NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
TRV 100 - INTRODUCTION TO THE TRAVEL INDUSTRY (3 CR.)

Course Description

Presents an overview of the structure and scope of the travel industry with emphasis on job categories and functions, basic vocabulary, and the interrelationships of the various components. Includes the study of information displays of a airline computer reservation system. Lecture 3 hours per week.

General Course Purpose

The general purpose of this course is to provide the student with a perspective of the travel industry as a whole. In addition, the course will provide the student with a working knowledge or certain basic travel planning procedures, terminology, and airline computer familiarization.

Course Prerequisites/Corequisites

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Course Objectives

Upon the completion of this course, the student should be able to:

- ➢　identify the components of the travel product-the suppliers and sellers-and describe the interrelationship between each
- ➢　summarize major historical changes in the development of modern tourism
- ➢　discuss current influences and forces affecting the travel industry
- ➢　define and decode specialized travel terminology and abbreviations common to the industry
- ➢　describe the operating characteristics, day-to-day functions, and job positions within the retail travel agency
- ➢　perform basic airline itinerary planning using appropriate reference materials
- ➢　collect and organize necessary travel data for correct reservation input
- ➢　describe the basic functions of an airline reservation computer system
- ➢　perform simple information retrieval and itinerary planning problems on an airline reservation CRT

Major Topics To Be Covered

- Introduction: Basic definitions and historical background
- The Travel Product: Attractions, accommodations, and accessibility
- Structure of the Industry: Suppliers, wholesalers, and retailers
- The Travel Modes: Airline, motor coach, and rail transportation
- The Cruise Industry and Characteristics of the Cruise Vacation
- Hotels and Resorts: Types, characteristics, and basic terminology
- The Retail Travel Agency: Major types, product/service line, and operating structure
- Basic Airline Itinerary Planning: The OAG and flight schedules
- Air Reservation Procedures: Requirements, information organization, and telephone techniques
- Introduction to an Airline Computer Reservation System