



# Travel I40: Travel Industry Sales, Service, and Marketing

## Fall 2014 / Section 8214

### Welcome to Travel I40!

I'm thrilled to have you in class this semester. I have worked professionally in the travel industry for 16 years, and without a doubt, I can say it is one of the most exciting, personally fulfilling, financially rewarding, and gratifying industries to be in. It is my hope that you'll experience a small piece of it this semester.

#### **Instructor:**

Jason Coleman, CTC, ECC, CLS, LCS, DS  
Email: [colemajc@wlaac.edu](mailto:colemajc@wlaac.edu)  
Tel: (424) 262-9522

#### **Office Hours:**

Online office hours via the chat feature in Etudes will be scheduled once per week. Check the course schedule for chat schedule. Chats will occur at different times each week to accommodate student schedules in the distance learning environment.

### Course Description & Learning Objectives/Outcomes

**Catalog/Schedule Description** What is the most important element to business excellence? Your ability to connect with your customers. Discover the secrets to selling travel profitably, effectively serving customer needs and successfully marketing the travel product. (3 units)

**Course Objectives** Upon successful completion of this course, students will be able to:

1. Relate how the travel distribution system works; describe the difference between commodities and experiences; identify buying motives
2. Apply welcoming strategies; qualify the client and determine their needs
3. Recommend the correct solution to needs; compare/contrast presentation styles; apply closing techniques
4. Analyze service strategies; define service jargon; identify and apply service excellence
5. Explain the structure of a marketing plan; define the difference between advertising and publicity; recommend favorable destination channels for each product
6. Compare/contrast the strengths and weaknesses of the Internet vis a vis the traditional sales market
7. Explain what a niche is; appraise major niches in travel; explain the difference between demographics and psychographics
8. Discuss the difference between a per-capita group and an affinity group; calculate a tour budget
9. Apply past lessons to today; evaluate a complaint and deal with it successfully
10. Assess future trends; identify potential opportunities

**Student Learning Outcomes (SLO)** This course will also facilitate the following student learning outcomes:

- A. **Institutional SLO** Critical thinking: Analyze problems by differentiating fact from opinions, using evidence and using sound reasoning to specify multiple solutions and their consequences.

- B. **Program SLO** Communication: Effectively communicate thought in a clear, well organized manner to persuade, inform, and convey ideas in academic, work, family, and community settings.
- C. **Course SLO** At the end of this course, students will utilize established methodology of arriving at marketing decisions through internet resources and interviews; they will have the ability to interpret and action marketing and sales approaches through use of marketing plans for the hospitality or travel service of their choice.

## Required Text

*Connecting With Customers: How to Sell, Service, and Market the Travel Product* (2nd edition) by Marc Mancini, Ph.D. Publication Date: 2014

\*\*\*NOTE\*\*\* **This textbook is ONLY available from the WLAC bookstore.** The version available online at Amazon and other websites is the 1st edition. DO NOT purchase this edition. It is not the same as the text we will be using in this course.

## Course Requirements and Guidelines

**Quizzes** Quizzes will be given for each unit to ensure that you are keeping up with the textbook readings and lectures. Quizzes must be taken by Sunday night at 11:59 p.m. before the unit closes (check the course schedule for specific dates). Quizzes are timed and you must complete the quiz in the time allotted. There are a total of 8 quizzes. I will drop your lowest quiz score, so your final grade will be based on 7 scores. Because of this consideration, missed quizzes cannot be made up.

**Assignments** A reflection essay assignment accompanies each unit and is designed to reinforce and supplement the reading material and lectures. Assignments must be submitted by Sunday night at 11:59 p.m. before the unit closes (check the course schedule for specific dates). Late assignments will not be accepted. Do not email me your assignments. They are to be submitted via instructions in the Etudes portal. There are a total of 8 assignments. I will drop your lowest assignment score, so your final grade will be based on 7 scores. Because of this consideration, missed assignments cannot be made up.

**Discussion Forum** Despite being an online course, students are expected to have active class participation. Participation will be evaluated by your response and activity in Etudes discussion forums. Each unit will include a group discussion about a topic covered during the unit. Students must provide (a) their own response to every discussion topic/question by Sunday night at 11:59 p.m. in week one of each unit and (b) at least two responses to another class member on each discussion topic/question by Sunday night at 11:59 p.m. of week two of the unit. Thus, for each unit discussion topic/question, you should have at least three postings. Your responses should be well articulated and substantial. Clearly indicate your main idea or point of view and support it with facts, logic, and references as appropriate. Simply stating, for example, "Yes," "No," "I agree," or "I don't think so" is not acceptable and will not be considered as participation. As a guideline, original posts should be at least 250 words, and replies to your classmates should be at least 150 words.

