



Travel 100: Introduction to the Travel Industry

Fall 2013 / Section 5242

Welcome to Travel 100!

I'm thrilled to have you in class this semester. I have worked professionally in the travel industry for 15 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. This class is designed as a survey of many different segments and components of the travel industry. Whether you're looking for your first job in travel, want to advance in your career, or even if you just love to travel and want to learn more about the industry, this course will present you with countless options to consider. Introduction to the Travel Industry will offer you an overview of travel services, their functions, and the relationships among and between them.

Travel 100 is an applied business class intended to provide insight to the world's largest and most dynamic business: a combination of activities comprised of the leading money making enterprises of many countries. You will learn about careers options, travel products and services, and the policies, procedures, and regulations that govern them. This class will be conducted from an objective point of view, considering as many business options as possible.

Class Day/Time and Location: Tuesday nights, 6:45 - 10:00 p.m. Aviation Technology AT-A 210 West Los Angeles College 9000 Overland Avenue Culver City, CA 90230	Instructor: Jason Coleman Email: jason@ProfessorOfTravel.com Tel: (424) 262-9522 Office Hours: Tuesday nights, 6:00 - 6:45 p.m. (before class) and 8:15 - 8:30 p.m. (class break) in AT-A 210
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Course Description & Learning Objectives/Outcomes

Catalog/Schedule Description This course will give you a practical overview of the fast-growing travel industry, including such sectors as cruising, tours, travel agencies, air transportation, car rentals and lodging, as well as information on career opportunities, both full-time and part-time. (3 units)

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

1. Define what is included in the travel industry and distinguish between the different sectors of the industry
2. Define airline terminology; differ among aircraft; categorize airlines; explain air ticket pricing; describe airport procedures
3. Classify types of properties; define key terms; discuss pricing; report on other sectors of hospitality
4. Explain why consumers use travel agents; describe agency types; contrast needs of different clients; research info sources
5. Identify the major tour operators; research multi-day tours and marketing of tours to the public
6. Review brief history and development of cruises; categorize sizes of ships, on-board services, reservations and sales
7. Compare and contrast other sectors of travel; evaluate motives for purchase of the service each provides

8. Plan, design, formulate arrange, market and sell travel packages; evaluate, estimate and compare the careers offered in this industry; anticipate changes in the travel industry

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.
 - Students will complete assignments communicating their own evaluation of travel brochures and how effective they are in promoting certain travel products to the traveling public.
- 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.
 - In their assignments, which will be graded, students will use their communication skills in presenting their own created promotional materials (newsletters or advertisements) ready for print and mailing or for an email promotion.
- C. **Course SLO** At the end of this course, student will be able to select appropriate travel services for individual client needs.

Required Texts and Resources

Access: Introduction to Travel and Tourism (second edition) by Marc Mancini, Ph.D.

Publication Date: February 21, 2012

ISBN-10: 1133687032

ISBN-13: 978-1133687030

Internet access is required to view certain videos, access articles and documents, and research related websites.

Course Requirements and Guidelines

Reading Quizzes Quizzes will be given regularly to ensure that you are keeping up with the readings and attending class. Quizzes will take place at the beginning of class right at 6:45 p.m. You will have 15 minutes to complete the quiz. Missed quizzes cannot be made up, even if you arrive late to class. There are a total of 13 reading quizzes. I will drop your lowest quiz score, so your final grade will be based on 12 scores.

Assignments A weekly assignment accompanies each topic and is designed to reinforce and supplement the material to be covered in class. Most assignments will include a writing component and some will require outside research. Each student is allowed one late assignment. It must be turned in by the next class meeting to receive credit and the grade will be reduced by one letter grade (for example, a grade of 90% will become a final grade of 80%). Additional late assignments will not be accepted. Do not email me your assignments. They will not be accepted. There are a total of 13 reading quizzes. I will drop your lowest assignment score, so your final grade will be based on 12 scores.

Final Exam Your final exam, which you will write in class on December 10, 2013, is a comprehensive review of all the topics covered in this survey course. The exam will consist of 100 short answer (multiple choice, true/false, fill-in-the-blank) style questions and several mini essay responses. A review will be provided at the Week 15 / December 3 class.

Geography Bowl The basis of the travel industry is destination geography. Regardless of what segment of the industry you work in, you need to know major world destinations and basis geography. Throughout the semester, you will compete against your classmates in a game show format Geography Bowl that will test your knowledge and memory in all things geography related.

Projects There are two projects that will make up a total of 25% of your final grade.

- The **Destination Profile** project is designed to give you in-depth experience in researching one specific destination of your choosing. During this exercise, you will create a destination profile report for a mock client including an overview and the basic essential information a first time visitor would need to know. A complete project description and requirements list will be provided in Week 3.
- The **Marketing, Sales, and Service** project will give you experience matching the right travel services/products to a specific client's needs. During this exercise, you will research options to present to a mock client based on the information gathered during a qualifying consultation. You will create a client proposal, differentiate the product(s) suggested based on a personal evaluation, and design a marketing and service campaign to close the sale. A complete project description and requirements list will be provided at the Week 8 / October 15 class.

