

COURSE OUTLINE

Leisure Travel

Course Description

HM 209. Leisure Travel. 3 hours credit. This course will enable the student to assist the leisure traveler with travel planning and arrangements. The student will explore the top leisure destinations, current cruise trends, the present and future trends in tours, adventure tours, ecotourism and travel insurance. The student will also focus on leisure services for groups, incentive travel and exploring new and tested leisure products.

Course Relevance

The principles in this course are relevant to researching destinations and designing itineraries for all types of leisure travelers and making the recommendations appropriate for their needs.

Required Materials

HM 209 Textbook:

Burke, J., & Resnick, B. (2000). *Marketing and selling the travel product (2nd ed.)*. Albany, NY: Delmar.

Learning Outcomes

The intention is for the student to be able to:

1. Identify the different types of client needs for leisure travel
2. Demonstrate a working knowledge of retrieving information, planning different types of itineraries worldwide, and making leisure travel suggestions

Primary Learning PACT skills that will be DEVELOPED and/or documented in this course

Through the student involvement in this course, he/she will develop his/her ability in the following primary PACT skill areas:

1. Ethical Conduct
 - Through travel assignments conducted in class, the student will recognize and use skills acquired in his/her responsibility in ethically serving clients
2. Speaking Skills
 - Through developing and presenting an oral presentation on a leisure travel subject, the student will develop speaking skills.

Secondary Skills (developed but not documented)

Self-concept
Time Management

Teamwork
Valuing Diversity
Leadership
Problem Solving
Reading
Writing
Listening
Computer Literacy

Major Summative Assessment Tasks

These learning outcomes and primary Learning PACT skills will be demonstrated by:

1. Preparing a final project related to leisure travel that reports service learning activities related to the hospitality industry
2. Preparing and delivering an individual project about a selected leisure travel topic

Course Content

- I. Themes – Key recurring concepts that run throughout the course:
 - A. Identification of different marketing and sales tools used to provide excellence in customer service for those seeking a leisure travel experience.
 - B. Analyzing the different characteristics of the travel product.
 - C. Identifying the target markets for the leisure traveler, positioning that product and creating marketing strategies for the product.
 - D. Selling the travel product
 - E. Understanding the Traveler's Needs
 - F. Identifying the Seller
- II. Issues – Key issues that will be addressed in this course: areas of conflict that must be understood in order to achieve the intended outcome:
 - A. Identifying the customers needs accurately for leisure travel
 - B. Communication skills to achieve the best outcome for the customer leisure travel experience
 - C. Identifying the best source of information for the client.
- III. Concepts – Key concepts that must be understood to address the issues:
 - A. Basics of how to find out the clients needs in regard to leisure travel.
 - B. Understanding the marketing to the leisure travel market
 - C. Efficient methods of retrieving the pertinent information to make the travel experience match the customers leisure travel needs
- IV. Skills / Competencies:
 - A. Analyze methods to market the leisure travel products
 - B. Analyze methods of personal selling to the leisure travel market

Learning Units

- I. Marketing the Travel Product

- A. Understanding Marketing and Sales
 - B. Analyzing the Travel Product
 - C. Selecting Target Markets
 - D. Positioning the Product
 - E. Creating Marketing Strategies
 - F. Implementing the Marketing Plan
- II. Selling the Travel Product
- A. Understanding the traveler's needs
 - B. Identifying the seller.
 - C. Evaluating the travel product
 - D. Setting up the sale
 - E. Using personal selling techniques
 - F. Satisfying the customer

Learning Activities

Independent and collaborative learning activities will be assigned within and outside the classroom to assist the student to achieve the intended learning outcomes. Learning activities will be geared toward practices and analysis of managerial situations to understand the principles of food, beverage and labor cost control management in the hospitality industry. Field trips and guest speakers will allow the student to know what is required of managerial jobs in the hospitality industry. Student skills will be expressed by the use of computers, written assignments, examinations and oral presentations.

Grade Determination

The student will be graded on satisfactory completion of assessment tasks, learning activities, projects, and attendance, adequate participation and discussion.