TVL 101: Introduction to Travel and Tourism
Detailed Course Syllabus & Description

WAIT! BEFORE YOU BEGIN!!

1. ORDER THE BOOKS:

*Travel Career Development*, by Patricia J. Gagnon, CTC and Janet Tooker, and the partner book- *Travel Career Development (Student Workbook)*

Students can order the books at the East Campus Bookstore by contacting the Manager, Carla Orlando at 520-206-7658...or e-mail Carla and tell her what book(s) you need at 0118mgr@fhec.follett.com

2. E-MAIL THE INSTRUCTOR:

After ordering book(s), students should immediately contact the instructor, Dottie Sutherland, at sutherlanddk@hotmail.com to "officially" begin the course. Students should forward their name, address, e-mail address for listserv, and any specific work schedule information necessary for the successful completion of the course. Students should also write a small summary of their GOALS upon completion of their travel and tourism studies.

About this Course:

This course consists of 17 modules. You will probably want to plan on completing two modules every week. To complete a module you are asked to read some material in your text and complete the worksheets from your student workbook which are identified as "required."

For unit VII, you will be asked to complete the **Course Summary Review**. The course review contains questions from each of the chapters we will study. You may find it beneficial to access the course review as you complete each chapter and answer the questions pertaining to that chapter while they are still fresh in your mind.

Many of the modules contain information on related web sites. These web sites have been CAREFULLY CHOSEN - and are worth your while to look at. IT IS RECOMMENDED THAT YOU AT LEAST VISIT ALL THE SITES - even though you may not decide to do an evaluation on each one. You must access at least one of these and review it according to guidelines provided in the **Web Site Evaluation** form.
**Deadlines:**

Deadlines will be assigned when students sign up for this course. Materials that are turned in prior to the last date of the course will be reviewed by the instructor with the student’s previously stated grade goals in mind. Any areas in which the work falls short of the requirements will be noted by the instructor and it will be available for correction by the student not more than one week after receipt by the instructor. However, all material must be turned in no later than the last day of the semester as stated in the official schedule of classes published by Pima College. Any materials turned in after this date will simply be graded by the instructor; there will be no opportunity for corrections by the student and an official grade will only be obtained through an official "Change of Grade" form to be reviewed by the Program Dean. Therefore, students are strongly urged to submit their materials for instructor review prior to the first deadline.

Once you have completed the course, you will be well-prepared to take the test for ICTA's Travel Career Development Test Certificate. (See page 337 of your text for more information on this very worthwhile option. E-mail your instructor if you are interested in pursuing this certification.)

**Information/Learning Sources:**

The information needed to complete the worksheets in your student handbook will be primarily found in the text. Additional information may be found in travel guides or other travel related publications such as magazines or professional journals. The Internet is also a great source of information.

**Product Handed in: The Travel and Tourism Portfolio:**

With the exception of the worksheets in the Student Handbook which may be handwritten, ALL materials in your portfolio must be typed.

Each page should show your printed name and date (this may be hand printed). All responses must reference the particular web site or article being addressed and each response to a question (in the case of the Web Site Evaluation and Course Summary Review) should be numbered. Your response to the articles will take the form of a reaction paper.

**The portfolio must be turned in to the instructor:**

East Campus (office 01-40)

by mail: 8181 East Irvington Road, Tucson, AZ 85709-4000
There are two options for completing your Travel and Tourism Portfolio:

1. Create **tabbed separators** in a three-ring notebook for as many of the following as necessary (depending, again, on the grade you wish to earn): "Worksheets," "Web Sites," "Course Summary Review" "Industry Articles," and "Research Papers." You may turn in your student workbook separately from the rest of your portfolio. However any supporting materials (required for some of the worksheets) should be in your portfolio under the worksheet tab and have the corresponding worksheet referenced by number.

   Your student handbook should contain NO loose papers and it must have a cover sheet stapled to the front cover which contains your name, date, course name, and instructor's name, as well as a detailed listing by module of all worksheets completed including the chapter and page number for each. A **Sample Worksheet Cover Page** is provided which you may print out and use.

