



Certificate in International Travel and Tourism

MODULE 1

Lodging – Meeting Guest Needs

- The Evolution of Hotels
- The History of Hotels - The Evolution of the Motel
- Classifications of Hotel Properties
- Hotels Classified by Price - Hotels Classified by Function
- Hotels Classified by Location
- Hotels Classified by Market Segment
- Other Hotel Classifications
- Types of Travelers
- Business Travelers - Other Segments
- International Travelers
- Anticipating Guest Needs in Providing Hospitality Service
- Service, Service, Service
- Employees as the Internal Customers
- Summary
- Key Words and Concepts
- Review Questions & Submissions
- Course Work Submissions

MODULE 2

Tourism: Front & Center

The Importance of Tourism
Factors Affecting Travel and Tourism Income Trends - Demographics
Travel Trends
Mode of Travel - Trip Duration
The Economic Significance of Tourism
Tourism and Employment - Publicity as an Economic Benefit
The United States as an International Tourist Attraction
Measuring the Volume - Reasons for Growth of the United States as a Destination
Businesses Serving the Traveler
Passenger Transportation - Channels of Distribution - Reservation Networks
Noneconomic Effects of Tourism
Crowding - Favorable Noneconomic Effects
The World After COVID 19 – Effects on Tourism
Summary
Key Words and Concepts
Review Questions & Submissions
Course Work Submissions

MODULE 3

Destinations: Tourism Generators

Motives and Destinations
Mass-Market Tourism
Planned Play Environments
Theme Parks - Themes Scale - Regional Theme Parks Themes and Cities
Employment and Training Opportunities - Casinos and Gaming
Las Vegas - Atlantic City - Mississippi Gulf Coast
Other Markets - Casino Markets and the Business of Casinos - Casino Staffing
Urban Entertainment Centers
Shopping Centers - Zoos, Sanctuaries, and Aquariums
Temporary Attractions: Fairs and Festivals
Natural Environments on a Lighter Note
Summary
Key Words and Concepts
Review Questions & Submissions



The goal of the education

The goal of the education is that the student, after completing the education, has acquired the knowledge required for qualified and independent work in the field.

Eligibility requirements

No special eligibility requirements

Assessment criteria

After completing the education, with a passed result on all assignments and tests, the student receives a certificate.

The main teacher for the education is the one who examines the student.

Degree title

Certificate in International Travel and Tourism

Extent of education

The studies are conducted at any study pace and include about 2 and a half weeks of full-time studies.