**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.

<table>
<thead>
<tr>
<th>First Year Term I</th>
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<tbody>
<tr>
<td>*ENC 1101 Composition I</td>
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<tr>
<td>HFT 1210 Supervisory Development</td>
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<tr>
<td>HFT 1050 Introduction to Tourism Industries and Administration</td>
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<tr>
<td>MTB 1103 Business Mathematics</td>
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<td>GEA 2000 World Geography</td>
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<td>OST 2335 Communications in the Workforce</td>
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<tr>
<td>HFT 2220 Organization and Personnel Management</td>
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<tr>
<td>HFT 2721 Travel Agency Management/Operations</td>
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<td>*Elective Mathematics or Science</td>
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<tr>
<td>HFT 2600 Hospitality Law</td>
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<td>SPC 1024 Introduction to Speech Communication</td>
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<td>MKA 1021 Salesmanship</td>
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<td>HFT 1941 Operations and Service Practicum</td>
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<tr>
<td>HFT 2500 Marketing</td>
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<td>CGS 1060C Computer and Internet Literacy</td>
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<td>HFT 2730 Tour Packaging</td>
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<td>HFT 2511 Convention and Group Business Marketing Management</td>
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<td>HFT 2942 Management and Control Practicum</td>
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<td>MNA 1161 Introduction to Customer Service</td>
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*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.