2. Create tabbed separators in a three-ring notebook as above. In this case, you will need to either cut out (neatly please!) or photocopy your completed worksheets and include them in the "Worksheet" section of your portfolio. Any supporting materials should be filed directly behind the corresponding worksheet. As above, you must also include a cover sheet for this section that contains a detailed listing by module of all worksheets completed including the chapter and page number for each. A **Sample Worksheet Cover Page** is provided which you may print out and use. If you choose this option, of course, everything will be included in your portfolio and it will not be necessary to turn in your Student Workbook.

DO NOT WAIT UNTIL THE LAST MOMENT TO PRINT YOUR WORK. PRINTER PROBLEMS ARE NOT ACCEPTED AS AN EXCUSE FOR LATE WORK.

It is assumed that all materials handed in (with the exception of stated quotations which have been duly referenced) are original. All work will be held for one month following the final deadline for completion of the course. Any work not picked up by this time may be discarded or may appear with your name as an example for future students. If you want do not want your materials used in this way, please pick them up or make other arrangements with your instructor.

**Grading:**

This course contains 16 modules that relate directly to a chapter in the text. Each of these modules contains between one and three worksheets from your Student Handbook that have been identified as "required." You must complete the worksheets for each module
with an average at or above 80% correct level. Unit VII contains the Course Summary Review which must be completed at a 70%, 80%, or 90% accuracy rate, depending upon the grade sought. As previously stated, the Course Summary Review contains questions from each of the chapters we will study. You may find it beneficial to access the course review as you complete each chapter and answer the questions pertaining to that chapter while they are still fresh in your mind.

**Minimum requirements for each grade level are as follows:**

**For a final course grade of C, a student must:**
1. Complete all required worksheets at 80% accuracy or better per module.
2. Complete the Course Summary Review at 70% accuracy or better.
3. Write a review of one of the selected internet sites according to the Web Site Evaluations guidelines provided.

**For a final course grade of B, a student must:**
1. Complete all required worksheets at 80% accuracy or better per module.
2. Complete an additional five optional worksheets at 80% accuracy or better.
3. Complete the Course Summary Review at 80% accuracy or better.
4. Write reviews of two of the selected internet sites using the Web Site Evaluations guidelines provided.
5. Read the articles linked to Module 11 from *ASTA Agency Management* magazine, (Vol. 68, no. 9, September 1999) entitled *Thinking About Niche Markets? Just Do It!* by Stanley C. Plog (pp. 10-11) and "Niches Worth Exploring" by Judy Bredemeier, Lynn Cook, Donna Marino, and Kate Rice (pp. 14-19) and write a two-page (typed, double-spaced) reaction paper which addresses the specific questions posed on the Travel Industry Articles page.

**For a final course grade of A, a student must:**
1. Complete all required worksheets at 80% accuracy or better per module.
2. Complete an additional ten optional worksheets at 80% accuracy or better.
3. Complete the Course Summary Review at 90% accuracy or better.
4. Write reviews of three of the selected internet sites using the Web Site Evaluations guidelines provided.
5. Read the articles linked to Module 11 from *ASTA Agency Management* magazine, (Vol. 68, no. 9, September 1999) entitled *Thinking About Niche Markets? Just Do It!* by Stanley C. Plog (pp. 10-11) and "Niches Worth Exploring" by Judy Bredemeier, Lynn Cook, Donna Marino, and Kate Rice (pp. 14-19) and write a two-page (typed, double-spaced) reaction paper which addresses the specific questions posed on the Travel Industry Articles page.
6. Select and research one niche area in travel and tourism. Write a three to five page (typed, double-spaced) paper according to the Niche Area Research Paper guidelines linked to Module 11.

It should be noted that if any area of the portfolio fails to meet the specified criterion, the course grade will automatically fall to the grade level for which all requirements have
been met. For example, a student who has met all the other requirements for an A (including the research paper, etc.), but whose Course Summary Review is only 85% accurate would only receive a B for the course as that is the highest grade level for which all requirements have been successfully met. This problem may be avoided by turning materials in for instructor review prior to the first deadline and making any necessary corrections prior to the second deadline.

Completing less than the requirements specified for a course grade of C (or completing them at an accuracy rate less than that specified) will result in a course grade of F.

Incompletes will only be given in rare situations as the course is self-paced.

