TRAVEL 180 -- CRUISE SALES SPECIALIZATION  
INSTRUCTOR: PETER MIELE  
E-Mail Addresses: mielep@wlac.edu  or  pfmiele@sbcglobal.net  
Length of Course:  August 31 - December 15, 2013.  
Class meets: Saturdays 9:35AM - 12:50 PM  
Office Hours:  12:50PM-1:20PM Saturdays.  
Online Office Hours: Wednesdays 1:30PM - 2:30 PM.  
Classroom: AT A210.  
Special Note: Classroom attendance is optional -- all tests, assignments and discussions will be on this class shell. There will be no effect on grades by attendance, per LACCD Regulations.  
COLLEGE CLOSURES: Labor Day - Sept. 2nd  
Veterans Day - Nov. 11  
Thanksgiving Holiday: Nov. 28-Dec. 1  
SPECIAL DATES: Last Day to add classes online: Aug. 25  
Last Day to add classes in person: Sept. 6  
Last Day to drop classes with a fee refund: Sept. 6  
Drop classes without a "W" - Sept. 6  
Drop classes with a "W" (no effect on grade point average) - Nov 15.  
TEXTBOOK: THE CLIA GUIDE TO THE CRUISE INDUSTRY, BY MARC MANCINI Ph.D  
DESCRIPTION: This course will give students a deep understanding of the cruise experience and business, including history of cruising, client motivation, cruise line profiles, worldwide port geography, sales tactics and marketing strategies. Actual ship inspection field trips may be included, subject to cruise line permission and schedules.  

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  
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 communication

2. TESTS – Three quizzes will be given during the semester including concepts, glossary words and terms will be included in exams. All tests are online, in the Etudes program.

Total tests: 160 points plus 30 points for essay = 190 points

All quizzes are open book research oriented with a combination of multiple choice and true/false responses. The dates of the exams are listed in this outline.

The total scores for the four exams will be the numbers on which the final grade will be assigned.

Make-up examinations must be arranged in advance, will have time limits, and may result in reduced points.

Essay: 30 points – Describe the category of ships that most interests you, why and how you will promote this type of cruise to potential travelers.

- 15 additional points will be added for undertaking an internship at a travel related business. You are encouraged to pursue relationships with organizations with which you would like to work to make such arrangements. Information may be obtained from the instructor for implementation by the student.

Do not open the test until you are ready to take it!! You can not “look at the test” without “taking it.” Once you open an online test, the clock starts and you can not return to the test without special arrangements for it to be reopened.

In the event of test difficulties due to the electronic nature of the format, the instructor will take compensating action not to compromise your achievement.

3. GRADING CRITERIA - Student grades will be based on a modified curve. The highest score achieved on all tests will be the top of the “A” scale with a 10% separation between letter grades.
Special note: The present instructor reserves the right to change to a more traditional type of grading, depending upon final student scores.
Example: 190 points

Final grades based on highest score in the class

-19 (10%) A  
-19 B  
152

3. **DROPPING THE CLASS** – It is hoped that, before dropping this class, you will discuss your reasons with the instructor. There may be alternatives that will help ensure your continuation and success.

### OFFICE HOURS

<table>
<thead>
<tr>
<th>Day</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Saturday</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Online from 1:30PM-3:30PM</td>
<td>-</td>
<td>By appointment 08:30-13:00</td>
</tr>
</tbody>
</table>

6. **TOPICS TO BE COVERED** – Fall *2013 August 31-December 12*  
Modules will open at 12:00 AM on stated dates

