares students with the expertise, commitment, and skills for entry-level operations positions in the event and convention planning industry.

Program Student Learning Outcome Statement:
• Student will assess a basic event in order to meet the stakeholder’s needs.

ACCT 7 Basic Business Bookkeeping (3)
ACCT 101 Principles of Accounting I (4)
BUS 210 Business English
CIS 92 Microsoft Office Suite (3)
CIS 101 Introduction to Computers and Information Processing (4)
CIS/LIB 151 Research Using the Internet
CA 183 Food Purchase and Control
EVNT 154 Introduction to Event and Convention Planning
EVNT 155 Event Marketing
EVNT 157 Corporate Event Project Management
HTM 150 Introduction to Hospitality and Tourism Management

Total units 24–26

Some courses within this program may require additional coursework that must be completed prior to enrollment in these courses. Please consult the individual course listings for prerequisites and any other limitations on enrollment.
HOSPITALITY: EVENT AND CONVENTION MANAGEMENT: ADVANCED

CERTIFICATE OF ACHIEVEMENT
CAREER/TECHNICAL (MAJOR CODE: 02996)
Prepares students with the expertise, commitment, and skills for management, marketing, and operations positions in the event and convention planning industry.

Program Student Learning Outcome Statement:
- Student will create a business event and plan the implementation schedule.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>ACCT 101</td>
<td>Principles of Accounting I</td>
<td>4</td>
</tr>
<tr>
<td>BUS 140</td>
<td>Business Law/The Legal Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 142</td>
<td>Business Ethics—Corporate and Personal</td>
<td>1</td>
</tr>
<tr>
<td>BUS 147</td>
<td>Successful Selling Techniques</td>
<td>1</td>
</tr>
<tr>
<td>BUS 150</td>
<td>Principles of Management</td>
<td>3</td>
</tr>
<tr>
<td>BUS 210</td>
<td>Business English</td>
<td>3</td>
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<tr>
<td>BUS 211</td>
<td>Communication in Business and Industry (3)</td>
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<td></td>
<td>OR</td>
<td>3</td>
</tr>
<tr>
<td>BUS 212</td>
<td>Business Communication (3)</td>
<td></td>
</tr>
<tr>
<td>BUS 290–293</td>
<td>Work Experience in Business I–IV</td>
<td>2</td>
</tr>
<tr>
<td>CIS/LIB 151</td>
<td>Research Using the Internet</td>
<td>1</td>
</tr>
<tr>
<td>CIS 92</td>
<td>Microsoft Office Suite (3)</td>
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<td>OR</td>
<td>3–4</td>
</tr>
<tr>
<td>CIS 101</td>
<td>Introduction to Computers and Information Processing (4)</td>
<td></td>
</tr>
<tr>
<td>CA 183</td>
<td>Food Purchase and Control</td>
<td>2</td>
</tr>
<tr>
<td>EVNT 154</td>
<td>Introduction to Event and Convention Planning</td>
<td>3</td>
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<tr>
<td>EVNT 155</td>
<td>Event Marketing</td>
<td>3</td>
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<tr>
<td>EVNT 157</td>
<td>Corporate Event Project Management</td>
<td>3</td>
</tr>
<tr>
<td>HTM 150</td>
<td>Introduction to Hospitality and Tourism Management</td>
<td>3</td>
</tr>
<tr>
<td>HTM 156</td>
<td>Restaurant and Food Service Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Total units: 41–42

HOSPITALITY: HOTEL OPERATIONS MANAGEMENT: BASIC

CERTIFICATE OF ACHIEVEMENT
CAREER/TECHNICAL (MAJOR CODE: 02992)
Prepares students with the expertise, commitment, and skills for management, marketing, and operations positions in the hotel industry.

Program Student Learning Outcome Statement:
- Student will explain to a group of employees how to register hotel guests.
- Student will interact with hotel personnel and hotel guests of diverse backgrounds in a collegial and respectful manner.

GAINFUL EMPLOYMENT:
The U.S. Department of Education requires colleges to disclose a variety of information for any financial aid eligible program that “prepares students for gainful employment in a recognized occupation.”

Students who complete this program will have acquired the necessary analytical tools to successfully secure gainful employment in the field of study.

