



Broward Community College

Course Outline

STATUS: A

COMMON COURSE NUMBER: HFT 2721

COURSE TITLE: Travel Agency Management and Operations

CREDIT HOURS: 3

CONTACT HOURS BREAKDOWN:

Lecture/Discussion 48

Lab 00

Other 00

Contact Hours/Week 3

CATALOG COURSE DESCRIPTION:

Prerequisite: HFT 1700 or instructor's approval

Corequisite: None

This course provides familiarization with travel agency operations including the selling, transporting, storing, advertising, planning and management of traveling services. The course also provides hands-on training in computerized reservations (SABRE) and keyboarding, and incorporates key aspects of managing corporate travel.

General Education Requirements - Associate of Arts Degree, meets Area(s):

General Education Requirements - Associate in Science Degree, meets Area(s):

UNIT TITLES:

1. Introduction
2. Travel Agency Operations
3. Computer Reservations System--SABRE
4. Corporate Travel Management

I. Course Overview:

Upon successful completion of this course, the students should be able to develop a working knowledge of how a travel agency is managed and operated; demonstrate proficiency through instruction, demonstration, and hands-on practice on the simulated SABRE_ computer reservations system; create, modify, and maintain passenger name records; build and price air itineraries; generate automated airline tickets and boarding passes; book hotel accommodations and car rentals; and develop an understanding of the unique needs of the corporate travel market and how it differs from the leisure travel market.

II. Units:

Unit 1. Introduction

General Outcome:

- 1.0 The students should be able to discuss the function of travel agents; relate the history of how travel agencies began; define the types of travel agencies; explain the products and services offered by travel agencies; and examine the trends affecting travel as a growth industry.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 1.1 Develop a historical overview of the travel agency.
- 1.2 Discuss the function of travel agents.
- 1.3 Determine the trends that foster growth and employment in the travel industry.
- 1.4 Describe the different types of travel agencies.
- 1.5 Explain the products and services typically offered by travel agencies to both the leisure and corporate markets.

Unit 2. Travel Agency Operations

General Outcome:

2.0 The students should be able to recognize the types of materials stored, maintained and displayed in travel agencies, and relate how these materials enhance sales; develop an understanding of the importance of maintaining accurate client files; explain how to allocate and market a travel agency budget; discuss in-agency displays and promotions; explain the importance of using print advertising and direct mail campaigns in travel agency marketing and sales; and discuss the financial reports used in travel agency management.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 2.1 Detail the physical structure and layout of the typical travel agency.
- 2.2 Describe the types of materials that are stored, maintained, and displayed in travel agencies, and how these materials can effectively enhance agency sales.
- 2.3 Develop an understanding of the importance of maintaining accurate client files and an active, useful client data base.
- 2.4 Describe the marketing and sales function in a well operated travel agency, including the effective planning, budgeting, and implementation of an aggressive marketing and advertising campaign to increase sales and build clients.
- 2.5 Explain the types of financial reports most often used in the management of travel agencies.
- 2.6 Explore the importance of automation (computerization) in the delivery of high quality customer service to travel clients.

Unit 3. Computer Reservations System—SABRE_

General Outcome:

3.0 The students should be able to demonstrate knowledge of the simulated SABRE_ computer reservations system; create, modify, and maintain passenger name records; build and price air itineraries; generate automated tickets and boarding passes; and book hotel accommodations and car rentals.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 3.1 Explain the use of computer reservations systems in the travel industry.
- 3.2 Describe the functions of the various keys of the keyboard used in travel automation and computerized systems.
- 3.3 Access and utilize the information systems contained in SABRE_
- 3.4 Retrieve and interpret availability displays for air, car, and hotel reservations.
- 3.5 Create, change, and maintain passenger name records, including seat assignments, use of queues, customer profiles, and frequent traveler programs.
- 3.6 Access, interpret, and quote air fares and rules.
- 3.7 Price domestic and international itineraries.
- 3.8 Create automated ticket and boarding passes.
- 3.9 Access, interpret, and quote rates, features, benefits, and procedures for car rentals and hotel accommodations.

Unit 4. Corporate Travel Management

General Outcome:

- 4.0 The students should be able to demonstrate knowledge of the corporate (commercial) travel market; explain the difference between the corporate and leisure markets; discuss the particular requirements of a commercial unit within the travel agency; explore ways of servicing the corporate customer; identifying and soliciting potential commercial business; and explain how the corporate segment contributes to agency profitability.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 4.1 Define the corporate market.
- 4.2 Distinguish between the corporate and leisure markets.
- 4.3 Discuss the special requirements and handling of a corporate market segment within the agency.
- 4.4 Explain the unique needs posed by business travelers and the specific ways by which the business market can be serviced.
- 4.5 Describe how corporate travel contributes financially to the overall health and profitability of a travel agency.