



HRTM 1120

TOUR AND CRUISE MANAGEMENT

MASTER COURSE SYLLABUS

Instructors will provide students with additional course-specific information, including attendance/makeup policies, assignment/test scheduling, and instructor contact information, as necessary and appropriate.

Prerequisite(s):	Program Admission
Co-requisite(s):	None
Term(s) Offered:	Summer
Class Hours:	3
Lab Hours:	0
Credit Hours:	3

Course Description

This course provides students with an orientation to the duties and responsibilities of tour operators and an overview of the cruise industry. The course also gives students an opportunity to gain the technical knowledge and skills needed to utilize computerized reservation and information systems. Instructors place emphasis on the operator's role in planning and conducting tours and cruises as well as accessing data bases and identifying options which satisfy customers' needs. Topics include planning individual tours, planning group tours, transportation arrangements, accommodation options, entertainment options, foreign country tours, and a manager's on-tour responsibilities. It also covers the ship, living quarters, amenities, shipboard activities, and marketing and selling of cruises. Instructors also cover agency computer hardware, computer reservation systems, automated travel information, back-room accounting, and trends in automated travel data systems.

Course Competencies and Student Learning Outcomes

Travel Tours

Order	Description
1	Explain how the selling of tours has changed since the internet.
2	Understand accommodation options that a tour arranger needs to be aware of in planning a tour.
3	Describe the many challenges that a tour company faces when dealing with different age groups.
4	Describe how to put together a tour for a group involving all aspects of transportation, lodging, food and entertainment.
5	Identify the various customers that go on tours and why.
6	Summarize the various benefits of tours from the travel agent and customer perspectives.
7	Understand the manager's responsibility in leading a tour.
8	Identify the many suppliers that are a part of a tour.
9	Describe the many ways that a tour company generates revenue.
10	Discuss the various ways that a tour company markets their product.
11	Identify the various tour associations such as Tour Operators Association, the Tour Guides Association, the Motor Coach Association, the American Bus Association, etc.

- 12 Understand the various entertainment options that are used on a tour.
- 13 Describe the differences in foreign tours.
- 14 Interpret the changes in laws including security problems that impact tours.
- 15 Identify the role local convention and visitors bureaus have when planning a tour.
- 16 Explain the many resources that are available in order to find information and help in planning a tour.

Cruise Industry

Order	Description
1	Explain how the cruise industry has changed in the past ten years.
2	Identify the various customers that are cruising and the various amenities that are now prevalent throughout the industry.
3	Describe the different jobs that are offered in the cruise industry.
4	Recite the terminology used in the cruise industry.
5	Understand how to put together a cruise for a client.
6	Understand the various sources of revenue cruises generate in the ports of call.
7	Understand the steps that are needed to take in planning a cruise.
8	Identify the many jobs that are a part of a cruise line.
9	Identify the different types of offerings available to clients such as cruise ships, sail boats and freighters.
10	Interpret the changes in laws including security problems that impact the cruise industry.
11	Demonstrate an understanding of the various charges of a typical cruise.
12	Understand the many new ships that are entering the industry.
13	Identify the various cruise routes that are sold as well as new potential routes and ports.
14	Identify the various cruise lines.
15	Describe the role that sales and marketing has in the cruise industry.
16	Identify the ways that cruises market the pre-, post-, and off-ship experience.
17	Explain the uniqueness in selling cruises.
18	Understand how cruises are marketed in a foreign country.
19	Explain how to market cruises to incentive groups.
20	Explain how cruises are marketed to business groups, weddings, and family reunions.

Travel Technology

Order	Description
1	Identify the four major Global Distribution Systems: Sabre, Galileo, Amadeus, and Worldspan by Travelport.
2	Report on the Global Reference System including how to sign in/out, daily briefing and help/info retrieval.
3	Understand flight availability and schedules including encoding/decoding cities and airlines, converting time zones, and obtaining flight information.
4	Understand how to create passenger name record creation.
5	Explain how to access fares, interpret fares, modify entries, price itineraries, convert currency, find low fares and check on availability.
6	Discover the ways technology is used in renting cars and making hotel reservations.
7	Explain how to view, access and work queues.
8	Demonstrate how to display and create a database.
9	Review the many ways that technology has affected the travel industry and predict the ways that technology will change and improve the industry.

Required Textbook(s) and Materials

Students enrolled in this course are obligated to have the following:

The CLIA Guide to the Cruise Industry 2010 by Marc Mancini ISBN-13: 978-111130893 ISBN-10: 111130892

Grading Scale

The grading scale is detailed in the *Catalog and Student Handbook* and listed below for reference. All faculty members follow this scale when assigning grades to reflect a given student's performance in the classroom.

<u>Grade</u>	<u>Numerical Equivalent</u>	<u>Grade Point</u>
A/A*	90-100	4
B/B*	80-89	3
C/C*	70-79	2
D/D*	60-69	1
F/F*	0-59	0

Effective Summer Quarter 2006, Athens Technical College replaced the S/U grading system used for learning support classes with an A*-F* grading system. The registrar uses an asterisk (A*, B*, C*, D*, F*, W*, WF*, WP*) to designate learning support course grades on transcripts and grade reports because these grades are not components of the term grade point average.