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
Reading Quizzes (13 weekly quizzes, lowest grade dropped)	20%	A = 94-100% A- = 90-93% B+ = 87-89% B = 83-86% B- = 80-82% C+ = 77-79% C = 73-76% C- = 70-72% D+ = 67-69% D = 63-66% D- = 60-62% F = <60%
Assignments (13 weekly assignments, lowest grade dropped)	20%	
Destination Profile project (due October 15, 2013)	10%	
Marketing, Sales, and Service project (due December 10, 2013)	15%	
Final Exam (in class on December 10, 2013)	25%	
Participation / Attendance / Discussion	10%	
BONUS POINTS: Geography Bowl	<10%	

Each student will have the opportunity to earn up to a maximum 10% in their overall grade based on the final rankings in Geography Bowl.

Class Policies

Attendance Because class discussions and group work are an integral part of this course, attendance is mandatory. No more than two (2) absences are allowed. After that, you could be dropped for excessive absenteeism. Students are expected to attend every class meeting, to arrive on time and stay throughout the class period. Arriving late or leaving class early is not acceptable. 2 late arrivals/early leaves = 1 absence. Excessive absenteeism, arriving late, or leaving class early will lower your grade. Students may be dropped from class for excessive tardiness, or for failure to attend class the first day.

Walking In and Out of Class When you arrive to class, make sure you have used the restroom, had a chance to eat, check your messages, etc. Walking in and out is disruptive for other students and rude to the instructor. If you need to leave early, or have some other problem, you need to notify me in advance. Any student who makes a habit of walking in and out of class may be asked to leave.

Preparedness You are expected to arrive on time. You will come to each class session prepared. You will have your course materials including your textbook and any supplementary materials, any work that is due, and you will be prepared to discuss all readings/assignments.

Cell Phones, iPods, etc. Turn them off and put them away when class begins! Talking and texting on cell phones not only distract you, but they are a distraction for me and your peers. Distractions interrupt/disrupt the class and I will not tolerate interruptions. You will be asked to leave if this occurs.

“Netiquette” and “Civilogue” This semester, we will have both online and in class discussions on various topics related to the class and the world around us. 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.

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 office hours.

For more information refer to this link:
http://www.wlac.edu/academics/pdf/WLAC_12-14Catalog_Policies.pdf

Important WLAC Dates

Fall Semester 2013: Traditional Semester	
Monday-Friday Classes Begin	Monday, August 26
Saturday Classes Begin	Saturday, August 31
Finals Week	December 9-15
Last Day to add Traditional Classes	September 6 (in person)
Last Day to Drop a Class without a Fee	September 6
Last Day to Drop a Class without a “W”	September 6
Last Day to Drop with a “W”	November 15
Last Day to File Pass/No Pass	September 6
Graduation Petition Accepted	Apr 29 - Nov 15
Campus Closed	Labor Day, September 2 Veteran’s Day, November 11 Thanksgiving, November 28-December 1

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

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 and http://www.wlac.edu/academics/pdf/WLAC_12-14Catalog_Services.pdf

Class Schedule

This course will be taught primarily on campus with a special emphasis on web enhanced learning. As such, you will need to access the course companion website available at <http://myetudes.org>. Course resources, assignments, supplementary readings, and other materials will be posted to the Etudes portal for you to access 24/7. Each week's module opens on Tuesday at 10:00 p.m. and closes the following Tuesday at 6:45 p.m. Some weekly assignments will include instructions to submit your completed work through the Etudes portal. If so, the due date is always 6:45 p.m. on the Tuesday night the assignment would be due in class.

Virtual Week Two class meetings will not be held on campus. These are Tuesday, September 10, 2013 and Tuesday, September 17, 2013 and are also marked on the schedule below. Instead of coming to campus that week, the lectures, activities, quiz, discussions, and assignment will take place in the Etudes portal. For those students who have never taken an online class at WLAC, this is designed as your opportunity to experience the virtual learning environment "hands on." Since many of our Travel department classes are delivered online, I want you to be familiar and comfortable with the experience. And there's no better way than to dive in and do it for yourself!

