

TRAVEL AND TOURISM
Program Advisory Committee Meeting
January 30, 2002

Summary Notes

Present:	Ms. Beverly Brohlin	Ms. Cynthia Miller
	Ms. Susan Burks	Ms. Anne Haralson Nail
	Ms. LeaAnn Fulton, Chair	Ms. Peggy Reed
	Mr. David Hernandez	Mr. Robert Sloger
	Mr. Jerry Holt	Col. Don Watson
	Ms. Wanda Knightstep	Ms. Katie Wright
	Ms. Catheryne Lankford	Mr. William Zejda
	Mr. Anthony Leal	
Absent:	Ms. Frances Abernathy	Ms. Sally Harbeson
	Ms. Daphne Adkins	Mr. Todd Hering
	Ms. Kovette Bradley	Ms. Deborah Hornsby
	Dr. R. E. Byrd	Mr. Warren Hoye
	Ms. Leslie Cagle	Ms. Joan Coupe Osborn
	Ms. Dana Casillas	Ms. Phyllis Payne
	Ms. Anne Christian	Ms. Cheryl Poitevint
	Mr. Tom Collins	Mr. Tom Polson
	Ms. Christine Cummings	Dr. Fred Williams

The Travel and Tourism Advisory Committee met for a luncheon at 11:30 a.m. at Amarillo College in the Private Dining Room. Anne Nail, Chair of the Management Department, welcomed the committee members and Catheryne Lankford, Coordinator of the Travel and Tourism Program, introduced everyone.

LeaAnn Fulton has agreed to continue as the chairman of the Travel and Tourism Advisory Committee. She is also a part-time instructor for the program. Catheryne said she is a great addition and welcomes her support. She also told the committee that she appreciates their participation and support in making Travel and Tourism such a good program. Wanda Knightstep and Cynthia Miller were recognized as being in the first class that graduated, and Catheryne, LeaAnn, and Jerry Holt were among the original members of the advisory committee. They have been extremely instrumental in designing the Travel and Tourism program.

Advisory Committee Handbook

Since several of the committee members are new, LeaAnn gave everyone a copy of the *Amarillo College Advisory Committee Handbook* which defines the functions and responsibilities of advisory committee members.

Travel and Tourism Brochure and Program

Anne Nail handed out the new Travel and Tourism Program brochure. The brochure has been designed in a new format with inserts listing each degree plan. Anne reviewed the curriculum in the Associate of Applied Science degree, Certificate of Completion, and Hospitality Short-Term Certificate.

The Southern Association of Colleges and Schools (SACS) ruled that ENGL 1302: Freshman Composition II will not be accepted as a Humanities course under the Core Curriculum requirements in the A.A.S. degree. Freshman Composition II will be replaced on the degree plan with a Humanities or Fine Arts course.

The sixteen-hour Hospitality Short-Term Certificate, created specifically for the hospitality industry, was added to the Travel and Tourism program in the Fall of 2000. Currently there are no students in the program. Since the courses required are also included in the A.A.S. degree and the Certificate, Catheryne stated that this is a good way to get students started in the program.

In response, Peggy Reed stated that every front desk clerk in the hospitality industry should take Introduction to the Hospitality Industry, a three-hour course, and Customer Service, a one-hour course. The two courses would cost a total of \$105 (in district) and \$141 (out of district). The books are approximately \$120. Anne asked the committee to help identify employees who need these courses and to encourage them to enroll. Jerry Holt stated that this certificate would be less expensive than sending an employee out of town to school. He suggested the committee develop a promotional piece on the two courses, present it in a PATH meeting in April or May, and encourage hotel employers to pay part or all of their employee's tuition. He also said he would take the information to the PATH board. Katie Wright and Anthony Leal from the Holiday Inn and Peggy Reed volunteered to serve on the committee.

Travel and Tourism Certificate - Addition of Course

Currently most of the Travel and Tourism students are choosing the one-year Certificate of Completion instead of the two-year degree, because they are anxious to move into the industry or are already working in the industry. It would benefit the students to have a practical, capstone course that includes field observation. Catheryne suggested that TRVM 2377: Travel Career Development be added to the Certificate. She said the majority of students want to take this course, but since it is outside the requirements of the Certificate, students would have to take the Texas Academic Skills Program (TASP) entrance exam to enroll in the course. Certificates of 42 hours or less are TASP waived. Including the Travel Career Development course in the Certificate program will increase the number of hours required for completion from 38 to 41. The committee decided not to delete any of the current courses. Peggy Reed moved to include Travel Career Development in the Certificate program, Katie Wright seconded and the motion was passed by the advisory committee.

Field Observation

Catheryne thanked those who are participating in the field observation portion of Career Development this semester. This gives the Travel and Tourism students the opportunity to observe the industry at work.

Additional Business

Colonel Don Watson, Director of Education of the Texas Aviation Historical Society, informed the committee about English Field which was the old Trade Winds Airport. There is going to be a Space Camp using NASA curriculum at WTAMU on July 29 - August 3 for 6th, 7th and 8th graders. Don said if you would like to help with the Space Camp, please give him a call. There are plans for an Aerospace Education Annex, Museum and Research Library in Canyon. An Air Show is tentatively scheduled for July 27 - 28.

Minutes from the December 6, 2000 meeting were reviewed. Upon a motion by Cynthia Miller, seconded by Peggy Reed, the minutes were approved.

Catheryne said that tourism is alive and well. She asked the committee to put the word out and to let prospective students know that there are jobs available. Anne asked the committee to let her know of any ideas on how to better reach potential students.

Catheryne and Anne thanked the committee for attending the meeting and for their guidance in designing a quality Travel and Tourism Program at Amarillo College. The meeting was adjourned at 1:05 p.m.

Respectfully submitted,

Beverly Brohlin
Administrative Assistant
Business Division

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