

HTT A156: CRUISING AND VACATION PACKAGES

Item	Value
Curriculum Committee Approval Date	03/11/2020
Top Code	300900 - Travel Services and Tourism
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

Course Description

Cruising is one of the fastest growing segments of the travel industry. Learn the basics of the cruise product including ship and cruise line terminology, applications and selling techniques. Cruise lines, ships and their destinations are identified. Students will learn the essentials of selling vacation packages and tours, including the latest trends, itinerary planning, and the technologies available to travel/tourism consultants in the leisure, recreational, and corporate travel markets. Does not train to work aboard ship. ADVISORY: ENGL A099 or equivalent. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Identify client needs and preferences, select and book a cruise and or vacation package.

Course Objectives

- 1. Identify and be able to answer typical client questions about cruising.
- 2. Determine cruise benefits.
- 3. List and explain four types of cruises.
- 4. Describe three types of special interest cruises.
- 5. Identify major North American cruise area.
- 6. Describe various references for cruises.
- 7. Become familiar with the popular trends in cruising including incentive travel, group travel, meeting and convention planning, inbound tourism, international travel, and niche travel.
- 8. Demonstrate familiarity with embarkation points, ports-of-call, and attractions in each cruise area.
- 9. Analyze of cruise brochures.
- 10. Describe: a. Typical shipboard activities. b. Shore excursions. c. Ship facilities. d. Ship crew.
- 11. Identify and be able to answer typical client questions about packages and tours.
- 12. Specify the benefits of tours for the traveler and for the travel professional.
- 13. List and describe the various components of a tour and tour brochure.

- 14. Identify and explain five types of special interest tours.
- 15. Interpret tour information found in brochures and reference publication.
- 16. Utilize tour brochures as a sales tool and booking recourse.
- 17. Describe various references for developing tours.
- 18. Compare the features, benefits and pricing of various tours and vacation packages.
- 19. Become familiar with the popular trends in travel including incentive travel, group travel, meeting and convention planning, inbound tourism, international travel, and niche travel.
- 20. Name five popular vacation package and tour destinations in North America.
- 21. Explain the function of Tour Operators/Wholesalers.
- 22. Demonstrate vacation package and tour booking procedures.
- 23. Analyze brochures and e-marketing.
- 24. Explore the differences in individual and group booking procedures.

Lecture Content

Cruise Industry Impact on travel Cruise classifications Destinations Types of cruises Cruise Product References and resources Print resources Deck plans Density Rate structure Legal clauses Refund/cancellation policies. Non automated reservations procedures Types of clients Group Incentive Meetings and conventions In bound tourism International travel Niche travel Sales and training Tour product Components of tours Tour destinations Types of vacation packages and tours, Print and electronic resources Impact on travel References and resources Reservations and sales Print resources Density Rate structure Legal clauses Refund/cancellation policies Types of clients Group Incentive Meetings and conventions In-bound tourism International travel Niche travel Sales and training Analysis and comparison of various tour companies and their programs Independent packages and escorted group tours Psychology of selling tour packages Booking procedures Special interest tours (adventure, sports, enrichment, business, etc.).

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, handouts, case studies, group participation, video demonstration, discussion, student projects, computer modules, skill simulations, and field trips.

Reading Assignments

Students are expected to engage in a minimum of nine hours in out-of-class activities to enhance their learning, weekly. This can include, one or more of the following: Read assigned modules and chapters prior to class arrival. Read posted hospitality and travel articles in Blackboard. Read posted discussion topic, research and participate in the argument. Research journal topics.

Writing Assignments

Students are expected to engage in a minimum of nine hours in out-of-class activities to enhance their learning, weekly. This can include, one or more of the following: Problem-solving exercises will include written comprehensive responses. Cognitive responses to classroom

lecture/demonstration/online discussion will be required. Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques. Journal of observations and experiences. Present a professional portfolio journaling learning outcomes.

Out-of-class Assignments

Students are expected to engage in a minimum of nine hours in out-of-class activities to enhance their learning, weekly. This can include, one or more of the following: Complete an interview with an industry professional Prepare a written and oral report. Conceptualization, evaluation, synthesis and interviewing outcomes Access and develop internship objective plan based on an area of specialization. Complete an in-depth analysis of journal topics.

Demonstration of Critical Thinking

All course objectives require critical thinking. To apply the objectives, students will be required to: Participate in class discussion and other interactive classroom work Use theory to support writing assignments Research, evaluate and organize information in order to present a presentation on an assigned topic Evaluate the presentations of others

Required Writing, Problem Solving, Skills Demonstration

Complete course appropriate projects Satisfactory evaluation Demonstrate various approaches to professional critical thinking and problem solving Development of professional standards Exhibit skills acquired and applied in certificate option as applied in professional situations Attendance and participation are fundamentals for successful completion. Present a professional portfolio documenting a cruise and vacation package.

Eligible Disciplines

Hotel and motel services: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Travel services (dispatching): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Marc Mancini. The CLIA Guide to the Cruise Industry, latest ed. Delmar, 2014 2. Required Marc Mancini. Selling Destinations, latest ed. Delmar, 2012

Other Resources

1. Required: Students must have routine access to reliable computer, internet, and mobile communication device with adequate Internet and SMS/video/camera capabilities.