

Travel Tourism (TRVL) Courses

TRVL2801 World Geography for Tourism and Hospitality

This course is designed to provide the student with the knowledge and skills necessary to work and travel in a global environment. Students explore both current and emerging destinations from around the world. The course discusses the cultural, recreational and social significance to the traveler and the economy. (OL)

Offered at Charlotte, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

TRVL3010 Dynamics of Tourism and Sustainability

This is a management-oriented course covering the economic, cultural and social functions in the planning and development of the tourism industry. Emphasis is on organizational concepts. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

TRVL3020 Ecotourism

This upper-level course explores an emerging dimension of tourism: ecotourism. Students investigate the impact of specific environmental issues on tourism, including water pollution, air pollution, habitat destruction, etc., and focus on the impact of tourism on the physical, biological and cultural environment. The role of the tourism industry as it relates to the provision of ecotourism experiences is also discussed.

Offered at Charlotte, Denver, North Miami, Providence, Providence CE
4.5 Quarter Credit Hours

TRVL3030 International Policies of Tourism

This intermediate-level course is designed to provide the student with an increased understanding in the area of international tourism development. Emphasis is placed on the definitive study of the essential components for a successful national tourism program.

Prerequisite(s): TRVL3010. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

TRVL3035 Tour Management Operations

This course is designed for students planning careers in tour guiding or tour operations. Topics include tour operations, components of a tour, tour management positions, characteristics of professional tour guides, the psychology of tour management and internal communications. The culmination of this course is a tour to a selected international destination, where each student researches, negotiates and develops a highly anticipated journey.

Prerequisite(s): TRVL2801, junior status. (OL)
Offered at North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

TRVL3040 Adventure, Sport and Nature-Based Tourism

This course provides the student with a solid foundation of knowledge related to adventure, sport and nature-based tourism and focuses on key considerations necessary for its implementation. The course offers an opportunity for a field project.

Offered at Charlotte, Denver, North Miami, Providence, Providence CE
4.5 Quarter Credit Hours

TRVL3080 Dynamics of the Cruise Industry

This course acquaints students with the modern cruise industry. Students identify the role of cruise lines in the travel and tourism industry, develop a detailed foundation and knowledge of the various cruise line products and destinations, understand the various career opportunities available, as well as recognize how to sell a cruise. Ship inspections are offered during the course.

Offered at North Miami, Providence
4.5 Quarter Credit Hours

TRVL3081 Cruise Operations

This course presents a survey of both onboard and shoreside cruise operations. Examination of onboard activities includes embarkation/debarkation, hotel staff, entertainment, shore excursions, security, etc. Shoreside operations include reservations, air/sea, finance, purchasing, itinerary development, legal, human resources, etc. The process of how cruise lines negotiate with various outside vendors and agents is also examined.

Prerequisite(s): TRVL3080.
Offered at North Miami
4.5 Quarter Credit Hours

TRVL3082 Cruise Marketing and Sales

This course deals with the broad scope of marketing a cruise line product. Emphasis is placed on the analysis, structure and the strategies of the cruise marketing department. Various promotional activities are examined including TV, radio and print advertising as well as direct mail, the Internet and the retail travel agency distribution system. Students have an opportunity to visit and meet with cruise line marketing and sales departments.

Prerequisite(s): TRVL3080.
Offered at North Miami
4.5 Quarter Credit Hours

TRVL3801 Special Topics in Adventure Resort Management

This course provides the student with a solid foundation of knowledge related to the Adventure Resort and focuses on all aspects of operation and program development. The course offers an opportunity for a field project. Students are required to participate in all off-campus activities with the designated industry partners.

Offered at Denver, North Miami, Providence, Providence CE
4.5 Quarter Credit Hours

TRVL4011 Destination Management Organization

This course integrates the administrative functions of a destination management or marketing organization (DMO). The interrelationships of operations, marketing and finance are analyzed and evaluated. A Directed Experiential Education (DEE) opportunity may be an integral part of this course. DEE opportunities are based on project availability with community partners and student eligibility.

Prerequisite(s): MRKT1001. (OL)
Offered at Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

TRVL4160 Travel and Tourism Strategic Management Seminar

This capstone course culminates the theoretical training for the advanced student of hospitality and tourism studies. The course is designed to provide insight into the policy formulation and strategic management of travel and tourism entities. Essential elements of the course include a variety of teaching methods; analysis of current issues and situations in the travel and tourism field; keeping up to date and current by utilizing different web sites; and research projects and case analyses that improve the understanding of the strategic planning process, critical thinking and decision-making capabilities of the student.

Prerequisite(s): FHSV2000, MRKT1001. (OL)
Offered at North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours