

CURRICULUM STANDARD

Effective Term
Fall 1997
*[1997*03]*

Curriculum Program Title	Travel and Tourism Technology	Code	A25440
Concentration	(not applicable)		

Curriculum Description

The Travel and Tourism Technology curriculum is designed to train individuals to become travel consultants capable of planning and arranging a full spectrum of travel components for clients. Students will learn to operate within a global travel information network.

Instruction includes industry terminology, travel and tourism careers, reservation and ticketing procedures, airline computer training, world destinations, cruises, tour arranging and escorting, rail, travel sales and marketing, and practical skills necessary for the day-to-day operation of a retail travel firm.

Graduates will be primarily trained for employment by travel agencies. Students may also be employed by the airlines, the hospitality industry, rental car companies, tour operators, cruise lines, rail companies, and visitor centers.

*Curriculum Requirements**

[for associate degree, diploma, and certificate programs in accordance with 23 NCAC 02E.0204 (3)]

- I. General Education.** Degree programs must contain a minimum of 15 semester hours including at least one course from each of the following areas: humanities/fine arts, social/behavioral sciences, and natural sciences/mathematics. Degree programs must contain a minimum of 6 semester hours of communications. Diploma programs must contain a minimum of 6 semester hours of general education; 3 semester hours must be in communications. General education is optional in certificate programs.

- II. Major Hours.** AAS, diploma, and certificate programs must include courses which offer specific job knowledge and skills. Work experience, including cooperative education, practicums, and internships, may be included in associate in applied science degrees up to a maximum of 8 semester hours of credit; in diploma programs up to a maximum of 4 semester hours of credit; and in certificate programs up to a maximum of 2 semester hours of credit. *(See second page for additional information.)*

- III. Other Required Hours.** A college may include courses to meet graduation or local employer requirements in a certificate, diploma, or associate in applied science program. These curriculum courses shall be selected from the Combined Course Library and must be approved by the System Office prior to implementation. Restricted, unique, or free elective courses may not be included as other required hours.

	AAS	Diploma	Certificate
Minimum General Education Hours	15	6	0
Minimum Major Hours	49	30	12
Other Required Hours	0-7	0-4	0-1
Total Semester Hours Credit (SHC)	64-76	36-48	12-18

*Within the degree program, the institution shall include opportunities for the achievement of competence in reading, writing, oral communication, fundamental mathematical skills, and basic use of computers.

Major Hours

[ref. 23 NCAC 02E.0204 (3)]

- A. Core.** The subject/course core is comprised of subject areas and/or specific courses which are required for each curriculum program. A diploma program offered under an approved AAS program standard or a certificate which is the highest credential level awarded under an approved AAS program standard must include a minimum of 12 semester hours credit derived from the subject/course core of the AAS program.
- B. Concentration** *(if applicable)*. A concentration of study must include a minimum of 12 semester hours credit from required subjects and/or courses. The majority of the course credit hours are unique to the concentration. The required subjects and/or courses that make up the concentration of study are in addition to the required subject/course core.
- C. Other Major Hours.** Other major hours must be selected from prefixes listed on the curriculum standard. A maximum of 9 semester hours of credit may be selected from any prefix listed, with the exception of prefixes listed in the core or concentration. Work experience, including cooperative education, practicums, and internships, may be included in associate in applied science degrees up to a maximum of 8 semester hours of credit; in diploma programs up to a maximum of 4 semester hours of credit; and in certificate programs up to a maximum of 2 semester hours of credit.

Travel and Tourism Technology A25440

	AAS	Diploma	Certificate
Minimum Major Hours Required	49 SHC	30 SHC	12 SHC
A. CORE <i>A diploma offered under this AAS degree requires a minimum of 12 SHC extracted from the required subject/course core of the AAS degree.</i>	28 SHC	12 SHC	
Required Courses: TAT 110 Introduction to Travel and Tourism 3 SHC TAT 112 Domestic Reservations and Ticketing 4 SHC TAT 114 International Reservations and Ticketing 4 SHC TAT 116 World Destinations I 3 SHC TAT 118 World Destinations II 3 SHC TAT 122 Cars, Rails, and Rooms 4 SHC TAT 210 Travel Sales and Marketing 4 SHC TAT 212 Cruise Marketing and Sales 3 SHC			
Required Subject Areas: None			
B. CONCENTRATION <i>(Not applicable)</i>			
C. OTHER MAJOR HOURS <i>To be selected from the following prefixes:</i> BUS, CIS, COE, CSC, CTS, FRE, GER, HRM, ITA, ITN, OST, RUS, SPA, TAT, and WEB. <i>Foreign language courses (including ASL) that are not designated as approved other major hours may be included in all programs up to a maximum of 3 semester hours of credit.</i>			