

Travel Tourism (TRVL) Courses

TRVL1035 Travel Information Systems

This course provides a comprehensive, hands-on system learning experience. Students become proficient in the use of current Airline Reporting Corporation (ARC) documentation, simulated CRS systems, Internet resources, as well as other technologies used for the management of related travel services. Students are able to understand the technological interactions within a Global Distribution System (GDS).

Offered at Providence, Providence CE
4.5 Quarter Credit Hours

TRVL2040 Travel Sales Management

This course emphasizes service as an integral part of the selling process. The reciprocal relationship between selling and service is presented within the context of the total travel sales effort.

Prerequisite(s): FSM1001 or HOSP1001 or SEE1001.
Offered at Providence, Providence CE
4.5 Quarter Credit Hours

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

TRVL2810 The Aviation and Airline Industries

This course familiarizes students with the US and international airline industry. The course focuses on the organization and management functions of the airlines, and emphasizes the application of class material to current industry issues.

Prerequisite(s): Sophomore status.
Offered at 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

TRVL3060 Managing Airports

This course familiarizes students with the U.S. and international aspects of managing airports. The course focuses on the organization and management functions of airports, the specific needs the airport owners, local community, airlines as users and the flying markets.

Prerequisite(s): Sophomore status.
Offered at Providence
4.5 Quarter Credit Hours

TRVL3065 Managing Airlines

The course focuses on the organization and management functions of the airline industry: network flows, flight scheduling, fleet assignment, aircraft routing, crew scheduling, manpower planning, revenue management, gate assignment, aircraft boarding strategy, and marketing. The course emphasizes the current changes and trends in the airline industry.

Prerequisite(s): Sophomore status.
Offered at Providence
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

TRVL4010 Tourism Economics

This upper-level course explores the role of economics in tourism development. Macroeconomic and microeconomic theory are applied to problems of community resource allocation. Particular attention is paid to the problems of multiple use of community resources and to the conflicts between private and public goals.

Prerequisite(s): TRVL3010.

Offered at Providence

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): FISV2000, MRKT1001. (OL)

Offered at North Miami, Online, Providence, Providence CE

4.5 Quarter Credit Hours

TRVL5010 Tourism Principles and Foundations

This course focuses on major concepts, principles and theories in the tourism industry. Special attention is given to the social, economic and environmental impacts of the tourism industry. The course covers a broad range of topics that relate to the industry, its stakeholders and constituents that shape the nature of the tourism industry and are affected by it. (OL)

Offered at Online, Providence

3 Semester Credits

TRVL5030 Financial Concepts in Sustainable Tourism Development

This course focuses on major concepts, principles and theories in the financial field of sustainable tourism development. Students examine financial strategies and determine their viability to the economic development of a destination. Financial terminology and concepts are examined and applied to a real life situation. (OL)

Offered at Online, Providence

3 Semester Credits

TRVL5050 Foundation of Consulting for the Tourism Industry

This course explores the theories of consulting as well as the roles and responsibilities of the consultants. Special attention is paid to the different strategies that may be used in the consulting process. The application of ethical strategies is evaluated and analyzed. Strategies that ensure sustainable growth are evaluated during the term. An assessment of the conditions that determine the need for internal or external consultants are evaluated as well. (OL)

Offered at Online, Providence

3 Semester Credits

TRVL5070 Global Tourism Marketing and Branding

This course focuses on major concepts, principles and theories in the marketing of tourism products and services. Students focus on the different techniques used in the creation and maintenance of tourism brands. Students analyze marketing concepts and theories involved in the creation of annual and longer term marketing and branding plans. (OL)

Offered at Online, Providence

3 Semester Credits

TRVL5120 Planning for Ethical and Sustainable Tourism Development

This course focuses on major concepts, principles and theories in the field of ethical economic and sustainable tourism development. This course is designed to assess the involvement of stakeholders in the development of tourism destinations. Students analyze the role of stakeholders in an effort to minimize the negative effects of tourism. Strategies to ensure economic growth and long-term sustainability of tourism development are analyzed and applied. (OL)

Offered at Online, Providence

3 Semester Credits

TRVL5140 Product Development and Innovation in Sustainable Tourism — Shared and Experience Economics

This course focuses on major concepts, principles and theories in the successful development of tourism products. This course investigates feasibility and the potential for successful development of new tourism products. Life cycle of existing products are assessed with the goal of extending it for longer than the usual cycle. New products are evaluated for their ability and inability to sustain their appeal for the long run. Trends in tourism product development, and “shared” and the “experience” economy are examined. (OL)

Offered at Online, Providence

3 Semester Credits

TRVL5210 Tourism Economics

This course examines the role of economics in sustainable tourism and economic development. Macroeconomics and microeconomics are used to analyze and explain economic activities and scenarios in the tourism industry. Course content includes the relationship between supply and demand, consumer behavior and government economic policies, and their impact on the tourism industry. Emphasis is placed on the role of government in facilitating tourism and economic development. (OL)

Offered at Online, Providence

3 Semester Credits

TRVL6100 Applied Research Methods in Sustainable Tourism Development

This course focuses on major concepts, principles and theories in tourism research. Literature analysis, data collection, analysis of data and producing a report are discussed. This course prepares students to engage in case analysis and evaluate past and current scenarios in quantitative and qualitative research methods. (OL)

Offered at Online, Providence

3 Semester Credits

TRVL6140 International Tourism Development, Economic Issues and Strategic Solutions in the Developing World

This course is designed to encompass all the principles, theories and policies that are utilized when facing developmental issues. Current conditions and challenges facing the development developing world are analyzed. Formulating new strategies and analyzing existing strategies require students to become familiar with current conditions in the developing world. (OL)

Offered at Online, Providence

3 Semester Credits

TRVL6180 International Sustainable Tourism Policy Analysis and Development

This course incorporates analysis of local, state, country and international tourism policies. Focus is on research, data collection and the formulation of tourism policy. Emphasis is given to the similarities and differences among the variety of tourism policies and their impact on the industry, community and other industry stakeholders. Major trends and challenges for policy creators are examined. (OL)

Offered at Online, Providence

3 Semester Credits