

COURSE OUTLINE

Travel Reservations

Course Description

HM 207. Travel Reservations. 3 hours credit. This course will enable the student to research and plan travel itineraries for the travel and tourism industry. By utilizing complete product information, codes, printed resources and sample GDS/CRS displays, reservations procedures and sales and service techniques, the student will learn how to acquire the necessary information to book air travel, car rentals, hotel accommodations and rail travel.

Course Relevance

The principles learned in this course will allow the student to understand the process of researching and making travel plans for both leisure and business travelers. The principles are relevant in designing itineraries for all types of travelers and making the appropriate reservations.

Required Materials

HM 207 Textbook:

Todd, G., & Rice, S. (2002). *Travel perspectives*. 3rd ed. Albany, NY: Delmar.

Learning Outcomes:

The intention is for the student to be able to:

1. Identify the different types of reservation resources
2. Develop critical thinking skills in regard to the responsibility of planning a client's itinerary
3. Demonstrate a working knowledge of retrieving information and planning different types of itineraries worldwide

Primary Learning PACT skills that will be DEVELOPED and/or documented in this course

Through the student involvement in this course, he/she will develop his/her ability in the following primary PACT skill areas:

1. Critical Thinking
 - Through activities conducted in class and written assignments, the student will develop critical thinking and analytical skills
2. Ethical Conduct
 - Through activities conducted in class, the student will recognize and use skills acquired in his/her responsibility in serving clients
3. Speaking Skills

- The student will deliver an oral presentation to his/her classmates on a chosen subject relating to a travel itinerary

Secondary Skills (developed but not documented)

Self-concept
 Time Management
 Teamwork
 Valuing Diversity
 Leadership
 Problem Solving
 Reading
 Writing
 Listening
 Computer Literacy

Major Summative Assessment Tasks:

These learning outcomes and primary Learning PACT skills will be demonstrated by:

1. Preparing a final project reporting service learning activities related to the hospitality industry
2. Preparing and delivering an individual project about a selected travel and tourism topic

Course Content:

- I. Themes – Key recurring concepts that run throughout the course:
 - A. Identification of different modes of transportation and how to reserve space.
 - B. Analyzing the different fares through various methods.
 - C. Responsibilities of agent to their clientele.
 - D. Selling the travel product
- II. Issues – Key issues that will be addressed in this course: areas of conflict that must be understood in order to achieve the intended outcome:
 - A. Identifying the customers needs accurately for travel
 - B. Communication skills to achieve the best outcome for the customer travel experience
 - C. Identifying the best source for reservations.
- III. Concepts – Key concepts that must be understood to address the issues:
 - A. Basics of each reservation source
 - B. Understanding the fares, policies, and needs of the client
 - C. Efficient methods of retrieving the pertinent information to make the travel experience match the customers needs
- IV. Skills / Competencies:
 - A. Discuss careers and certification in the travel profession
 - B. Discuss impact of the World Wide Web and Travel Counselors

- C. Review regulations and procedures for selling domestic and international air travel
- D. Review regulations and procedures for selling rental cars, rail travel and tours
- E. Review regulations and procedures for selling cruises

Learning Units:

- I. The Travel Professional
 - A. Careers in travel
 - B. Professional certificates
- II. Impact of the World Wide Web and Travel Counselors
 - A. The internet, a tool for counselors
 - B. E-commerce
 - C. The internet consumer
- III. United States Air Travel
 - A. Air travel basics
 - 1. Agency automation
 - 2. Agency revenue
 - 3. Airline codes
 - B. Planning flight itineraries
 - 1. Flight patterns
 - 2. Types of trips
 - 3. Time comparison
 - 4. CRS reservations
 - C. Airfares and other charges
 - 1. Normal and excursion fares
 - 2. Inventory control
 - 3. Codes and booking classes
 - 4. Fare construction
 - 5. Taxes and other fees
 - D. Basic ticketing and prepaids
 - 1. Ticketless air travel
 - 2. Electronic tickets
 - 3. Paper tickets
 - 4. Handwritten tickets
 - E. Refunds, exchanges, agency fees, & reporting
 - 1. Refund-exchange notice
 - 2. Travel agency service fees
 - 3. Reporting air sales
- IV. Selling other travel products & services
 - A. Accommodations and Rental Cars
 - B. Rail Travel
 - C. Consolidators, Charters, Group Sales & Insurance
 - D. Tours
- V. Selling cruises

- A. Basics of Cruising
- B. Cruise Pricing and Selling
- C. Client information for cruising
- VI. International air travel
 - A. Practical information for the International Traveler
 - B. International Air Travel Basics
 - C. International Airfares and Taxes
 - D. International Scheduling and Ticketing
- VII. Selling and servicing the travel client
 - A. Basic selling
 - B. Customer service

Learning Activities

Independent and collaborative learning activities will be assigned within and outside the classroom to assist the student to achieve the intended learning outcomes. Learning activities will be geared toward practices and analysis of managerial situations to understand the principles of food, beverage and labor cost control management in the hospitality industry. Field trips and guest speakers will allow the student to know what is required of managerial jobs in the hospitality industry. Student skills will be expressed by the use of computers, written assignments, examinations and oral presentations.

Grade Determination

The student will be graded on satisfactory completion of assessment tasks, learning activities, projects, and attendance, adequate participation and discussion.