

# Travel and Tourism

## Higher Education Center at Otay Mesa

**Dean** Silvia Cornejo, M.A., Office 4118D, 619-482-6755

**Department Chair** Victoria López, J.D.

### General Description

Travel and tourism is the study of the methods and means of moving individuals or groups from one place to another that involves transportation and accommodations with a focus on recreation and leisure. This program explores communication skills, reservation techniques, fiscal affairs, operations, computer applications, guiding practices and services.

### Career Options

Below is a sample of the career options available for the travel and tourism major. Most of these require a certificate or associate degree: travel agent, hotel/motel clerk, tour guide, ticketing agent, reservations clerk, travel agency owner, tour operator, cruise ship personnel, airline attendant, travel writer, hospitality specialist, accommodations critic, sales representative, conference coordinator, conference facility director, and meeting planner for business and industrial, governmental, or educational organizations.

### Degree/Certificate Options

#### Associate in Science Degree: Career/Technical

	<b>Major Code</b>
Travel and Tourism	02961

#### Certificate of Achievement

Travel and Tourism—Basic	02964
Travel and Tourism—Advanced	02965

*Consult with a counselor to develop a Student Education Plan (SEP), which lists the courses necessary to achieve your academic goal.*

## ASSOCIATE IN SCIENCE DEGREE

### Travel and Tourism

Career/Technical (Major Code: 02961)

Prepares students for employment in the travel industry as a travel agent, consultant, or entrepreneur and provides a broad view of the industry. Emphasizes worldwide travel and diverse modes of transportation and accommodations.

BUS 147	Successful Selling Techniques	1
BUS 210	Business English	3
BUS 211	Communication in Business and Industry	3
	<b>OR</b>	
BUS 212	Business Communication	3
CIS 101	Introduction to Computers and Information Processing	4
CIS/LIB 151	Research Using the Internet	1
HTM 150	Introduction to Hospitality and Tourism Management	3
T&T 45	Tour and Tour Guiding	3
T&T 160	Travel Destinations—Western Hemisphere	3
T&T 162	Travel Destinations—Europe, Africa, and the Middle East	3
T&T 164	Travel Destinations—South Pacific, Asia, Orient	3
T&T 258	Worldwide Cruise Travel	3
T&T 260	Basic Computer Applications in Travel and Tourism	2
T&T 290–293	Cooperative Work Experience Travel and Tourism I–IV (2–4)	2
<b>Total units</b>		<b>33.5</b>

*To earn an associate degree, additional general education and graduation requirements must be completed. See page 51.*

*Note: For other options in Travel and Tourism, see Hospitality, page 172.*

## CERTIFICATES

### Travel and Tourism—Basic

Certificate of Achievement

Career/Technical (Major Code: 02964)

Prepares students to gain an entry-level position as travel agents or consultants in the field of travel and tourism. Provides an overview of the opportunities available in the field and prepares students with fundamental skills to gain employment.

BUS 210	Business English	3
CIS/ LIB 151	Research Using the Internet	1
CIS 101	Introduction to Computers and Information Processing	4
T&T 138	Tourism and Travel Agency operations	3
T&T 160	Travel Destinations—Western Hemisphere	3
T&T 162	Travel Destinations—Europe, Africa, and the Middle East	3
T&T 260	Basic Computer Applications in Travel and Tourism	2
<b>Total units</b>		<b>19</b>

### Travel and Tourism—Advanced

Certificate of Achievement

Career/Technical (Major Code: 02965)

Provides students with enhanced skills and a broader background for higher-level employment in the field of travel and tourism.

BUS 147	Successful Selling Techniques	1
BUS 211	Communication in Business and Industry	3
<b>OR</b>		
BUS 212	Business Communication	3
T&T 45	Tour and Tour Guiding	3
T&T 164	Travel Destinations—South Pacific, Asia, Orient	3
T&T 258	Worldwide Cruise Travel	3
T&T 261	Advanced Computer Applications in Travel and Tourism	2
T&T 290–293	Cooperative Work Experience Travel and Tourism I–IV (2-4)	2
Plus the courses required for the Travel and Tourism—Basic certificate		19
<b>Total units</b>		<b>36</b>

# Virtual Office Professional

## Higher Education Center at Otay Mesa

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**Faculty** Maria Martinez, M.B.A.

**Department Chair** Marisa Soler-McElwain, LL.M.

### General Description

The Virtual Office Professional is designed for: 1) People who want to promote and maintain all aspects of a small business on the Internet. 2) Individuals who want to work as virtual office and administrative support professionals. The basic program provides students with the skills and knowledge required to create and maintain a virtual (Web- and technology-based) business. Entrepreneurs and people involved in a variety of enterprises can learn to conduct their business online. The Virtual Office Professional—Intermediate program focuses on key skills required for positions that utilize virtual administrative support personnel, including executive assistants and office support specialists and provides further training in creating, marketing, and managing a virtual office. Topics include time management, workplace customization, evaluation of equipment and technology, communication methods that utilize advanced technologies, and business ethics. These virtual office professionals need strong computer and technology skills which can be acquired by completion of these certificate/degree programs. Students may take a career ladder approach in achieving all three levels of the program by completing the basic certificate, finding a job in the field, and continuing their education. They can then complete the intermediate certificate and the associate in science degree while continuing to work in the field.

### Career Options

#### 1) Virtual Office for Small Business Owners/Entrepreneurs.

Entrepreneurs and people involved in a broad variety of businesses acquire skills needed to conduct their business online. By completing the Virtual Office Professional —Basic Certificate, entrepreneurs in almost any field can develop a larger base of clients by setting up and maintaining a virtual office/business. The following list includes several majors offered by the School of Business, Professional & Technical Education at Southwestern College that can be enhanced by the addition of a Virtual Professional—Basic (or higher) certificate. The geographic area served by these businesses can expand to the national, international, or global level. These majors include: accounting, bookkeeping, payroll, computer desktop support/technician, computer programming/database, eCommerce/eBusiness, event and convention planning, financial services, hospitality and tourism, insurance, international business, logistics and transportation, legal assisting/paralegal, medical/coding/medical insurance, real estate/real estate loan processing, translation/interpretation services, travel and tourism, web design/development, as well as virtual office professional.

#### 2) Virtual Office and Administrative Support Professionals.

The following list is a sample of the career options available for individuals who focus on virtual office skills. Most of these career options require a certificate or an associate degree; some require a bachelor's degree: virtual office assistant/receptionist, virtual office computer support specialist, virtual executive assistant, virtual secretary, virtual office manager/administrator, virtual office supervisor, virtual marketing assistant, and virtual web site support technician.