

El Paso Community College
Syllabus
Part II
Official Course Description

SUBJECT AREA	<u>Travel and Tourism</u>
COURSE RUBRIC AND NUMBER	<u>TRVM 1217</u>
COURSE TITLE	<u>Cruises</u>
COURSE CREDIT HOURS	<u>2 2 : 1</u> Credits Lec Lab

I. Catalog Description

Reviews current issues and trends related to the cruise industry. Includes a discussion of the many types of cruise lines and the reasons for the popularity of this mode of travel. (2:1).

II. Course Objectives

- A. Unit I. Introduction: Who Cruises and Why
1. Define the term cruise.
 2. Present the history of cruising and the way it affects the vacation of today.
 3. Research the different types of cruise companies.
 4. Elaborate on a contemporary cruise experience.
 5. Distinguish between different types of itineraries.
 6. Describe the typical clients onboard cruises of different durations.
 7. Present the reasons people are attracted to cruising.
 8. Explain niche cruising.
 9. List the various types of services that a cruise ship provides.
 10. Investigate the methods used to determine cruise pricing.
 11. Recognize the most common road blocks to purchases of cruises.
- B. Unit II. Anatomy of a Cruise Ship: The Cruise Experience and Who's Who in Cruising
1. Classify ships according to their style.
 2. Compare the styles of older ships to that of newer vessels.
 3. Explain how ship size and space are measured.
 4. Provide a list the facilities found on most cruise vessels.
 5. Interpret a deck plan.
 6. Describe the typical occurrences prior to a passenger sailing.
 7. Describe embarkation and debarkation procedures.
 8. Explain dining patterns and options.
 9. Relate typical occurrences during a day at sea and during a day in port.
 10. Study the duties and responsibilities of a sea based cruise staff.
 11. Discuss the responsibilities of land based management and staff.
 12. Justify travel agents as a vital link in the cruise sales process.
 13. Research the procedures and sources for professionals to obtain knowledge regarding a cruise vacation.
- C. Unit III. Pre-sailing, Post-sailing, Off-ship Cruise Experience, and the Geography of Cruising
1. Categorize various types of pre-cruise and post-cruise options.
 2. Describe how shore excursions enhance a cruise.
 3. Explore the differences in perception of a cruise experience based on client types.
 4. Explain the importance of geography in regard to cruising.
 5. Study the major cruise regions of the world and the itinerary patterns for the areas.
 6. Match each region with the type of traveler who prefers it.
 7. Study the seasonal patterns of each region.

- D. Unit IV. Profiling the Cruise Lines
 1. Identify the major sources of information which provide an insight into the personality of a cruise product.
 2. Use the Internet to access the most important industry and consumer research resources.
 3. Recognize the general patterns that occur in cruise products.
 4. Profile each cruise line.
- E. Unit V. Selling Cruises
 1. Describe the characteristics of six types of experienced cruisers.
 2. Apply cruise sales procedures to the travel counseling process.
 3. Propose an effective solution for a cruise that will satisfy the requirements of most clients.
 4. Interpret and proofread cruise brochures, and proofread letters, emails, proposals, and any other correspondence.
 5. Overcome barriers to a cruise sale.
 6. Complete a cruise reservation.
- F. Unit VI. Cruise Marketing, Groups, and Incentives
 1. Analyze and apply a cruise marketing campaign.
 2. Create a marketing plan.
 3. Plan a cruise group departure.
 4. Explain how incentives operate.

III. THECB Learning Outcomes (WECM)

1. Identify different cruise companies, their fleet of ships, and services provided.
2. Create a sales presentation to market a cruise to a target audience.
3. Interpret cruise brochures, figure passenger cost based upon ship type, length of cruise, cabin size, and location.
4. Describe the origin of the cruise industry and discuss how the cruise product is marketed and distributed.

IV. Evaluation

- A. Unit Assignments
 1. Unit assignments are designed to give the student the practice needed to become competent in selling, and advising travelers.
 2. Activities will be graded based on being complete and correct.
 3. Assignments are due at the beginning of class unless otherwise instructed.
 4. The student has the responsibility to complete assignments as outlined in this syllabus.
 5. Web activities will be completed in the classroom, when time permits, or during open lab.
- B. Unit Written Exams, Major Project, Assignments, and Attendance
 1. There will be written exams
 2. A major project will be assigned.
 3. Completion of assignments and satisfactory attendance will be part of the evaluation of the competency of a student.
- C. Final Evaluation
 1. The course grade will be based on a point scale for each item used in the evaluation.
 2. The final grade will be determined by the percent of the total points accumulated during the course.
- D. Grading Scale:

900-1000 points (90 – 100%)	=	A	Incomplete	=	I
800-0899 points (80 – 89%)	=	B	Withdrawal	=	W
700-0799 points (70 – 79%)	=	C			
600-0699 points (60 – 69%)	=	D			
000-0599 points (0 – 59%)	=	F			
- E. Remediation

Students seeking additional help may obtain tutoring assistance from the instructor as time permits.

V. Disability Statement (Americans with Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.