TRAVEL & TOURISM CAPSTONE
Course Syllabus

Course Number: HOST-0088  
OCAS Code: 8457  
Course Length: 60 Hours  
Career Cluster: Hospitality & Tourism  
Career Pathway: Travel & Tourism  
Career Major(s): Destination Meetings and Event Management Assistant

Pre-requisite(s): This course should be completed last in the sequence of courses for this major.

Course Description: This course includes an internship component in the travel and tourism area of interest. In this course students will intern with a travel and tourism organization to apply and utilize skills gained in prerequisite courses. Professionalism, problem solving, and workplace ethics are essential for course completion.

Textbooks:
- Ergonomics: Taking Matters into Your Own Hands (DVD) by Coastal Training Technologies, Coastal Safety Environmental, (2000)
- MSDS: Read It Before You Need It (DVD) by Coastal Training Technologies, Coastal Safety Environmental, (1993)
- MSDS: Read It Before You Need It (Handbook) by Coastal Training Technologies, Coastal Safety Environmental, (1993)
- Safety 101 Bloodborne Pathogens: Take Precautions (DVD) by Coastal Training Technologies, Coastal Safety Environmental, (2001)
- Building Financial Futures: A Personal Finance Training for Educators by UCO Center for Economic Education and the Oklahoma Council for Economic Education
Course Objectives:

A. Apply Learned Skills.
1. Develop an in-depth understanding of current travel and tourism operations.  
2. Participate in a specialized internship.  
3. Research an area of concentration in the area of travel and tourism operations.

B. Exhibit excellent work habits.
1. List professional personal characteristics.  
   a. Exhibit a positive attitude.  
   b. Show respect in the workplace.  
   c. Act responsibly.  
   d. Practice courtesy.  
   e. Develop accountability.  
   f. Accept criticism positively.  
   g. Develop a professional attitude.  
   h. Demonstrate integrity, loyalty, dependability and punctuality.
2. Meet expectations of employers.  
   a. Discuss employer expectations.  
   b. Demonstrate professional traits for success in the workplace.  
   c. Exhibit professional traits that will assist in career advancement.  
   d. Develop a strong work ethic and a fundamental sense of team responsibility.  
   e. Identify ethical conduct.  
   f. Adhere to company policies, procedures, rules, and regulations.  
   g. Exercise confidentiality.  
   h. Practice punctuality and dependability.  
   i. Manage resources effectively.  
   j. Select appropriate clothing and practice good grooming and hygiene.  
   k. Follow written and oral instructions.
3. Practice ethics in the workplace.  
   a. Define and develop ethics.  
      1. Reliability  
      2. Respect  
      3. Responsibility  
   b. Demonstrate negotiation skills.  
   c. Develop moral values, ethics and etiquette.  
   d. Practice honesty, integrity and fair play.  
   e. Interact appropriately and respectfully with diverse ethnic, age and cultural groups.

C. Develop effectiveness in the workplace.
1. Demonstrate teamwork.  
   a. Practice teamwork skills.  
      1. Work in teams to improve productivity.  
      2. Work as a team to reach a common goal.  
   b. Define self-direction, responsibility and accountability.  
   c. Stress continuous improvement.  
   d. Recognize failure as part of learning.  
   e. Practice effective team communication.  
      a. Communicate professionally.  
      b. Provide and accept constructive feedback.  
   f. Practice problem solving within a team.  
2. Apply problem solving process.  
   a. Practice critical thinking skills.
b. Identify and apply problem solving techniques.
   1. Identify problem.
   2. Identify possible solutions and their consequences (e.g., long-term, short term, crisis).
   3. Identify appropriate action.
   4. Evaluate results.

3. Practice customer service.
   a. Develop excellent customer service skills.
      1. Discover customer needs and wants.
      2. Consider viewpoint of the customer.
   b. Increase value of company to your customer.
   c. Exhibit quality customer service telephone techniques.
   d. Distinguish between external and internal customer.

4. Exercise skills in time management.
   a. Prioritize goals and things that need to be accomplished.
   b. Manage effectively multiple priorities.
   c. Practice organization.
   d. Exhibit skills for project management.