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<th>Course Title</th>
<th>Units</th>
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</thead>
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<td>ACCT 101</td>
<td>Principles of Accounting I</td>
<td>4</td>
</tr>
<tr>
<td>BUS 210</td>
<td>Business English</td>
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</tr>
<tr>
<td>CIS 92</td>
<td>Microsoft Office Suite (3)</td>
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<td></td>
<td>OR</td>
<td>3–4</td>
</tr>
<tr>
<td>CIS 101</td>
<td>Introduction to Computers and Information Processing (4)</td>
<td></td>
</tr>
<tr>
<td>CA 183</td>
<td>Food Purchase and Control</td>
<td>2</td>
</tr>
<tr>
<td>EVNT 154</td>
<td>Introduction to Event and Convention Planning</td>
<td>3</td>
</tr>
<tr>
<td>HTM 150</td>
<td>Introduction to Hospitality and Tourism Management</td>
<td>3</td>
</tr>
<tr>
<td>HTM 156</td>
<td>Restaurant and Food Service Management</td>
<td>3</td>
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</tbody>
</table>

Total units: 23–24

Some courses within this program may require additional coursework that must be completed prior to enrollment in these courses. Please consult the individual course listings for prerequisites and any other limitations on enrollment.
Some courses within this program may require additional coursework that must be completed prior to enrollment in these courses. Please consult the individual course listings for prerequisites and any other limitations on enrollment.
HOSPITALITY: TRAVEL AND TOURISM
MANAGEMENT: ADVANCED

CERTIFICATE OF ACHIEVEMENT
CAREER/TECHNICAL (MAJOR CODE: 02999)
Prepares students with the expertise, commitment, and skills for management, marketing, and operations positions in the travel and tourism industry.

Program Student Learning Outcome Statement:
• Student will work in a travel office setting interacting with supervisors, co-workers, travel professionals, and the public in a variety of ways, including receiving, clarifying, and providing information and direction.
• Student will interact properly with people of diverse backgrounds at work and in the community providing quality customer service.
• Student will utilize print material and computer/Internet documents such as travel reports, tables, statistics, and reference materials to produce clear, accurate, and organized information and documents.

GAINFUL EMPLOYMENT:
The U.S. Department of Education requires colleges to disclose a variety of information for any financial aid eligible program that “prepares students for gainful employment in a recognized occupation.”

Students who complete this program will have acquired the necessary analytical tools to successfully secure gainful employment in the field of study.

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</tr>
<tr>
<td>BUS 140</td>
<td>Business Law/The Legal Environment of Business</td>
<td>3</td>
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<tr>
<td>BUS 142</td>
<td>Business Ethics—Corporate and Personal</td>
<td>1</td>
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<tr>
<td>BUS 147</td>
<td>Successful Selling Techniques</td>
<td>1</td>
</tr>
<tr>
<td>BUS 150</td>
<td>Principles of Management</td>
<td>3</td>
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<td>BUS 210</td>
<td>Business English</td>
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<tr>
<td>BUS 211</td>
<td>Communication in Business and Industry (3) OR</td>
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<td>Business Communication (3)</td>
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<tr>
<td>CIS 92</td>
<td>Microsoft Office Suite (3)</td>
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<td>Introduction to Computers and Information Processing (4)</td>
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<td>EVNT 155</td>
<td>Event Marketing</td>
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<td>HTM 150</td>
<td>Introduction to Hospitality and Tourism Management</td>
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<tr>
<td>T&amp;T 160</td>
<td>Travel Destinations—Western Hemisphere</td>
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<tr>
<td>T&amp;T 162</td>
<td>Travel Destinations—Europe, Africa, and the Middle East</td>
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<tr>
<td>T&amp;T 164</td>
<td>Travel Destinations—South Pacific, Asia, Orient</td>
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<td>T&amp;T 258</td>
<td>Worldwide Cruise Travel</td>
<td>3</td>
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<tr>
<td>T&amp;T 260</td>
<td>Basic Computer Applications in Travel and Tourism</td>
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</tr>
<tr>
<td>T&amp;T 272</td>
<td>Travel Agency Operations</td>
<td>3</td>
</tr>
<tr>
<td>T&amp;T 290–293</td>
<td>Cooperative Work Experience Travel and Tourism I–IV</td>
<td>2</td>
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<td><strong>Total units</strong></td>
<td><strong>47–48</strong></td>
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