**Case Study** Your semester-long project will be a sales, service, and marketing paper. A case study is a description of a management situation. You will be provided with a case description paper which outlines the issues involved and provides text and exhibits for you to review and understand. You will research the case and write a paper that incorporates information you've learned in this course. A complete project description and requirements list will be provided shortly into the semester.

**Final Exam** Your final exam is a comprehensive review of all the topics covered in this course. The exam will consist of 100 short answer (multiple choice, true/false, fill-in-the-blank) style questions and several mini essay responses.

## Grading

Your final grade will be based on a combination of several different types of learning and skill evaluations:

Grading Components/Weighted Value		Final Grading Scale
Quizzes (8 unit quizzes, lowest grade dropped)	20%	A = 90-100% B = 80-89% C = 70-79% D = 60-69% F = <60%
Assignments (8 unit assignments, lowest grade dropped)	20%	
Discussion Forum (8 unit discussions, lowest grade dropped)	20%	
Case Study	20%	
Final Exam	20%	
BONUS POINTS: Blue Sky Symposium	<10%	

Each student has the opportunity to earn up to a maximum 10% in their overall grade based on their participation in the Blue Sky Symposium being held on campus on December 11 (more details will be available during the semester).

## Our Online Classroom

In order to log into your online course, you need to know your ETUDES User ID and Password. Please follow the ETUDES login instructions below.

### ETUDES User ID

First 2 letters of first name +

First 2 letters of last name +

Last 5 digits of Student ID # (Not your Social Security #)

Example:

Jose Garcia has the following Student ID: #880123456

Based on this example, Jose's ETUDES User ID would be = joga23456

### ETUDES Password

MonthDay of birth in school records

(Type using all lower case letters)

Example:

Jose Garcia's birthday is April 11th, 1982 (04/11/82). Based on this example, Jose's ETUDES Password would be 0411.

NOTE: This is a permanent account that you will use for all ETUDES courses for this term and all subsequent terms. Your login information does not get reset from term to term. If you change your password, the change will apply to all of your current and future courses. Please save your login information for future reference.

Further information about ETUDES is available here: <http://www.wlac.edu/online/login.asp>

- Accessing ETUDES
- System Requirements
- Student Guide to ETUDES
- ETUDES Demonstration Videos
- ETUDES Frequently Asked Questions

## **Class Policies**

**Attendance** Online classes provide students with flexibility and convenience. They are not designed as a substitute for regular interaction and class work. Just as excessive absenteeism is not tolerated in an on campus class, you are expected to diligently work through each unit in a timely manner in this online environment. I have the ability to monitor your activity, see how often you log into the course, and how much time you spend in each unit. Since participation is critical to your success and final grade, absenteeism will be defined as not logging into the course modules, and/or failure to submit work for a given unit. If you do not submit any of the three components (quiz, activities, and assignment) in any single unit, I may drop you from this class for excessive absenteeism. If you have a problem, do not let it snowball. Contact me immediately. Students are expected to ask questions and obtain help from instructor via email and/or during office hours.

**“Netiquette” and “Civilogue”** This semester, you may participate in virtual office hours chats. The term “netiquette” is a combination of the words internet and etiquette. The term “civilogue” is a combination of the words civil and dialogue. Both terms, as well as the words used to create them, are essential to the class. You may not agree with the views and opinions expressed by your peers, but you don’t have the right to be disrespectful. Personal attacks, profanity, vulgarity, and comments that are not productive additions to the conversation will not be tolerated. Online comments will be deleted and you will not receive credit for the assignment.

**Final Exam** In accordance with college policies, all students are required to complete the final exam. Any student who does not participate and complete the final examination (scheduled December 15-21, 2014), may receive an automatic “F” grade for the semester, regardless of the work completed to that point.

**Contacting Me** Email is the best and quickest way to contact me. Thanks to modern technology, my email is linked to my phone. Therefore, excuses such as, “I tried to contact you but (fill in the blank)” will not work. If you have a problem, do not let it snowball. Contact me immediately. Students are expected to ask questions and obtain help from instructor via email and/or during virtual office hours chats.

For more information refer to this link:

[http://www.wlac.edu/academics/pdf/WLAC\\_12-14Catalog\\_Policies.pdf](http://www.wlac.edu/academics/pdf/WLAC_12-14Catalog_Policies.pdf)

## **College Policies**

**Academic Integrity (Plagiarism)** In accordance with code 9803.28, academic dishonesty is prohibited and will not be tolerated in this class. Violations of academic integrity include, but are not limited to, the following actions: cheating on an exam, plagiarism, working together on an assignment, paper or project when the instructor has specifically stated students should not do so, submitting the same term paper to more than one instructor, or allowing another individual to assume one’s identity for the purpose of enhancing one’s grade. Academic dishonesty of any type, such as cheating or knowingly furnishing false information, by a student provides grounds for disciplinary action by the instructor or college. In written work, no material may be copied from another without proper quotation marks, footnotes, or appropriate documentation. Plagiarism will result in a zero for the assignment, possible dismissal from the class and disciplinary action from the college. You will not receive credit for any essay missing previous drafts, citations and/or a Works Cited page.

