

# Syllabus for Travel 186

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TRAVEL 186 -TICKET NO. 5264 THURSDAYS, 6:45 - 10:00pm CE 225\* \*ROOM ASSIGNMENT MAY CHANGE-CHECK AT FIRST CLASS. INSTRUCTOR: PETER MIELE Contact: <mielepf@wlac.edu> or via private message in our "Etudes" Class Shell. School Telephone: (310) 287-4200, xt 9-8093 (leave message).

**TRAVEL 186**  
**PETER MIELE**

## Internet Travel Research

Everything you do as a travel professional requires information. This means that you must have alternatives, choices and contacts. As part of the worldwide travel industry family, you are part of a support system designed help you maintain a professional image. All that may be missing may be your knowledge of who to contact to best serve your clients.

You will also need information on which to base your business decisions. You will want further information, to counsel clients about customs, culture and other, destination related subjects. It is important that you understand the potential you have, in your own computer, and use it to support your travel sales efforts. If you do not adequately and thoroughly use your information gathering potential, your clients will find the information, without you. Speed and accuracy are essential

This course will set the course to using your own thoughts and interests, to find information and to create publications used to attract clients. *Knowledge is power.*

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OBJECTIVES OF COURSE: Students will become familiar with key travel industry websites and learn how to book travel, communicate and access information from airlines, hotel chains, tour companies, cruise lines, tourist bureaus and government internet sites.

IMPORTANT INFORMATION: All assignments, tests and discussions will be on our "Etudes" internet Class Shell. Attendance on Thursdays is optional, and grading cannot be influenced by attendance, per LACCD Regulations.

1. **TEXT** – *There is no text in this course.* All work will be done directly from the Internet.

Weekly use may be made of the Sunday Los Angeles Times Travel Section. You should be prepared to identify travel services being described and to research them – and similar services, possibly in the same or different destinations.

It is recommended that you have available and bring to each class a removable memory stick with *at least* 128 MB of storage (more, if you want to capture graphics). This will be used to record web sites found in class and out-side research. It will also store your Publisher brochure and Power Point presentations.

2. **GRADES** – Achievement will be based on your understanding of the use of the internet, your success in finding and applying information located on internet sites and basic computer

program understanding of application of computer programs for professional presentations and publications.

Total of 500 points.

- 280 points @ 20 points each for responses to 14 weekly topic exercises
- 50 points - Create a Publisher brochure for a destination of your choice (another program may be used)
- 50 points - Create a Power Point presentation, for use in “selling” your services to a commercial account or group
- 20 points - Create a notebook with tabs indicating the categories identified in the “class activities” section of this outline. Organize an outline of selected web sites found in each category
- 100 points for Final Exam

The total of scores for the above components will be the numbers on which the final grade will be assigned.

- 15 additional points will be added for undertaking an internship at an hospitality or 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.

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3. **GRADING CRITERIA** - Student grades will be based on a modified curve. The highest score achieved on all items will be the top of the "A" scale, with a 10% separation between letter grades.

Example: 500 points

-50 (10%) A (This is only an example)  
450

-50 B  
400

The current instructor reserves the option to utilize a more traditional grading system, depending upon the number of student high scores at the end of the semester.

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.

<b>LAST DAY TO: Fall 2013</b>	
Drop a Class w/o a Fee	Sept 23
Drop a Class w/o a W	Sept 23
Drop w/ a W	Nov 18
<b>GRADUATION PETITION ACCEPTED</b>	April 29 - November 15

**CAMPUS CLOSED**

Labor Day, Sept 2  
 Veteran's Day, Nov 11  
 Thanksgiving Nov 28-- Dec. 01

See WLAC Schedule of Classes

3. **QUESTIONS, COMMENTS, SUGGESTIONS, or COUNSELING** regarding career direction or the travel industry may be discussed either before or after class, or by appointment. You may contact the instructor by: email\_telephone 310 287- 4200, Xt 9-8093 <pfmiele@sbcglobal.net>

Monday	Tuesday	Wednesday	Thursday	Saturday
		OnLine: 2pm-4pm "Etudes" Class Shell	17:45–18:45Room <u>Travel 186</u> CE225 18:45-22:00	

3. T **Travel 186 - Tkt # 5264 Thursday, 6:45P-10PM Room CE225\***

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**\*room change possible to CE104 -check door signs.**

**TOPICS TO BE COVERED – Fall, 2013**

Aug 29 - Dec 18

*Listed topics are examples only because of frequently changing web sites*

WEEK	Thu	ACTIVITIES*
1	<u>Aug</u> 29	Introduction, course objectives; tests & grading Travel Industry Publications (Print & Online): Travel Agent, Travel

		Weekly, TravelAge West Black Meetings & Tourism, more – <i>Exercise 1 / 20 points</i>
2	SEP 05	Consumer Travel Publications – <i>Exercise 2 / 20 points</i>
3	12	Consortia, Host Agencies, Back Office Accounting Programs – <i>Exercise 3 / 20 points</i>
4	19	Government Requirements; Business license; California State SOT; Escrow/Trust, Complaints .... Introduction to Power Point Accounts – <i>Exercise 4 / 20 points</i>