Academic Support Center:

The Academic Support Centers of Athens Technical College (ATC) provide free tutoring for enrolled students. Both instructors and peer tutors provide tutoring in almost all subjects offered by the college. Information about the Center is accessible via the ATC website at <http://www.athenstech.edu/StudentDevelopmentServices/AcademicSupportCenter>. To find out the specific services available on the Athens, Greene, and Walton Campuses, please call (706) 583-2839. To contact the Academic Support Center on the Elbert County Campus, please call (706) 213-2129.

Attendance

Regular class attendance is important and expected. The college considers both tardiness and early departure from class as forms of absenteeism. Students absent from class for any reason are still responsible for all work missed. Instructors have the right to determine whether work missed can be made up and have the liberty to set reasonable expectations for attendance based on frequency of class meetings and on the instructional delivery method, subject, type, and level of the class. Class attendance policies will be clearly stated for students by their respective instructors on separate documents (course outlines/schedules) or appendices to the master syllabus.

Course Withdrawal

Students may withdraw from a course without academic penalty until the midpoint of the term. Students withdrawing after the midpoint of the term receive grades of WP – Withdrawal Passing, or WF – Withdrawal Failing. Students who stop attending class(es) without formally withdrawing risk earning a final grade of F, which will appear on the academic transcript. Withdrawing from a course may impact financial aid status, academic standing, and GPA. Refer to the ATC *Catalog and Student Handbook* for further details. <http://www.athenstech.edu/Catalog/>

Course Technology

Course addendum will provide details concerning the use of technology in the course. Course schedule types include **web-enhanced** – taught face-to-face; **online** – taught online using the internet, may require proctored exam; **hybrid** – class time is split between face-to-face and online; **video conference** – taught at two or more campus locations simultaneously with instructor located at one of the classroom locations. More details are available on the Athens Technical College website. <http://www.athenstech.edu/eLearning/CourseList.cfm>

Continuation of Instruction

In the event of severe weather or other emergency, students will be expected to continue participating in learning activities via ANGEL, Athens Technical College email, or other modality. Instructors will provide a plan for the continuation of instruction.

Work Ethics:

To fulfill the responsibility to teach essential workplace ethics, the college provides students instruction in, and evaluates students on, the following ten work ethics traits: attendance, character, teamwork, appearance, attitude, productivity, organizational skills, communication, cooperation, and respect. To best equip students for successful workplace

experiences in their chosen profession, instruction and evaluation takes place in the context of their program of study.

Academic Honesty

Academic honesty is expected at all times. Any student found to have engaged in academic misconduct such as cheating, plagiarism, or collusion is subject to disciplinary sanctions as outlined in the Student Code of Conduct detailed in the *ATC Catalog and Student Handbook*. See the following link for the complete Academic Honesty policy.

<http://www.athenstech.edu/StudentAffairs/AcademicHonesty/Academic%20Honesty.pdf>

Students are also advised to complete the tutorial on Academic Honesty available here:

<http://www.athenstech.edu/StudentAffairs/AcademicHonesty>

Americans with Disabilities Act

It is our goal at Athens Technical College to provide equal access to education for all students. Any student with a documented disability is eligible to receive reasonable academic adjustments and auxiliary aids in the classroom and/or for testing at Athens Technical College, as long as appropriate documentation of the disability has been submitted to the Disability Services Office in a timely manner. Students can access the application packet on our website.

http://www.athenstech.edu/CurrentStudents/orientation/files/disability_services_application.pdf

Cell Phones and Electronic Devices

Cell phone use in the classroom for non-instructional purposes, with the exception of receiving emergency notifications, is prohibited.

Food/Drinks in Classroom

Food and beverages (other than water) are not allowed in classrooms/labs.

Communication with ATC Faculty and Staff

Students, faculty, and staff must use Athens Technical College email and ANGEL accounts for all college-related communications. Students are obligated to check their email and ANGEL accounts on a regular basis, preferably daily.

Warranty of Graduates

The Technical College System of Georgia warrants every graduate of technical programs in which students may earn technical certificates of credit, diplomas, or associate degrees. The warranty guarantees that graduates demonstrate the knowledge and skills and can perform each competency as identified in the industry-validated standards established for every program of study. If one of our graduates educated under a standard program or his/her employer finds that the graduate is deficient in one or more competencies as defined in the course/program standards, Athens Technical College will retrain the employee at no instructional cost to the employee or the employer. This guarantee is in effect for two years after graduation.

TEACH Act

According to the TEACH Act of 2002, Athens Technical College is obligated to advise you that instructional material included in this course may be subject to copyright protection. As such, you must not share, duplicate, transmit, or store the material of this course beyond the purpose and time frame explicitly stated in the syllabus of your course. If you are not certain whether a particular piece of material is covered by copyright protection, you should contact your instructor and obtain his/her written clarification. Failing to observe copyright protection is a violation of law.