**Deadlines:**

As previously indicated, there are two deadlines for turning in material for this course. The first deadline is approximately 14 weeks from the beginning of your studies. This date allows for the instructor to review and submit a response to the material- and provides an opportunity for students to make corrections to their work and possibly improve their final grades for the course. The second deadline is exactly 16 weeks after the date a student registers for the course. This is the FINAL DATE for turning in all materials. All materials received at the very end will simply be graded by the instructor and the appropriate grades assigned.

NO materials will be accepted after this final deadline UNLESS DISCUSSED WITH THE INSTRUCTOR PREVIOUSLY!

Although the instructor is always available via e-mail, it is important to note that in a course such as this -- without classroom contact time -- students may not always be sure they are "on the right track." It is strongly recommended that students take advantage of the first "review" deadline and plan accordingly when completing their coursework.

**Disabled Student Resources:**

Any students needing reasonable accommodations should contact the instructor ASAP.

**Listserv:**

A Listserv is a community e-mail list. A Listserv will be set up for all students taking this course through the internet in a given semester. Every time you contribute to the Listserv
everyone else in the class will get your e-mail. Please be aware that to contact the instructor only, you must use his or her e-mail address. The Listserv gives all students access to each other for ideas and shared learning. Students who choose to write the research paper (required for an A in the course) will also post them to the Listserv so that everyone may benefit from the information they contain. The instructor will set up the Listserv. It is your responsibility to send the instructor your e-mail address ASAP and you will be added within a day or two. Please limit your Listserv communications to topics relevant to the class. You will get others’ addresses if you want to have one to one contact.

Getting Started:

Once again, after you have registered for the class, you should e-mail the instructor as soon as possible with the following information: your name, your address, your phone number, your e-mail address, the grade you plan to earn, and any other relevant information. Also let your instructor know if you are interested in pursuing certification through ICTA’s Travel Career Development Test. You will find more information about this nationally recognized travel industry credential on page 337 of your text, Travel Career Development.

Frequently Asked Questions:

Q. I am having trouble with one of the worksheets. I’ve read and reread the chapter and just can’t seem to find the answer to one of the questions. What do I do?
A. The best thing to do is send out an inquiry on Listserve because if you had trouble it is likely that others did too. It is also likely that someone did find the answer and will be able to help you -- and any others who were having the same problem.

Q. My computer/typewriter has broken down. What do I do?
A. If you can get to a Pima College Campus, use the computers available in the general computer labs. There are lab assistants who will explain how to use them. Otherwise, contact your instructor for authorization to print your work by hand.

Q. When do I get my portfolio back?
A. Portfolios will be available for a period of one month after grades have been turned in. Students may pick up work at the program located at the East Campus. You may pick up your portfolio anytime during campus business hours which are M-F, 9AM to 5PM. After one month, portfolios that have not been picked up will be destroyed or, in the case of some of the best ones, used as examples for others. If you prefer that yours is not used in this way, please notify your instructor.
Q. When are the tests? What will they cover?
A. This course is assessed by using a Portfolio approach. One section of the portfolio is the Course Summary Review. It is similar to a test in that it provides a cumulative review of all course material and your performance on it will, in part, determine your course grade. However, it is not timed, you may use your text and any other course materials you wish to complete it and, if you turn it in by the review deadline, you will have an opportunity to correct any errors you may have made. There are no tests, per se, for this course.

WARNINGS:

1. PLEASE CONTACT YOUR INSTRUCTOR ASAP. YOU SHOULD RECEIVE A LETTER FROM THE COMMUNITY CAMPUS WITH DATES FOR OPTIONAL "LIVE" MEETINGS. PLEASE SEND YOUR E-MAIL ADDRESS QUICKLY TO HELP DEVELOP THE LISTSERV.
2. STUDENTS WHO DO NOT CONTRIBUTE TO THE LISTSERV BY THE 45TH DAY OF CLASS WILL BE AUTOMATICALLY DROPPED FROM THE CLASS DUE TO INADEQUATE PROGRESS.
3. TRY NOT TO CHANGE YOUR E-MAIL DURING THE SEMESTER. CLASS LISTSERV WILL "EVAPORATE" AT THE END OF THE SEMESTER. INCOMPLETES AND "Y" GRADES ARE RARELY GIVEN AS YOU ARE RESPONSIBLE FOR SETTING A TIMELY PROGRESSION TO COMPLETE YOUR WORK.