**Student Conduct** According to code 9803.15, disruption of classes or college activities is prohibited and will not be tolerated. Refer to the catalog and the Standards of Student Conduct in the Schedule of Classes for more information.

**Recording Devices** State law in California prohibits the use of any electronic listening or recording device in a classroom without prior consent of the instructor and college administration. Any student who needs to use electronic aids must secure the consent of the instructor. If the instructor agrees to the request, a notice of consent must be forwarded to the Vice President of Academic Affairs for approval.

For more information refer to this link:

[http://www.wlac.edu/academics/pdf/WLAC\\_12-14Catalog\\_Policies.pdf](http://www.wlac.edu/academics/pdf/WLAC_12-14Catalog_Policies.pdf)

## **Campus Resources**

As stated earlier in this syllabus, if you are having problems, don't let them snowball. Come and talk with me and check out some of the campus resources available to you.

### **Office of Disabled Student Programs and Services (DSP&S)**

Heldman Learning Resources Center (HLRC), Room 119 | (310) 287-4450.

West Los Angeles College recognizes and welcomes its responsibility to provide an equal educational opportunity to all disabled individuals. The Office of Disabled Students Programs and Services (DSP&S) has been established to provide support services for all verified disabled students pursuing a college education. DSP&S students may qualify for: priority registration, registration assistance, special parking permits, sign language interpreters and assistive technology.

### **Instructional Support (Tutoring) & Learning Skills Center**

Heldman Learning Resources Center (HLRC) | (310) 287-4486

Improve your reading, language, vocabulary, spelling, math fundamentals and chemistry knowledge with convenient, self-paced computer-aided courses in the Learning Skills Center. Increase your knowledge and learning success: sign up for tutoring in various college subjects.

### **Library Services**

Heldman Learning Resources Center (HLRC) | (310) 287-4269 & (310) 287-4486

The WLAC Library provides instruction on how to use the online catalog, periodical and research databases. In addition to a large collection of books, periodicals and videos the WLAC Library has course textbooks which students may use while in the Library. Web access is available in LIRL as well as meeting rooms. The upper floors provide a beautiful view ideal for study.

For more information refer to this link:

[http://www.wlac.edu/academics/pdf/WLAC\\_12-14Catalog\\_Support.pdf](http://www.wlac.edu/academics/pdf/WLAC_12-14Catalog_Support.pdf) and [http://www.wlac.edu/academics/pdf/WLAC\\_12-14Catalog\\_Services.pdf](http://www.wlac.edu/academics/pdf/WLAC_12-14Catalog_Services.pdf)

## **Important WLAC Dates**

<b>Fall Semester 2014: Traditional Semester</b>	
Monday-Friday Classes Begin	Tuesday, September 2
Saturday Classes Begin	Saturday, September 6
Finals Week	December 15-21
Last Day to add Traditional Classes	Friday, September 12 (in person)
Last Day to Drop a Class without a Fee	Friday, September 12
Last Day to Drop a Class without a "W"	Friday, September 12

<b>Fall Semester 2014: Traditional Semester</b>	
Last Day to Drop with a "W"	Friday, November 21
Last Day to File Pass/No Pass	Friday, September 12
Graduation Petition Accepted	April 28 - November 14
Campus Closed	Labor Day, September 1 Veteran's Day, November 11 Thanksgiving, November 27-30

### **A Note About Course Work Expectations**

In my experience, many students are unclear about the work expectations for college courses. The standard total weekly work time equals three times the credit units for the course. As a three unit course, Travel 140 is 9 hours of course work per week. This is a weekly average students should expect to invest in order to be successful over the duration of the semester.

Here is a weekly sample of the time required to complete activities related to the course:

1.5 hours	Lecture
2 hours	Reading
.5 hour	Quiz
1.5 hours	Assignments
1 hour	Discussion
1.5 hours	Case Study
1 hour	Preparation for final exam

### **Other Travel Courses -- Fall 2014**

#### **TRAVEL 155      TOUR ESCORTING, PLANNING AND OPERATIONS      3 Units**

DESCRIPTION: Tour conducting, guiding and planning are among the most rewarding and sought after careers in travel. Explore the appeal of tours, job strategies, cross-cultural sensitivity, client psychology and anticipating customer and supplier needs.

#8216 / P. MIELE

*pfmiele@sbcglobal.net*

## Class Schedule

NOTE: Units start on Monday and close at Sunday, 11:59 p.m.

