

- * 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.

TRAVEL AND TOURISM

SCHOOL OF BUSINESS AND TECHNOLOGY

DEAN: Mink Stavenga, DBA, Office 470K, 619-482-6569

DEPARTMENT CHAIR: Elisabeth Shapiro, J.D.

GENERAL DESCRIPTION

Travel and tourism is the study of the methods and means of moving individuals or groups from one place to another that involves transportation and accommodations with a focus on recreation and leisure. This program explores communication skills, reservation techniques, fiscal affairs, operations, computer applications, guiding practices and services.

CAREER OPTIONS

Below is a sample of the career options available for the travel and tourism major. Most of these require a certificate or associate degree: travel agent, hotel/motel clerk, tour guide, ticketing agent, reservations clerk, travel agency owner, tour operator, cruise ship personnel, airline attendant, travel writer, hospitality specialist, accommodations critic, sales representative, conference coordinator, conference facility director, and meeting planner for business and industrial, governmental, or educational organizations.

DEGREE/CERTIFICATE OPTIONS

MAJOR CODE

Associate in Science Degree: Career/Technical

Travel and Tourism	02961
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Certificate of Achievement

Travel and Tourism—Basic	02964
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Travel and Tourism—Advanced	02965
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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

TRAVEL AND TOURISM



ASSOCIATE IN SCIENCE DEGREE

CAREER/TECHNICAL (MAJOR CODE: 02961)

Prepares students for employment in the travel industry as a travel agent, consultant, or entrepreneur and provides a broad view of the industry. Emphasizes worldwide travel and diverse modes of transportation and accommodations.

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 solve problems posed within the travel office/ agency environment by assessing information, including such activities as identifying issues, identifying complaints, comparing prices, comparing office systems and software, etc., to determine the best solution/s. identifying complaints, comparing prices, comparing office systems and software, etc., to determine the best solution/s.
- Student will interact properly and ethically in a travel office/ agency environment 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 documents.

BUS 96	Customer Service and Communication Techniques	1
BUS 210	Business English	3
BUS 211	Communication in Business and Industry (3) OR	3
BUS 212	Business Communication (3)	
CIS 101	Introduction to Computers and Information Processing	4
CIS/LIB 151	Research Using the Internet	1
HTM 150	Introduction to Hospitality and Tourism Management (3) OR	3
T&T 45	Tour and Tour Guiding (3)	
T&T 138	Tourism and Travel Agency Operations	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 290–293	Cooperative Work Experience Travel and Tourism I–IV	2
Total units		34



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

Note: For other options in Travel and Tourism, see Hospitality and Tourism Management, page 214.

CERTIFICATES

TRAVEL AND TOURISM: BASIC

CERTIFICATE OF ACHIEVEMENT

CAREER/TECHNICAL (MAJOR CODE: 02964)

Prepares students to gain an entry-level position as travel agents or consultants in the field of travel and tourism. Provides an overview of the opportunities available in the field and prepares students with fundamental skills to gain employment.

Program Student Learning Outcome Statement:

- Students will read brochures, trade press and internet articles so they can communicate pertinent information to clients.
- Students will be able to evaluate international conditions and events and advise clients on safety and travel issues.
- Students will research and evaluate trade publications, both printed and internet media, as well as advertisements to determine accuracy of information.

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.

BUS 210	Business English	3
CIS/LIB 151	Research Using the Internet	1
CIS 101	Introduction to Computers and Information Processing	4
HTM 150	Introduction to Hospitality and Tourism Management (3) OR	3
T&T 138	Tourism and Travel Agency operations (3)	3
T&T 160	Travel Destinations—Western Hemisphere	3
T&T 162	Travel Destinations—Europe, Africa, and the Middle East	3
T&T 260	Basic Computer Applications in Travel and Tourism	2
Total units		19

TRAVEL AND TOURISM: ADVANCED

CERTIFICATE OF ACHIEVEMENT

CAREER/TECHNICAL (MAJOR CODE: 02965)

Provides students with enhanced skills and a broader background for higher-level employment in the field of travel and tourism.

