

## Travel Geography 135 On-Line Syllabus

DESCRIPTION OF COURSE: The student will become familiar with the major attractions, tourist centers, climatic patterns, lodging choices, travel options and traveler motivations for European and Middle Eastern Travel 135, Ticket No. 8213 -- Instructor: Peter Miele Destinations.

### STUDENT LEARNING OUTCOMES:

1. Student ability to understand and evaluate tourism practices and principles-utilizing critical thinking.
2. Student's effective use of English language in concert with other students and instructor.
3. Student's usage of cultural diversity to determine destination best suited for client interested in most travel education and value for budget.
4. Student's usage of interpersonal skills to absorb and pass on to client best features of geographic areas for travel.

### STUDENT LEARNING OUTCOMES (SLOs):

West Los Angeles College is committed to student success through a set of core institutional Student Learning Outcomes.

Student Learning Outcomes  
Core Institutional SLOs  
Outcome of Communication

Method/  
Source

of Communication

Method of Assessment

Analysis of Assessment &

Change for Improvement

Critical Thinking

Student ability to read and listen to internalize written and lecture information for understanding needed to evaluate and apply hospitality practices, principles and procedures

Lecture

Text

Handouts

Emailed information

National, regional, local government and commercial web sites

Library resources

Trade publications

Web sites

Participation in class discussions

Identification of correct choices on tests

Evaluation for effectiveness is continuously made through in-class monitoring of student feedback and test accomplishment.

Ability to select functions in a multilayered hospitality setting providing direction for individual guest needs

## Communication

Effective use of written English language

Successful written and verbal communication

Ability to effectively communicate, in writing and verbally, with other students and the instructor in discussions and tests.

## Quantitative Reasoning

Understanding financial relationships relative to hospitality costs and pricing for sales and business profitability

Ability to correctly compute distances and timings of flights, driving distances and travel costs

Self Awareness /

Interpersonal /

Diversity

Ability to place ones self in the total scheme of a guest relationship, in a new destination, country and new culture

Learning to interact with other cultures

Ability to show confidence and sensitivity to other cultures in client counseling and sales simulations

Civic Responsibility / Ethics

Application of knowledge of American culture, ethics, academic & business standards

Familiarization with and application of American and foreign standards, hospitality rules and laws

Student application of knowledge of the American and other culture ethics, and legal systems resulting in positive outcomes for clients

Technological Awareness

Successfully use the computer/internet for research and communicati

**COURSE OBJECTIVES:** 1. To empower the student to understand the importance of geographic knowledge to the sale of travel. **DESTINATIONS OF THE WORLD ARE TRAVEL'S PRODUCTS.**

2. To utilize this knowledge in the more efficient and effective counseling of clients' travel needs and desires, as far as European and Middle Eastern Destinations are concerned. 3. Geographic knowledge

of travel areas can assist the student in the cross-selling and up-selling of pertinent travel

products to clients.

**COURSE REQUIREMENTS:** In addition to the three exams and reading assignments from the textbook,

there will be discussion of material covered, plus extra material brought in through website study,

homework assignments regarding areas covered, and a project covering one country or area included

in class.

**GRADING OF COURSE:** A total of 370 points are possible to earn, as follows:

**EXAMS:** ....A Quiz, 25 points possible; A Mid-Term, 50 points possible, a Final Exam, 75

points possible=150 points

DISCUSSION QUESTIONS & CLASS PARTICIPATION: 50-75 points possible, with five or more

general discussions, and class contributions.

ASSIGNMENTS: Homework based upon chapters studied, 10 in all, totaling: 120 Points

PROJECT: Pick out a tour or river cruise from one of two

websites: [www.globusandcosmos.com](http://www.globusandcosmos.com)

or [www.trafalgar.com](http://www.trafalgar.com), and design a three-five paragraph sales letter, as to why you feel this is an ideal program for an individual family or a group. Mention what the program includes, and approximate costs. PLEASE USE YOUR OWN WORDS AS TO WHY YOU FEEL THIS IS THE

RIGHT PROGRAM FOR THE CLIENTS-DO NOT MERELY COPY SALES PITCH FROM THE WEBSITE.

