

El Paso Community College

Syllabus

Part II

Official Course Description

SUBJECT AREA	<u>Travel and Tourism</u>
COURSE RUBRIC AND NUMBER	<u>TRVM 1323</u>
COURSE TITLE	<u>Group Tour Operations</u>
COURSE CREDIT HOURS	<u>3 3 : 0</u>
	Credits Lec Lab

I. Catalog Description

Studies the role of the group planner, selling to groups, and planning itineraries, including, components of a tour package, tour costing, advertising and promotion, group dynamics, and tour guide qualifications. Introduces development of group tour arrangements and conducting group travel tours. **(3:0)**.

II. Course Objectives

- A. Unit I. Introduction to Group Travel
1. Explain how group tours have developed over the years.
 2. Research the reasons that people take tours.
 3. Study the various types of tours.
 4. Investigate the current trends that affect travel.
 5. Present the various means of transportation that can be chosen by tour members.
 6. List the appealing features offered by different types of tours.
 7. Specify dates for tours to be developed and state reasons for the selections.
 8. Discuss the contents of an itinerary and how it is organized.
 9. Explore the merits of using a tour operator versus building your own tour.
 10. Note the areas where one can receive assistance in planning an itinerary.
 11. Describe the actions necessary to register a tour.
 12. Provide a variety of ways in which a tour can be priced.
 13. Determine how profit is built into the price of a tour.
 14. Discuss the various costs that go into developing a tour.
 15. Create a tour cost sheet and price a tour.
 16. Research Alternative methods
 17. Maintain confidentiality.
 18. Follow emergency protocol.
 19. Coordinate with other employees to reach intended goals.
 20. Communicate with supervisor about possible incentives.
- B. Unit II. Marketing and Customer/Supplier Relations
1. Describe how word of mouth advertising and personal contact are used in selling a tour.
 2. Write familiar with writing a press release.
 3. Review advertising materials for a particular tour offering and create a brochure based on the information available.
 4. Develop promotional materials for a specific tour.
 5. Recognize co-op advertising opportunities.
 6. Identify resources to meet customer needs.
 7. Identify sales prospects.

- C. Unit III. Tour Manager Preparation, En-route Management, and Post Tour Operations
1. Ascertain three principal types of tour managers.
 2. Describe the duties of a tour manager.
 3. Determine sources of tour leaders and make necessary selections.
 4. Research the skills and personality traits of a tour manager and develop an equitable compensation plan.
 5. Prioritize work activities.
 6. Demonstrate multitasking.
 7. Network to promote your brand.
 8. Determine the on-tour authority of a tour manager.
 9. Catalog sources for training and education opportunities in the area of tour management.
 10. Discuss the information that is required by a tour manager and where it can be obtained.
 11. Provide a description of a tour manager's notebook and how each item is used.
 12. Develop a list of materials to be provided to tour members.
 13. Recognize visa and passport regulations, photography tips, possible difficulties with foreign currency exchange, money management, travel insurance, and tour member meetings.
 14. Present the procedures required to check in tour members and their luggage at the point of departure.
 15. List the various types of carriers used for group travel.
 16. Study techniques used to minimize illness, jet lag, and boredom while traveling.
 17. Lead a discussion of the procedures and possible difficulties involved with entering a foreign country, clearing customs, and converting currency.
 18. Investigate common problems encountered during the tracking of traveler baggage.
 19. Explore the various types and duties of tour personnel.
 20. Analyze a typical tour routine.
 21. Present various techniques which can be used to entertain and inform travelers.
 22. Describe how to check a tour in and out of lodgings.
 23. Demonstrate knowledge of typical lodging problems.
 24. Explore tour shopping, tipping responsibilities, and miscellaneous tour options.
 25. Research the procedures for handling lost luggage; illness or death of a tour member; political unrest or natural disasters.
 26. Generate a list of traveler's rights.
 27. Discuss preparations necessary for a return flight, checking luggage and tour members into a foreign airport, and insuring that travelers safely board a departing flight.
 28. Identify exemptions and limitations that apply to customs.
 29. Research the follow-up responsibilities of a tour manager.
 30. Discuss motor coach tours in the United States.
 31. Research the duties of a driver and a tour escort.
 32. Outline a routine tour by motor coach.
 33. Describe the preparation necessary to be a motor coach tour escort.
 34. Investigate the flow of foreign tourism to the United States.
 35. Analyze the promotion of tourism by various states.
 36. Describe how local tourism bureaus function.
 37. Develop a theoretical cost for promoting local tourism.
 38. Update customers on current conditions
 39. Demonstrate clear and concise writing
 40. Perform job manually during computer down time
 41. Plan for customer medical conditions and disabilities
 42. Demonstrate preparation for normal and unusual job activities.
 43. Implement safety measures.
 44. Maintain the security of restricted areas.
 45. Determine customer needs.
 46. Recognize basic computer terminology.
 47. Participate in volunteer activities.

III. THECB Learning Outcomes (WECM)

1. Demonstrate an understanding of the group or tour wholesaling business including escorted, hosted, and independent tours.
2. Compare/contrast the tour guide, tour manager, and supplier's responsibilities.
3. Examine the complexity of developing a customized tour, and evaluate budget, mid-range, and luxury tour companies.
4. Compare and contrast selling to groups and individuals.
5. Explain the role of the group decision-maker, and the importance of setting a timeline for selling to groups.
6. Discuss tour pacing, promotion, advertising, and follow-up procedures.
7. Develop a tour; figure cost and markup of proposed tours, and create per diem cost comparisons for clients.
8. Prepare budget and negotiate with suppliers.

IV. Evaluation

- A. Unit Assignments
1. Unit assignments are designed to give the student the practice needed to become competent in creating and selling group travel.
 2. Activities will be graded based on being complete and correct.
 3. Assignments are due at the beginning of class unless otherwise instructed.
 4. It is the responsibility of the students to complete assignments as outlined in the 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 competence 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.

VII. Title IX and Sex Discrimination

Title 9 (20 U.S.C. 1681 & 34 C.F.R. Part 106) states the following "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any educational program or activity receiving Federal financial assistance." The Violence Against Women Act (VAWA) prohibits stalking, date violence, sexual violence, and domestic violence for all students, employees and visitors (male and female). If you have any concerns related to discrimination, harassment, or assault (of any type) you can contact the Assistant to the Vice President for Student and Enrollment Services at 915-831-2655. Employees can call the Manager of Employee Relations at 915-831-6458. Reports of sexual assault/violence may also be reported to EPCC Police at 915-831-2200.