Week/Date	Content/Topics	Assignment/Reading
Week 1 August 27, 2013	Welcome to Travel 100 <ul style="list-style-type: none"> • Introductions--instructor and classmates • Syllabus • Pre-test 	
Week 2 September 3, 2013	Overview of the Travel Industry <ul style="list-style-type: none"> • What is the travel industry • How and why people travel 	<ul style="list-style-type: none"> • Read chapter 1 (reading quiz) • Travel Personality assignment due • Signed syllabus acknowledgement due • ONLINE Student Profile Survey due
Week 3 September 10, 2013 VIRTUAL WEEK-- No Class On Campus	The Geography of Travel <ul style="list-style-type: none"> • Location and physical geography: the basic questions • Around the world in 60 minutes 	<ul style="list-style-type: none"> • Read chapter 9 (reading quiz) • <i>The Heart of Alaska</i> assignment due
Week 4 September 17, 2013 VIRTUAL WEEK-- No Class On Campus	The Air Transportation Industry <ul style="list-style-type: none"> • Components of aviation and networks • Airlines and their many issues Geography Bowl, Week 1	<ul style="list-style-type: none"> • Read chapter 2 (reading quiz) • AA/US Merger assignment due
Week 5 September 24, 2013	Airports, Airfares, and Airline Tickets <ul style="list-style-type: none"> • Airports and ancillary services • Selling the sky Geography Bowl, Week 2	<ul style="list-style-type: none"> • Read chapter 3 (reading quiz) • Passenger Service assignment due
Week 6 October 1, 2013	The Hospitality Industry <ul style="list-style-type: none"> • Accommodations and food services • Buying and selling accommodations Geography Bowl, Week 3	<ul style="list-style-type: none"> • Read chapter 4 (reading quiz) • Hotel Site Inspection assignment due

Week/Date	Content/Topics	Assignment/Reading
Week 7 October 8, 2013	The Travel Agency Industry <ul style="list-style-type: none"> • The travel agency business • Value of travel agents Geography Bowl, Week 4	<ul style="list-style-type: none"> • Read chapter 5 (reading quiz) • Travel Agent Interview assignment due
Week 8 October 15, 2013	Current Issues in Retail Travel	<ul style="list-style-type: none"> • Destination Profile project due
Week 9 October 22, 2013	The Tour Industry Today <ul style="list-style-type: none"> • Overview of the tour industry • Buying and selling tours Geography Bowl, Week 5	<ul style="list-style-type: none"> • Read chapter 6 (reading quiz) • Tour Itinerary Planning assignment due
Week 10 October 29, 2013	The Cruise Industry <ul style="list-style-type: none"> • The cruise experience • Buying and selling cruises Geography Bowl, Week 6	<ul style="list-style-type: none"> • Read chapter 7 (reading quiz) • Cruise Line Comparison assignment due
Week 11 November 5, 2013	Other Segments of the Travel Industry <ul style="list-style-type: none"> • Ground travel and transportation • Tourism and destination marketing Geography Bowl, Week 7	<ul style="list-style-type: none"> • Read chapter 8 (reading quiz) • Emerging Tourism Markets assignment due
Week 12 November 12, 2013	Travel Technology, Sales, and Marketing <ul style="list-style-type: none"> • Industry and outside technology • Travel media, reporting and writing Geography Bowl, Week 8	<ul style="list-style-type: none"> • Read chapter 11 (reading quiz) • Travel Review Article assignment due
Week 13 November 19, 2013	This and That <ul style="list-style-type: none"> • The role of government • Personal matters Geography Bowl, Week 9	<ul style="list-style-type: none"> • Read chapter 12 (reading quiz) • Impact of Advocacy assignment due
Week 14 November 26, 2013	Travel Marketing, Sales, and Service <ul style="list-style-type: none"> • Marketing and sales • Customer service Geography Bowl, Week 10	<ul style="list-style-type: none"> • Read chapter 10 (reading quiz) • Product Advertising Review assignment due
Week 15 December 3, 2013	Wrapping Up <ul style="list-style-type: none"> • Ethics in the workplace • Your career in travel Final Exam Review	<ul style="list-style-type: none"> • Supplemental reading packet (reading quiz) • Your Travel Resume assignment due
Week 16 December 10, 2013	Geography Bowl Championship Final Exam	<ul style="list-style-type: none"> • Marketing, Sales, and Service project due

Other Travel Courses -- Fall 2013

TRAVEL 180 : Cruise Sales Specialization (Section: #1962)

This course will give students a deep understanding of the cruise experience and business, including client motivation, cruise line profiles, worldwide port geography, sales tactics and marketing strategies. Actual ship inspection field trips are included. (3 units)

Saturday mornings, 9:35 a.m. - 12:50 p.m.

TRAVEL 186: Internet Travel Research (Section: #5264)

Students will become familiar with key travel industry web sites and learn how to book travel, communicate and access information from airlines, hotel chains, tour companies, cruise lines, tourist bureaus and government internet sites. (3 units)

Thursday evenings, 6:45 - 10:00 p.m.

TRAVEL 200: Introduction to the Airline Industry (Section: #8215)

In this course, students will learn about entry-level jobs with airlines, and explore current issues such as airline operations, code sharing, sales and safety, and the market strategies of the 10 largest U.S. airlines.

(3 units)

ONLINE

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: