

**SAN BERNARDINO VALLEY COLLEGE
COURSE OUTLINE**

I. CATALOG DESCRIPTION:

Division: Technical Department Aeronautics

Course ID Number AIRTVL 132

Course Title: Introduction to Cruises, Tours, Ground
 Transportation and Accommodations

Hours: 3 Hours Lecture

Units: 3

Course Description: This course provides an introduction into cruising, rail travel, tours, and accommodations for students entering the travel agency/airline industry. Each module will include information on products available to the public: destinations, itineraries, and services offered, cost of product, value comparison and the corresponding target market for the products.

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Prerequisite/Corequisite: None

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: One

III. EXPECTED OUTCOMES FOR STUDENTS:

Upon completion of the course, the student will be able to:

- A. Critically evaluate the cruise experience, including; types of ships, cruise lines itineraries, cost of cruises, value of product and target market.
- B. Critically evaluate package tours both international and domestic, including: the tour operator, types of tours, components of a tour, costing of a tour and value comparison.
- C. Critically evaluate rail travel both domestic and international.
- D. Discuss the advantages of rail travel, identify popular rail destinations and services.
- E. Compare and contrast the international rail experience versus Amtrak, the US rail system.
- F. Critically evaluate hotels, resorts, and alternative lodging opportunities. Identify meal plans and corresponding codes. Discuss and explain the factors that determine the price of a room. Differentiate between

deluxe, first class and superior hotel categories. Discuss target market for various hotel categories.

IV. CONTENT:

- A. The Cruise Industry
 - 1. Cruise lines and their ships
 - 2. Variety of cruises available to the traveling public
 - 3. Cruise amenities
 - 4. The cruise experience
- B. Selling the Cruise
 - 1. Determining the clients needs
 - 2. Cost comparison
 - 3. Reservations
 - 4. Commission
 - 5. Payments
- C. Tour Operators and their product
 - 1. Escorted, independent, fly-drive and charter tours
 - 2. Tour components
 - 3. Transportation
 - 4. Accommodations
 - 5. Sightseeing
 - 6. Selecting the reliable tour operator
- D. Tour Categories
 - 1. Escorted Deluxe
 - 2. Hosted/First class
 - 3. Independent/Budget
 - 4. Fly/Drive
- E. Rail Travel in the US and abroad
 - 1. Amtrak and its routes
 - 2. The Amtrak product
 - 3. Fare structure
 - 4. International rail fares
 - 5. Advantages of rail travel
- F. Accommodations in the United States and Internationally
 - 1. Lodging establishments
 - 2. Hotel rating systems
- 3. Identifying hotels in specific categories
 - 4. Price comparisons
 - 5. Hotel meal plans
 - 6. Reservations, payments and commissions

V. METHODS OF INSTRUCTION:

- A. Lecture and application of ideas.

- B. Practical application through use of reference materials and in class worksheets.
- C. Films and videos highlighting various travel products.
- D. Compare and contrast various tours in class groups.
- E. Assign homework researching cruise itineraries, tour itineraries, and rail itineraries.
- F. Student report, both written and oral on a specific cruise line, hotel or tour.
- G. Interactive discussion between and among instructor and students.
- H. Field trip to deluxe hotels/cruise ships.

VI. TYPICAL ASSIGNMENTS:

- A. Worksheets to be completed by students requiring research and application of information presented in class.
- B. Compare available products within the cruise market.
- C. Create an independent international tour.
- D. Create an independent domestic tour.
- E. Compare hotels and resorts.
- F. Group project (3 to 4 students) compare and contrast a variety of tour products and present information to the class for review and discussion.

VII. EVALUATIONS:

- A. Methods of Evaluation:
 1. Homework to be given each class session
 2. Examinations consisting of completion, fill-in, multiple choice and short essay questions.
 3. Worksheets-in style of examinations, completed from information in text and lecture.
 4. Final exam- consisting of completion, fill-in multiple choice and short essay questions.
- B. Frequency of Evaluation:
 1. Four worksheets
 2. One map for each country studied
 3. One mid-term examination
 4. One final examination

C. TYPICAL EXAMINATION QUESTIONS:

1. Compare and contrast a cruise vacation versus

a resort.

2. Evaluate the validity of the escorted tour for the single traveler, and the senior citizen.
3. Compare and contrast rail travel versus air travel.
4. Write an essay detailing the qualities of a deluxe hotel.

VIII. TYPICAL TEXTS:

TITLE: Travel Career Development
AUTHOR: Gagnon and Ociepka
PUBLISHER: David Helmstadter
DATE OF PUBLICATION 1998

TITLE: Introduction to Travel and Tourism
Third Edition
AUTHOR: Dennis L. Foster
PUBLISHER: McGraw-Hill
DATE OF PUBLICATION 1997

IX. OTHER SUPPLIES REQUIRED OF STUDENTS:

Cruise brochures, tour brochures, note paper/note cards, pen/pencil.