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5	26	Agent Membership Organizations: ASTA, ARTA, PATA, OSSN <i>Exercise 5 / 20 points</i>
6	<b>Oct</b> 03	Destinations: WTO; Convention & Visitor Bureaus, FGTO sites, ASEAN Introduction of MS Publisher – <i>Exercise 6 / 20 points</i>
7	10	Airlines: Freedoms of the Air, ARC, IATA (IATAN), Individual Airlines, Consolidators – <i>Exercise 7 / 20 points</i>
8	17	Cruise Lines: American Maritime Law/The Jones Act, CLIA, Individual Cruise Lines, Freightor Companies, Consolidators – <i>Exercise 8 / 20 points</i>
9	24	Hotels: Name Chains, Independent Properties, Research Companies – <i>Exercise 9 / 20 points</i>
10	<b>Nov</b> 07	Railroads: AMTRAK, Via Rail, Mexican Rail, Overseas Rail, Rail Europe, Britrail, Eurostar, Orient Simpon Express – <i>Exercise 10 / 20 points</i>
11	14	Tour Companies: USTOA, unaffiliated tour companies – <i>Exercise 11 / 20 points</i> Finalize MS PowerPoint
12	21	Local Operators/Sightseeing: Grey Lines, New York, Paris, Singapore, more & Public Companies - Research those publicly traded – <i>Exercise 12 / 20 points</i>
13	28	<b><i>Thanksgiving Holiday - Go Somewhere!</i></b>

14	<u>Dec</u> 05	Concentration on MS Power Point & Publisher – creating visual promotional items. Travel Scam Alerts: Travel Law: Alex Anolick, Bureau of Citizenship and Immigration Services; U S Customs; Passport Services; Online Maps & Weather, Travel Insurance; Bon Voyage Gifts..Exercise 13/20 points
15	12	FINAL EXAM -- 100 points
		<b>END OF SEMESTER</b>

\* 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:

**Peter Miele has been a retail 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 enough to visit over fifty 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” programs, dispensing geographical, ship and cruise marketing information to travel interns and professionals alike. He has planned and led groups as part of his agency activities, and is currently an “at-home” agent in addition to his teaching.**



West Los Angeles College is committed to student success through a set of core institutional Student Learning Outcomes. These are made relevant to this course in the following ways:

## **Student Learning Outcomes**

Core Institutional SLOs	Outcome of Communication	Method/ Source of Communication	Method of Assessment	Analysis of Assessment & Change for Improvement
<b>Critical Thinking</b>	<ul style="list-style-type: none"> <li>Student ability to read and listen to internalize written and lecture information for understanding needed to evaluate and apply tourism practices, principles and procedures</li> </ul>		<ul style="list-style-type: none"> <li>Participation in class discussions</li> <li>Identification of correct choices on tests</li> </ul>	<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 appropriate travel services for individual client needs</p>
<b>Communication</b>	<ul style="list-style-type: none"> <li>Effective use of written English language</li> <li>Successful written and verbal communication</li> </ul>	<ul style="list-style-type: none"> <li>Lecture</li> <li>Text</li> <li>Handouts</li> <li>Emailed information</li> <li>National, regional, local government and commercial web sites</li> <li>Library resources</li> <li>Trade publications</li> </ul>	<ul style="list-style-type: none"> <li>Ability to effectively communicate, in writing and verbally, with other students and the instructor in discussions and tests.</li> </ul>	
<b>Quantitative Reasoning</b>	<ul style="list-style-type: none"> <li>Understanding distance, time and weight differences and monetary considerations sales and business profitability</li> </ul>		<ul style="list-style-type: none"> <li>Ability to correctly compute distances and timings of flights, driving distances and travel costs</li> </ul>	
<b>Self Awareness / Interpersonal / Diversity</b>	<ul style="list-style-type: none"> <li>Ability to place ones self in the total scheme of a new destination, country and new culture</li> <li>Learning to interact with other cultures</li> </ul>		<ul style="list-style-type: none"> <li>Ability to show confidence and sensitivity to other cultures in client counseling and sales simulations</li> </ul>	

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<b>Civic Responsibility / Ethics</b>	<ul style="list-style-type: none"> <li>Application of knowledge of American culture,</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li>Student application of knowledge of the</li> </ul>	
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	ethics, academic & business standards <ul style="list-style-type: none"> <li>• Familiarization with and application of American and foreign standards and tourism rules and laws</li> </ul>		American and other culture ethics, and legal systems resulting in positive outcomes for clients	
<b>Technological Awareness</b>	<ul style="list-style-type: none"> <li>• Use of computers and internet for communication</li> </ul>		<ul style="list-style-type: none"> <li>• Successfully use the computer/internet for research and communication</li> </ul>	

IMPORTANT EXTRA INFORMATION FOR TRAVEL 186: All assignments, tests, discussions and lecture modules will be provided in an "Etudes" Class Shell. Attendance in class is encouraged, but is optional. In line with LACCD Regulations, class attendance is not a factor in student grades.