If you have any questions, please email or private message the instructor. 25 points possible.

### **Class Schedule-Travel 135 On-Line**

Special note: This schedule is not written in stone, but is to be used as a guideline for your studies.

This is a class that is regular semester duration, so there is plenty of time to complete work, if you

log on and do assignments, tests, discussions accordingly. Also, please note school dates of importance as to dropping of class, etc.

LAST DAY TO ADD CLASSES: Feb 20; LAST DAY TO DROP CLASS

W/REFUND: Feb 20;

LAST DAY TO DROP CLASSES W/O A "W" ON YOUR TRANSCRIPT: Feb 20; LAST DAY TO DROP

A CLASS WITH A "W" ON YOUR TRANSCRIPT-no effect on grade point average: May 08.

Instructor: Peter Miele Please email me with questions at <[pfmiele@sbcglobal.net](mailto:pfmiele@sbcglobal.net)> or <[mielepf@wlac.edu](mailto:mielepf@wlac.edu)> School Phone number is: 310-287-4200, Xt 8093. Office hours online: Wednesdays 1-4PM. Also private message me in our class shell with any questions.

REQUIRED TEXT: "Selling Destinations-Geography for the Travel Professional," 5th Edition, by

Dr Marc Mancini ISBN # 13:978-1-4283-2142-7

SUGGESTED, NOT REQUIRED: An Atlas or Set of Eastern Hemisphere Maps, to follow along on

Countries we will be covering.

Feb 09-12	Read Part 1 of Text. Do Assignment No. 4, Page 27
Feb 13 -16	Presidents' Day - Holiday - No
Class	04-07 Feb 17-
21	Read Part 4 and Chapter 14 of Text. Do Map Activity, Page 269
Feb 23-27	Read Chapter 15 of Text. Do Case Study on Page 286
Mar 02-6	Read Chapter 16 of Text. Do Case Study on Page 302
Mar 9-13	Read Chapter 17 of Text. Do map activity, page 317.
Mar 16-20	FIRST QUIZ-- Objective Questions - 25 points possible

Mar 23-27	Read Chapter 18 of Text. Do Creative Activity, pg. 333. Please also read my lecture modules.
Mar. 31	Caesar Chevez Day - Holiday - No class .
Apr. 1 -03	Read Chapter 19 of Text. Do map activity, page 345
Apr 04-10	SPRING BREAK - COLLEGE CLOSED - NO CLASSES

**Travel Geography 135-Schedule-Continued**

Apr 13-17	Read Chapter 20 in Text. Do Case Study , page 364.
Apr 20-24	MID-TERM EXAM, Objective Questions, 50 points possible
Apr 27-May 1	Continue reading Chapter 20. No assignment this week.
May 4-8	Read Chapter 21 in Text. Do Case Study, page 390
May 11-15	Work on Project/Read Chapter 22, on Middle East. Use sites of Globus, Brendan or Trafalgar to check on a Mid-East Tour Program, and write your sales letter to persuade clients to consider this program, giving your reasons why it is the best for these clients. You can "pitch" to a family or group, as you wish. Please use your own words in this sales letter.
May 17-22	Review your readings, complete assignments and work on your project.
May 25	Memorial Day - Holiday - No class
May 26-June 7 possible	FINAL EXAMINATION - Objective Questions- 100 points
June 7	*****End of On-Line Class*****

Final Note: Please start work on project portion of the class by at least May 11, to make certain You have time for proper research of websites suggested.

PLEASE ASK QUESTIONS OF INSTRUCTOR VIA EMAIL OR PRIVATE MESSAGE ON THE COURSE SHELL. THERE IS NO SUCH THING AS A STUPID QUESTION.....