

HTT A158: LUXURY, INCENTIVE, AND CORPORATE 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
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

Course Description

This course leads you on a path toward developing an intimate knowledge of the luxury and incentive travel product, sales process, and unique needs of the affluent consumer. You will be introduced to the corporate travel market and understand how they share expectations. Explore the distinct types of consumers and how to focus sales and marketing efforts to attract and keep them coming back. ADVISORY: ENGL A099 or equivalent. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Develop a trip using three components of the travel industry with a defined corporate client, destination, and budget.

Course Objectives

1. List information needed to make airline, car rental, hotel, rail, tour and cruise reservations.
2. Cost a complete itinerary.
3. Research per Diems for the various forms of transportation, hotel and sightseeing for individuals and groups.
4. Build a luxury, leisure, and corporate consumer base.
5. Develop a comprehensive overview of meeting design.
6. Establish objectives based on consumer demand.
7. Institute a site selection process.
8. Analyze negotiation tactics.
9. Develop a program considering: Food and beverage, Room setup, Support services.
10. Write an agreement considering: Budgeting, Financial planning, Risk factors, Evaluations.
11. Comprehend the differences in the luxury, leisure and incentive industry.
12. Recognize the difference between incentive travel, meetings and other group travel.
13. Identify the best prospects for luxury, incentive travel rewards.
14. Distinguish what luxury decision makers and incentive travel companies want.

15. Implement systems for marketing the program.
16. Develop logistics and operational plans.
17. Join Society of Incentive Travel Executives (SITE) as a student member (no charge).
18. Identify the aspects of corporate travel that differs from luxury or leisure.
19. Design aspects for a corporate event.
20. Develop an itinerary for a luxury, leisure and corporate consumer.
21. Incentive Travel Defined
22. Creating an incentive, luxury or corporate program

Lecture Content

Luxury Travel Consumer Incentive Travel Consumer Corporate Travel Consumer Fragmented Marketplace Elite Aspiring Savvy Explorers Admirers Young and restless Opportunities within the following segments, for each consumer: Air Hotel Transportation Tours Cruise Other Travel Services The Internet - Blessing or Curse Planning United States Flight Itineraries Ticketing Prepaid Expenses Refunds and/or Exchanges Fees Reporting Accommodations Rental Cars Group Sales Insurance International Travel Air Travel Basics Airfares and Taxes Schedules and Ticketing Luxury Selling Skills for the Travel Professional Understand and control the selling process Consulative approach Product sales strategies overcoming objections Corporate Profile Who uses Incentive Rewards? Why do they use them? How are they paid for? Types of Incentive, Gifts and Rewards Group Travel Individual Travel Merchandise Debit Cards Gift Certificates Site Selection Considerations Cost Access to location Accommodation Activities Evaluate Outcomes

Method(s) of Instruction

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

Instructional Techniques

Lecture, handouts, group participation, student research and projects, industry involvement, computers, and simulations

Reading Assignments

Student's 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 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

Student's 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. Participate in class discussions and design a 3 day / 2-night program.

Out-of-class Assignments

Student's 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 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 Present a professional portfolio documenting a luxury, incentive and corporate trip.

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.

Eligible Disciplines

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

Textbooks Resources

1. Required The Travel Institute. Lifestyle Specialist -Luxury Travel, latest ed. Framingham: The Travel Institute, 2010 2. Required Travel Institute. Luxury Specialist, latest ed. Travel Institute, 2014

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. Attracting and Retaining Corporate Accounts, Manual provided to all students.