Program Student Learning Outcome Statement:

- Manage travel industry operations using professional communication skills and travel industry knowledge.
- Critically analyze travel industry reference materials and trade press as it relates to the ongoing and changing travel industry.
- Describe the domestic and international components of the travel, tourism, and hospitality industry and how they are related.

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.

BUS 96	Customer Service and Communication Techniques	1
BUS 211	Communication in Business and Industry (3) OR	3
BUS 212	Business Communication (3)	
T&T 45	Tour and Tour Guiding	3
T&T 164	Travel Destinations—South Pacific, Asia, Orient	3
T&T 258	Worldwide Cruise Travel	3
T&T 261	Advanced Computer Applications in Travel and Tourism	2
T&T 290–293	Cooperative Work Experience Travel and Tourism I–IV	2
	Plus the courses required for the Travel and Tourism— Basic certificate	19
	Total units	36

VIRTUAL OFFICE PROFESSIONAL

SCHOOL OF BUSINESS AND TECHNOLOGY

DEAN: Mink Stavenga, DBA, Office 470K, 619-482-6569

FACULTY: Marisa Soler-McElwain, LL.M.

DEPARTMENT CHAIR: Marisa Soler-McElwain, LL.M.

GENERAL DESCRIPTION

The Virtual Office Professional is designed for: 1) People who want to promote and maintain all aspects of a small business on the Internet. 2) Individuals who want to work as virtual office and administrative support professionals. The basic program provides students with the skills and knowledge required to create and maintain a virtual (Web- and technology-based) business. Entrepreneurs and people involved in a variety of enterprises can learn to conduct their business online. The Virtual Office Professional—Intermediate program focuses on key skills required for positions that utilize virtual administrative support personnel, including executive assistants and office support specialists and provides further training in creating, marketing, and managing a virtual office. Topics include time management, workplace customization, evaluation of equipment and technology, communication methods that utilize advanced technologies, and business ethics. These virtual office professionals need strong computer and technology skills which can be acquired by completion of these certificate/degree programs. Students may take a career ladder approach in achieving all three levels of the program by completing the basic certificate, finding a job in the field, and continuing their education. They can then complete the intermediate certificate and the associate in science degree while continuing to work in the field.

CAREER OPTIONS

1) VIRTUAL OFFICE FOR SMALL BUSINESS OWNERS/ENTREPRENEURS.

Entrepreneurs and people involved in a broad variety of businesses acquire skills needed to conduct their business online. By completing the Virtual Office Professional—Basic Certificate, entrepreneurs in almost any field can develop a larger base of clients by setting up and maintaining a virtual office/business. The following list includes several majors offered by the School of Business, Professional & Technical Education at Southwestern College that can be enhanced by the addition of a Virtual Office Professional—Basic (or higher) certificate. The geographic area served by these businesses can expand to the national, international, or global level. These majors include: accounting, bookkeeping, payroll, computer desktop support/technician, computer programming/database, eCommerce/eBusiness, event and convention planning, financial services, hospitality and tourism, insurance, international business, logistics and transportation, legal assisting/paralegal, medical/coding/medical insurance, real estate/real estate loan processing, translation/interpretation services, travel and tourism, web design/development, as well as virtual office professional.

2) VIRTUAL OFFICE AND ADMINISTRATIVE SUPPORT PROFESSIONALS.

The following list is a sample of the career options available for individuals who focus on virtual office skills. Most of these career options require a certificate or an associate degree; some require a bachelor's degree: virtual office assistant/receptionist, virtual office computer support specialist, virtual executive assistant, virtual secretary, virtual office manager/administrator, virtual office supervisor, virtual marketing assistant, and virtual website support technician.

DEGREE/CERTIFICATE OPTIONS

MAJOR CODE

Associate in Science Degree: Career/Technical

Virtual Business Office Professional	A2454
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Certificates of Achievement

Virtual Business Professional	A2458
Virtual Business Office Support Professional	A2459

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