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>ACTIVITIES*</th>
</tr>
</thead>
</table>
| 1    | Aug 31 | Introduction, course objectives; tests & grading  
<p>|      |       | Ch 1 – Introduction |
| 2    | Sep 07 | Ch 2 – Who Cruises – and Why |
| 3    | 14    | Ch 3 – The Anatomy of a Cruise Ship |
| 4    | 21    | Ch 4 – The Cruise Experience |
| 5    | 28    | <strong>Quiz #1 on Chapters 1-4 … 40 points</strong> |
| 6    | Oct 05 | Ch 5 – Who’s Who in Cruising |</p>
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>12</td>
<td>Ch 6 – The Pre-, Post-, and Off-Ship Experience</td>
</tr>
<tr>
<td>8</td>
<td>19</td>
<td>Ch 7 – The Geography of Cruising</td>
</tr>
<tr>
<td>9</td>
<td>26</td>
<td>Ch 8 – Profiling the Lines</td>
</tr>
<tr>
<td>10</td>
<td>11/02/13</td>
<td>Ch9 - Selling Cruises</td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>Ch 10-Cruise Marketing, Groups and Incentives</td>
</tr>
<tr>
<td>12</td>
<td>16</td>
<td>Quiz # 2 on Chapters 5-10.......60 points</td>
</tr>
<tr>
<td>13</td>
<td>23</td>
<td>Module-Other Types of Water Transportation</td>
</tr>
<tr>
<td>14</td>
<td>30</td>
<td>Thanksgiving Holiday--- Happy Turkey!!</td>
</tr>
<tr>
<td>15</td>
<td>Dec 05</td>
<td>Review</td>
</tr>
<tr>
<td>16</td>
<td>12</td>
<td>Final Quiz #3 on Weeks 13-16 ... 60 points — includes review and ship</td>
</tr>
<tr>
<td></td>
<td></td>
<td>inspection *</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ship category preference essay due  ... 30 points</td>
</tr>
</tbody>
</table>

* Subject to change.

Students with disabilities who believe they may need accommodations in this class are encouraged to contact Disabled Students Programs and Services, HLRC 119 or call 310 287-4550 as soon as possible to better ensure such accommodations are implemented in a timely fashion.

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You are offered a brief view of your instructor's tourism related background so you may know how to use his knowledge to further you own professional interests

Peter Miele has been a retain travel agent for over 40 years, and owns Henry Miele Travel Service, one of the oldest travel agencies in Los Angeles. He has taught at the Airport College Center and West Los Angeles College for over 30 years. He has taught most of the classes in our Travel/Hospitality curriculum, and was named "Adjunct Assistant Professor of the Travel/Hospitality Department in 2010."
He has been fortunate to visit over five countries in his travel career, and has taken numerous cruises, from the 1950s 42-day voyages to weekend cruises in the present time! He has also lectured on cruise ships, during local ASTA’s (American Society of Travel Agents-a professional group) “School-at-Sea” Program, dispensing Peter Miele

You are encouraged to experience activities related to different cultures, from foods to foreign destinations and to study related subjects: anthropology, architecture, history, sociology and more. These will broaden your knowledge base and enable you to work with increasingly more travelers, with more interests, wanting different levels of service.

<table>
<thead>
<tr>
<th>Core Institutional SLOs</th>
<th>Outcome of Communication</th>
<th>Method/Source of Communication</th>
<th>Method of Assessment</th>
<th>Analysis of Assessment &amp; Change for Improvement</th>
</tr>
</thead>
</table>
| Critical Thinking       |  ● Student ability to read and listen to internalize written and lecture information for understanding needed to evaluate and apply travel practices, principles and procedures related to the sale of cruise services |  ● Lecture  
  ● Text  
  ● Handouts  
  ● Emailed information  
  ● National, regional, local government and commercial web sites  
  ● Library resources  
  ● Trade publications |  ● Participation in class discussions  
  ● Identification of correct choices on tests | Evaluation for effectiveness is continuously made through in-class and/or online 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 |  |  |  |
<p>| Quantitative Reasoning  |  ● Understanding pricing issues through client relationships relative to cruise sales and |  |  |  |</p>
<table>
<thead>
<tr>
<th>Self Awareness / Interpersonal / Diversity</th>
<th>profitability</th>
<th>service of cruise and travel arrangements</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Ability to place oneself in a travel business relationship, in a new destination, country and new culture</td>
<td></td>
<td>• Ability to show confidence and sensitivity to other cultures in client counseling and sales simulations related to providing cruise sales</td>
</tr>
<tr>
<td>• Learning to interact with other cultures</td>
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<table>
<thead>
<tr>
<th>Civic Responsibility / Ethics</th>
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</tr>
</thead>
<tbody>
<tr>
<td>• Application of knowledge of American culture, ethics, academic &amp; business standards</td>
<td>• Student application of knowledge of the American and other culture ethics, and legal systems resulting in positive outcomes for clients for productive cruise sales</td>
</tr>
<tr>
<td>• Familiarization with and application of American and foreign cruise policies, procedures and travel rules and laws</td>
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<th>Technological Awareness</th>
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<tr>
<td>• Use of computers and internet for communication</td>
<td>• Successfully use the computer/internet for research and communication</td>
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