D. Practice Excellent Etiquette.

4. Use business technology appropriately.
   a. Use business e-mail appropriately.
   b. Avoid inappropriate content on business computers.
   c. Incorporate time management skills while using technology.

5. Develop an understanding of diversity.
   a. List tips for learning about regional or international etiquette and customs.
   b. Define importance of studying different cultures and how it affects business situations.
   c. Exhibit an understanding of diverse cultures and respect for each.
   d. Develop intercultural communication skills.

6. Practice professional cell phone usage.
   a. Practice professional cell phone usage for business calls.
   b. Turn off or put on vibrate cell phones in business meetings.
   c. Refrain from IMing during meetings.

E. Demonstrate effective communication skills.

4. Develop professional communication skills at work.
   a. Demonstrate improved writing, speaking, and listening.
   b. Become proficient in oral communication.
   c. Identify steps to effective writing skills.
   d. View feedback as an opportunity for improvement rather than criticism and utilize different learning strategies for giving feedback.

5. Practice skills in working with difficult co-workers.
   a. Manage anger in a beneficial way.
   b. Discuss how to handle communication problems caused by language barriers.

6. Become an effective listener.
   a. Define the importance of listening.
   b. Identify benefits of being a good listener.
   c. Develop a positive attitude when listening.
F. Prepare for a successful job search.

1. Develop proper interview skills.
   a. List steps necessary in preparing for an interview.
   b. Practice appropriate interview question and answer techniques.
   c. Develop appropriate questions to ask in an interview.
   d. Avoid interview mistakes.
   e. Create a list of important benefits to ask about.
   f. List positive traits for employers to consider.

2. Create a plan for the job search.
   a. Explore potential career paths.
   b. Practice Career Planning.
   c. List places to find information regarding potential employment opportunities.
   d. Locate a job utilizing both traditional and non-traditional services.
   e. List possible avenues and skills for networking.
   f. Demonstrate knowledge of looking for a job on-line.
   g. Model necessary skills to obtain results at job fairs.
   h. Explain ways to remain positive and motivated in a job search.

3. Design and create effective job search documents.
   a. Write a resume.
      1. Prepare a list of topics to include in a resume.
      2. Incorporate “sales” techniques in your resume.
      3. Research and analyze company and job description in order to match skills to company needs.
      4. Target job strengths.
      6. Design an effective electronic resume.
      7. Format an attractive resume.
   b. Compose a cover letter.
   c. Create a portfolio.

4. Utilize the application process.
   a. List types of information needed for application.
   b. Collect job-relevant information for an application.
   c. Ensure application information is accurate.
   d. Compose a cover letter.
   e. Complete application accurately online.
   f. Discuss preparation techniques for applying in person.
   g. List steps in application follow-up.
   h. Check for accuracy and neatness on your application.

5. Respond to job offers.
   a. Handle rejection.
   b. Evaluate job offer.
      1. Review factors to consider before accepting a job.
   c. Choose best job offer.
   d. Negotiate job offer.

G. The Following Options are Approved for Work-Based Experience (WBE) in all Programs.

1. Clinical: In most cases, a group of students assigned to worksites with the instructor being available onsite.
2. Cooperative Education: A paid part-time work experience in which the student
is released from school for part of the day.

3. Enterprise: A small business operated within the program that replicates a business in the larger community.

4. Expert in Residence: An industry expert regularly visits the school to work with students and instructors, and hosts them at worksite (also may be online “visits”)

5. Internship: An on-the-job training experience that is highly selective and intensive. May require a commitment to additional training beyond high school or subsequent employment at the worksite, which may include mentoring or online experience, and service learning.

6. Integrated Project: A special project integrating studies/experiences from two or more program areas of TTC, exploring career directions and connections.

7. Job Shadowing: A student "shadows" an employee at a worksite to learn about a particular skill, occupation or industry.

1 ODCTE objective
2 Required TTC objective
3 KeyTrain Career Skills aligned objective
All unmarked objectives are TTC instructor developed.

Teaching Methods: The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

Grading Procedures: 1. Students are graded on theory and shop practice and performance.
2. Each course must be passed with seventy percent (70%) or better.
3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

Description of Classroom, Laboratories, and Equipment: Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

Available Certifications/College Credit
The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.

College Credit Eligibility: The student must maintain a grade point average of 2.0 or better.