

TRAVEL AND TOURISM INDUSTRY MANAGEMENT
Travel and Tourism Industry Management Associate in Applied Science Major Code A029

Program Description

The Travel and Tourism Industry Management Associate degrees, offered at A. Hugh Adams Central Campus, emphasizes the development of management skills needed in the travel/tourism industry. The general education requirements of the program develop students' abilities in communications and interpersonal skills. The use of practicum work experience provides graduates with knowledge of industry practices, which increases their value to employers.

For more information, please contact the Program Manager at 954-201-6710.

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First Year Term I

*ENC 1101	Composition I	3
HFT 1210	Supervisory Development	3
HFT 1050	Introduction to Tourism Industries and Administration	3
MTB 1103	Business Mathematics	3
GEA 2000	World Geography	3
<i>Total Term Semester Hours</i>		<i>15</i>

First Year Term II

OST 2335	Communications in the Workforce	3
HFT 2220	Organization and Personnel Management	3
HFT 2721	Travel Agency Management/ Operations	3
*Elective	Mathematics or Science	3
HFT 2600	Hospitality Law	3
<i>Total Term Semester Hours</i>		<i>15</i>

First Year Term III

Elective	Humanities/Fine Arts	3
#Elective		1
<i>Total Term Semester Hours</i>		<i>4</i>

Second Year Term I

SPC 1024	Introduction to Speech Communication	3
MKA 1021	Salesmanship	3
HFT 1941	Operations and Service Practicum	3
HFT 2500	Marketing	3
#Elective		3
<i>Total Term Semester Hours</i>		<i>15</i>

Second Year Term II

CGS 1060C	Computer and Internet Literacy	3
HFT 2730	Tour Packaging	3
HFT 2511	Convention and Group Business Marketing Management	3
HFT 2942	Management and Control Practicum	3
MNA 1161	Introduction to Customer Service	3
<i>Total Term Semester Hours</i>		<i>15</i>
<i>Total Program Semester Hours</i>		<i>64</i>

*Requires a pre-requisite or proper score on placement test. See course description in this catalog or online at www.broward.edu.

#GEB 2430, Business Ethics, or any other one-credit elective. Electives to be determined in consultation with the program advisor.

It is strongly recommended that students see an academic advisor or counselor every term.