

# HTT A157: TOUR ESCORTING AND GROUP TRAVEL

Item	Value
Curriculum Committee Approval Date	03/11/2020
Top Code	300900 - Travel Services and Tourism
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

## Course Description

This course introduces the roles and expectations of a tour escort and manager. The student will learn to research, plan and incorporate itineraries, promote the group travel package, attract clients, and manage the operational aspects of a group. The responsibilities and characteristics of a tour escort will also be discussed. ADVISORY: ENGL A099 or equivalent. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Create a multi-day tour incorporating rooms, travel, meals, and escorting.
2. Design a trip for a group of 30. Establish a destination, travel dates, price and availability.

## Course Objectives

- 1. Detail current changes in the travel industry, including distribution channels, security, and E-commerce.
- 2. Explains the importance of new technologies and the new realities involved in travel today.
- 3. Develop the hands-on skills necessary to sell travel products effectively in today's market.
- 4. Connect information, knowledge, and skills to the realities of the job market.
- 5. Demonstrate application using reality-based vignettes to enhance critical thinking skills.
- 6. Describe Internet usage, laws and protocol.
- 7. Identify today's safety and security issues for travelers.
- 8. Utilize case studies enhance critical thinking.
- 9. Utilize the language used in selling group space
- 10. Identify the criteria needed to qualify group space.
- 11. Describe the 18 steps of the group process
- 12. List 8 group motivators used in designing and selling.
- 13. Understand the various types of groups.
- 14. Develop a checklist that allows you to qualify a client.

## Lecture Content

Tour Conducting independent hosted escorted Group Sales City and Site Guiding Multi-Day Tours Client and Escort Psychology Accommodations Air Travel and Tours Ground and Rail Travel Insurance Pricing Strategies Suppliers and Attractions Expecting the Unexpected Develop customer base New technologies Realities involved in traveling Travel products Geography Sales and marketing in the dot com travel environment. Travel safety and security Travel Policies Marketing Strategies Level of Services Promoting your Product Distribution Channels Making the Sales Sales Relationship Steps in the Selling Process Following through and Following Up Dealing with Change Handling Complaints Government agencies Ecotourism

## Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

## Instructional Techniques

Lecture, handouts, case studies, group participation, video demonstration, discussion, student projects, computer modules, skill simulations, and field trips.

## Reading Assignments

Students are expected to engage in a minimum of nine hours in out-of-class activities to enhance their learning, weekly. This can include, one or more of the following: Read assigned modules prior to class arrival. Read and maintain a travel manual Library Research Read posted airline articles in Blackboard. Read posted discussion topic, research and participate in the argument.

## Writing Assignments

Students are expected to engage in a minimum of nine hours in out-of-class activities to enhance their learning, weekly. This can include, one or more of the following: Problem-solving exercises will include written comprehensive responses. Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques. Journal of observations and experiences. Present a professional portfolio journaling learning outcomes. Cognitive responses to classroom lecture and demonstration will be required. Weekly problem-solving exercises will include written and oral comprehensive responses.

## Out-of-class Assignments

Students are expected to engage in a minimum of nine hours in out-of-class activities to enhance their learning, weekly. This can include, one or more of the following: Initial writing assignments will include a short essay to assess general country knowledge. Access and develop event plans based on industry knowledge, including and all courses taken at OCC or other public or private institution relating to the travel industry. Interactive computer demonstration of Power Point presentation skills. Worksheets completed from information in the text, computer software, lectures and video presentations. Examinations consisting of fill-in, multiple choice, and/or essay All quizzes and examinations will be at least 75% comprehensive responses. Weekly problem-solving exercises will include written and oral comprehensive responses.

## Demonstration of Critical Thinking

All course objectives require critical thinking. To apply the objectives, students will be required to: Participate in class discussion and other interactive classroom work Use theory to support writing assignments

Research, evaluate and organize information in order to present a presentation on an assigned topic Evaluate the presentations of others

### **Required Writing, Problem Solving, Skills Demonstration**

Complete course appropriate projects Established hours of work based learning Satisfactory evaluation Demonstrate various approaches to professional critical thinking and problem solving Development of professional standards Exhibit skills acquired and applied in certificate option as applied in professional situations Attendance and participation are fundamentals for successful completion. Present a professional portfolio documenting a tour and group travel package

### **Eligible Disciplines**

Hotel and motel services: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Travel services (dispatching): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

### **Textbooks Resources**

1. Required Mancini, Marc. Conducting Tours a Practical Guide, ed. Clifton Park: Delmar, 2011 Rationale: - 2. Required Steve Crowhurst. Selling Group Travel, latest ed. Travel Institute, 2011 Rationale: -

### **Other Resources**

1. Required: Students must have routine access to reliable computer, internet, and mobile communication device with adequate Internet and SMS/video/camera capabilities. 2. Tour Guide Practices Principles Manual provided to students.