<b>Week/Date</b>	<b>Content/Topics</b>	<b>Assignment/Reading</b>
Unit 1 September 2-14, 2014	<b>The Basics of Sales, Service, and Marketing</b> “Virtual” Office Hours Chat: Thursday, September 4, 5-6pm “Virtual” Office Hours Chat: Wednesday, September 10, 11am-12noon	<ul style="list-style-type: none"> <li>• Read and accept syllabus</li> <li>• Student profile survey</li> <li>• Read chapter 1 (pages 1-23)</li> <li>• Unit 1 quiz</li> <li>• Unit 1 discussion</li> <li>• Unit 1 assignment</li> </ul>
Unit 2 September 15-28, 2014	<b>Welcoming Customers and Determining Their Needs</b> “Virtual” Office Hours Chat: Monday, September 15, 8-9am “Virtual” Office Hours Chat: Tuesday, September 23, 11am-12noon	<ul style="list-style-type: none"> <li>• Read chapter 2 (pages 25-50)</li> <li>• Unit 2 quiz</li> <li>• Unit 2 discussion</li> <li>• Unit 2 assignment</li> </ul>
Unit 3 September 29-October 12, 2014	<b>Recommending Solutions and Addressing Concerns</b> “Virtual” Office Hours Chat: Monday, September 29, 3-4pm “Virtual” Office Hours Chat: Tuesday, October 7, 11am-12noon	<ul style="list-style-type: none"> <li>• Read chapter 3 (pages 51-75)</li> <li>• Unit 3 quiz</li> <li>• Unit 3 discussion</li> <li>• Unit 3 assignment</li> </ul>
Unit 4 October 13-26, 2014	<b>Enhancing the Sale and Achieving an Agreement</b> “Virtual” Office Hours Chat: Friday, October 17, 8-9am “Virtual” Office Hours Chat: Wednesday, October 22, 12noon-1pm	<ul style="list-style-type: none"> <li>• Read chapter 4 (pages 77-104)</li> <li>• Unit 4 quiz</li> <li>• Unit 4 discussion</li> <li>• Unit 4 assignment</li> </ul>
Unit 5 October 27-November 9, 2014	<b>Serving the Travel Customer</b> “Virtual” Office Hours Chat: Monday, October 27, 1-2pm “Virtual” Office Hours Chat: Monday, November 3, 10-11am	<ul style="list-style-type: none"> <li>• Read chapter 5 (pages 105-126)</li> <li>• Unit 5 quiz</li> <li>• Unit 5 discussion</li> <li>• Unit 5 assignment</li> </ul>
Unit 6 November 10-23, 2014	<b>Marketing Travel</b> “Virtual” Office Hours Chat: Tuesday, November 11, 9-10am “Virtual” Office Hours Chat: Wednesday, November 19, 4-5pm	<ul style="list-style-type: none"> <li>• Read chapter 6 (pages 127-151)</li> <li>• Unit 6 quiz</li> <li>• Unit 6 discussion</li> <li>• Unit 6 assignment</li> </ul>
Unit 7 November 24-December 7, 2014	<b>Special Topics</b> “Virtual” Office Hours Chat: Tuesday, November 25, 11am-12noon “Virtual” Office Hours Chat: Thursday, December 4, 5-6pm	<ul style="list-style-type: none"> <li>• Read chapter 7 (pages 153-179)</li> <li>• Unit 7 quiz</li> <li>• Unit 7 discussion</li> <li>• Unit 7 assignment</li> </ul>

<b>Week/Date</b>	<b>Content/Topics</b>	<b>Assignment/Reading</b>
Unit 8 December 8-14, 2014	<b>Your Future in Sales, Service, and Marketing</b> <u>Blue Sky Symposium: Thursday, December 11, WLAC Campus</u> “Virtual” Office Hours Chat: Friday, December 12, 1-2pm	<ul style="list-style-type: none"> <li>• Read chapter 8 (pages 181-193)</li> <li>• Unit 8 quiz</li> <li>• Unit 8 discussion</li> <li>• Unit 8 assignment</li> <li>• Case study paper due Sunday, December 14</li> </ul>
FINAL EXAM WEEK December 15-21, 2014	<b>Final Exam Week</b>	<ul style="list-style-type: none"> <li>• Final exam</li> </ul>

# Student Acknowledgment

(Please return this sheet to the instructor)

“I \_\_\_\_\_, have completely read this syllabus and understand and agree to the course requirements.”

Please indicate below, any special needs or circumstances that may have some impact on your work in this class, and for which you may require special accommodations, including but not limited to physical or mental disabilities, inability to arrive in class on time or need to leave class early, observance of religious holidays, etc.

Special needs or circumstances: