

TRAVEL 180 -- CRUISE SALES SPECIALIZATION
MIELE

INSTRUCTOR: PETER

E-Mail Addresses: mielepf@wlac.edu - or - pfmiele@sbcglobal.net Length of Course: August 31- December 15, 2013. Class meets: Saturdays 9:35AM - 12:50 PM Office Hours: 12:50PM-1:20PM Saturdays. Online Office Hours: Wednesdays 1:30PM - 2:30 PM. Classroom: AT A210. Special Note: Classroom attendance is optional--all tests, assignments and discussions will be on this class shell. There will be no effect on grades by attendance, per LACCD Regulations.

COLLEGE CLOSURES: Labor Day - Sept. 2nd Veterans Day - Nov. 11 Thanksgiving Holiday: Nov. 28-Dec. 01

SPECIAL DATES : Last Day to add classes online: Aug. 25 Last Day to add classes in person: Sept. 6 Last Day to drop classes with a fee refund: Sept. 6 Drop classes without a "W" - Sept. 6 Drop classes with a "W" (no effect on grade point average)-Nov 15.

TEXTBOOK: THE CLIA GUIDE TO THE CRUISE INDUSTRY, BY MARC MANCINI Ph.D ISBN Numbers: 13:978-1-111-13089-3 and 10: 1-111-13089-2. This book should be available at our campus bookstore or at the Publishers' website, which is .<www.cengagebrain.com>.

DESCRIPTION: This course will give students a deep understanding of the cruise experience and business, including history of cruising, client motivation, cruise line profiles, worldwide port geography, sales tactics and marketing strategies. Actual ship inspection field trips may be included, subject to cruise line permission and schedules.

STUDENT LEARNING OUTCOMES (SLOs):

West Los Angeles College is committed to student success through a set of core institutional Student Learning Outcomes.

Student Learning Outcomes

Core Institutional SLOs

Outcome of Communication

Method/

Source

of Communication

Method of Assessment

Analysis of Assessment &

Change for Improvement

Critical Thinking

Student ability to read and listen to internalize written and lecture information for understanding needed to evaluate and apply hospitality practices, principles and procedures

Lecture

Text

Handouts

Emailed information

National, regional, local government and commercial web sites

Library resources

Trade publications

Web sites

Participation in class discussions

Identification of correct choices on tests

Evaluation for effectiveness is continuously made through in-class monitoring of student feedback and test accomplishment.

Ability to select functions in a multilayered hospitality setting providing direction for individual guest needs

Communication

Effective use of written English language

Successful written and verbal communication

Ability to effectively communicate, in writing and verbally, with other students and the instructor in discussions and tests.

Quantitative Reasoning

Understanding financial relationships relative to hospitality costs and pricing for sales and business profitability

Ability to correctly compute distances and timings of flights, driving distances and travel costs

Self Awareness /

Interpersonal /

Diversity

Ability to place oneself in the total scheme of a guest relationship, in a new destination, country and new culture

Learning to interact with other cultures

Ability to show confidence and sensitivity to other cultures in client counseling and sales simulations

Civic Responsibility / Ethics

Application of knowledge of American culture, ethics, academic & business standards

Familiarization with and application of American and foreign standards, hospitality rules and laws

Student application of knowledge of the American and other culture ethics, and legal systems resulting in positive outcomes for clients

Technological Awareness

Successfully use the computer/internet for research and communication

2. TESTS – Three quizzes will be given during the semester including concepts, glossary words and terms will be included in exams. All tests are online, in the Etudes program.

Total tests: 160 points plus 30 points for essay = 190 points

All quizzes are open book research oriented with a combination of multiple choice and true/false responses. The dates of the exams are listed in this outline.

The total scores for the four exams will be the numbers on which the final grade will be assigned.

Make-up examinations must be arranged in advance, will have time limits, and may result in reduced points.

Essay: 30 points – Describe the category of ships that most interests you, why and how you will promote this type of cruise to potential travelers.

- 15 additional points will be added for undertaking an internship at a travel related business. You are encouraged to pursue relationships with organizations with which you would like to work to make such arrangements. Information may be obtained from the instructor for implementation by the student.

Do not open the test until you are ready to take it!! You can not “look at the test” without “taking it.” Once you open an online test, the clock starts and you can not return to the test without special arrangements for it to be reopened.

In the event of test difficulties due to the electronic nature of the format, the instructor will take compensating action not to compromise your achievement.

3. GRADING CRITERIA - Student grades will be based on a modified curve. The highest score achieved on all tests will be the top of the "A" scale with a 10% separation between letter grades.
Special note: The present instructor reserves the right to change to a more traditional type of grading, depending upon final student scores.

Example: 190 points

Final grades based on highest score in the class

-19 (10%) A

171

-19 B
152

3. **DROPPING THE CLASS** – It is hoped that, before dropping this class, you will discuss your reasons with the instructor. There may be alternatives that will help ensure your continuation and success.

OFFICE HOURS	

Monday	Tuesday	Wednesday	Thursday	Saturday
		Online from 1:30PM-3:30PM	-	By appointment 08:30-13:00

6. **TOPICS TO BE COVERED – Fall 2013 August 31-December 12**
Modules will open at 12:00 AM on stated dates

Week	Date	ACTIVITIES*
1	<u>Aug</u> 31	Introduction, course objectives; tests & grading Ch 1 – Introduction
2	<u>Sep</u> 07	Ch 2 – Who Cruises – and Why
3	14	Ch 3 – The Anatomy of a Cruise Ship
4	21	Ch 4 – The Cruise Experience
5	28	Quiz #1 on Chapters 1-4 ... 40 points
6	<u>Oct</u> 05	Ch 5 – Who's Who in Cruising

7	12	Ch 6 – The Pre-, Post-, and Off-Ship Experience
8	19	Ch 7 – The Geography of Cruising
9	26	Ch 8 – Profiling the Lines
10	11/02/13	Ch9 - Selling Cruises
	9	Ch 10-Cruise Marketing, Groups and Incentives
12	16	Quiz # 2 on Chapters 5-10.....60 points
13	23	Module-Other Types of Water Transportation
14	30	Thanksgiving Holiday--- Happy Turkey!!
15	Dec 05	Review
16	12	Final Quiz #3 on Weeks 13-16 ... 60 points – includes review and ship inspection * Ship category preference essay due ... 30 points

* Subject to change.

Students with disabilities who believe they may need accommodations in this class are encouraged to contact Disabled Students Programs and Services, HLRC 119 or call 310 287-4550 as soon as possible to better ensure such accommodations are implemented in a timely fashion.



You are offered a brief view of your instructor’s tourism related background so you may know how to use his knowledge to further you own professional interests

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Peter Miele has been a retain travel agent for over 40 years, and owns Henry Miele Travel Service, one of the oldest travel agencies in Los Angeles. He has taught at the Airport College Center and West Los Angeles College for over 30 years. He has taught most of the classes in our Travel/Hospitality curriculum, and was named “Adjunct Assistant Professor of the Travel/Hospitality Department in 2010.

He has been fortunate to visit over five countries in his travel career, and has taken numerous cruises, from the 1950s 42-day voyages to weekend cruises in the present time! He has also lectured on cruise ships, during local ASTA's (American Society of Travel Agents-a professional group) "School-at-Sea" Program, dispensing Peter Miele



You are encouraged to experience activities related to different cultures, from foods to foreign destinations and to study related subjects: anthropology, architecture, history, sociology and more. These will broaden your knowledge base and enable you to work with increasingly more travelers, with more interests, wanting different levels of service.



Core Institutional SLOs	Outcome of Communication	Method/ Source of Communication	Method of Assessment	Analysis of Assessment & Change for Improvement
Critical Thinking	<ul style="list-style-type: none"> Student ability to read and listen to internalize written and lecture information for understanding needed to evaluate and apply travel practices, principles and procedures related to the sale of cruise services 	<ul style="list-style-type: none"> Lecture Text Handouts Emailed information National, regional, local government and commercial web sites Library resources Trade publications 	<ul style="list-style-type: none"> Participation in class discussions Identification of correct choices on tests 	<p>Evaluation for effectiveness is continuously made through in-class and/or online monitoring of student feedback and test accomplishment</p> <p>Ability to select functions in a multilayered hospitality setting providing direction for individual guest needs</p>
Communication	<ul style="list-style-type: none"> Effective use of written English language Successful written and verbal communication 		<ul style="list-style-type: none"> Ability to effectively communicate, in writing and verbally, with other students and the instructor in discussions and tests. 	
Quantitative Reasoning	<ul style="list-style-type: none"> Understanding pricing issues through client relationships relative to cruise sales and 		<ul style="list-style-type: none"> Ability to correctly determine legal, policy and procedural needs for the sale and 	

	profitability		service of cruise and travel arrangements
Self Awareness / Interpersonal / Diversity	<ul style="list-style-type: none"> Ability to place ones self in a travel business relationship, in a new destination, country and new culture Learning to interact with other cultures 		<ul style="list-style-type: none"> Ability to show confidence and sensitivity to other cultures in client counseling and sales simulations related to providing cruise sales
Civic Responsibility / Ethics	<ul style="list-style-type: none"> Application of knowledge of American culture, ethics, academic & business standards Familiarization with and application of American and foreign cruise policies, procedures and travel rules and laws 		<ul style="list-style-type: none"> Student application of knowledge of the American and other culture ethics, and legal systems resulting in positive outcomes for clients for productive cruise sales
Technological Awareness	<ul style="list-style-type: none"> Use of computers and internet for communication 		<ul style="list-style-type: none"> Successfully use the computer/internet for research and communication



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