Unit Course Assessment Report - Four Column

Guam Community College

Tourism & Travel Management AS

Mission Statement: The mission of the Tourism & Travel Management Program is to provide training, education, and support services in the area of Tourism & Travel that meets the career and employment goals of the regions workforce, and to work in partnership with the industry and its many components to advance workforce development in Guam and Micronesia.

Vision Statement: To prepare students for a wide variety of career opportunities and to enhance their growth potential within the Tourism and Travel industry.

Course SLO Description	Means of Assessment & Criteria (Written in %) / Tasks	Data Collection Status/Summary of Results	Use of Summary Result & Implementation Status
Tourism & Travel Management AS - HS153 (formerly HS143) - Destination Geography - Knowledge of Geographical Terminology - SLO#1 FA 2010 - SP 2012: Upon successful completion of this course, students will be able to demonstrate knowledge in geographical terminology, landforms, weather, countries, and destinations as it relates to the tourism industry with the use of industry accepted methods. (Created By Tourism & Travel Management AS) **Start Date:** 10/11/2010 **End Date:** 03/12/2012 **Course Outcome Status:** Currently being assessed **Capstone Course/CTE Related Course:** N/A	**Artifact/Instrument/Rubric/Method/Tool Description:** The student will gain knowledge through destination geography with an emphasis on geography,climate,landforms,as is affects these travel destinations as tourism sites using industry standards and methods. **Type of Artifact/Instrument/Rubric/Method/Tool:** Multimedia presentation evaluations **Criterion (Written in %):** The student will demonstrate geographical knowledge, terminology and destinations through three presentations with a minimum of 70 % accuracy.		
Tourism & Travel Management AS - HS153 (formerly HS143) - Destination Geography - Travel Itinerary - SLO#2 FA 2010 - SP 2012: Upon successful completion of this course, students will be able to demonstrate knowledge in researching, planning, and selling a destination by creating a travel itinerary with the required components. (Created By Tourism & Travel Management AS) **Start Date:** 10/11/2010	**Artifact/Instrument/Rubric/Method/Tool Description:** The method of grading will be a checklist that will include all the components needed to create and sell a travel itinerary. **Type of Artifact/Instrument/Rubric/Method/Tool:** Multimedia presentation evaluations **Criterion (Written in %):** The student will demonstrate the components of planning to include research, planning, and selling a destination		

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End Date: 03/12/2012 **Course Outcome Status:** Currently being assessed **Capstone Course/CTE Related Course:** N/A	by creating a travel itinerary and its requirements with a minimum of 70% accuracy. **Artifact/Instrument/Rubric/Method/Tool Description:** The students will research through their text, library, internet, and industry members. These methods will allow the students to utilize current industry information and will assist in their pursuit of a destination and intinerary that will be of their choosing and expresses their type of travel experience. **Type of Artifact/Instrument/Rubric/Method/Tool:** Skills proficiency checklist **Criterion (Written in %):** The student will follow a checklist and have a variety of options and types of Tourism and Travel to pick from for their itinerary with the required components. The minimum grade will be 70% in order to pass.		
Tourism & Travel Management AS - HS153 (formerly HS143) - Destination Geography - Presentation - SLO#3 FA 2010 - SP 2012: Upon successful completion of this course, students will be able to create and present a destination with a wide range of knowledge spotlighting the travel and tour activities found at that location through a power point presentation. (Created By Tourism & Travel Management AS) **Start Date:** 10/11/2010 **End Date:** 03/12/2012 **Course Outcome Status:** Currently being assessed **Capstone Course/CTE Related Course:**	**Artifact/Instrument/Rubric/Method/Tool Description:** The student will create a powerpoint presentation of a destination based on their choice of type of travel and related information regarding the destination. For example: A business traveler, a family vacation, a conference, and honeymoon. The student may choose any type of travel of their choice. **Type of Artifact/Instrument/Rubric/Method/Tool:** Presentations **Criterion (Written in %):** The student must complete a checklist with a minimum of 70% in order to pass this section.		

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N/A			
Tourism & Travel Management AS - HS158 - Introduction to Meetings, Incentives, Conferences, and Exhibitions (MICE) - Planning - SLO#1 FA 2010 - SP 2012: Upon successful completion of this course, students will be able to demonstrate knowledge of how to plan a meeting, incentive, convention, or exhibition. (Created By Tourism & Travel Management AS) **Start Date:** 10/11/2010 **End Date:** 03/12/2012 **Course Outcome Status:** Currently being assessed **Capstone Course/CTE Related Course:** N/A	**Artifact/Instrument/Rubric/Method/Tool Description:** Upon completion of this course the student will create a power point presentation to demonstrate knowledge on one of the following: planning a meeting, developing an incentive trip, preparing a conference and or develop an exhibition show. The task will be with guidelines from the book and or information you have gathered on your own. Documentation must be included in order to get full credit for your efforts. **Type of Artifact/Instrument/Rubric/Method/Tool:** Multimedia presentation evaluations **Criterion (Written in %):** In order to pass this course, the student must have documentation of their resources and research. Have it organized and in a folder with your name and course name and number. In order to pass you must complete this assignment with a grade of 70% or higher.		
Tourism & Travel Management AS - HS158 - Introduction to Meetings, Incentives, Conferences, and Exhibitions (MICE) - Skills - SLO#2 FA 2010 - SP 2012: Upon successful completion of this course, students will be able to demonstrate basic skills and knowledge in the successful planning of a MICE. (Created By Tourism & Travel Management AS) **Start Date:** 10/11/2010 **End Date:** 03/12/2012	**Artifact/Instrument/Rubric/Method/Tool Description:** The student will work with MICE related industries and OJT 10 contact hours to see how to gain basic skills and knowledge in MICE planning of their choice. **Type of Artifact/Instrument/Rubric/Method/Tool:** Course Projects **Criterion (Written in %):** The student ten hours will not be included in the contact hours. The student will pass the training with a minimum of 70% in order		

	to pass this student learning outcome.		
Course Outcome Status: Currently being assessed **Capstone Course/CTE Related Course:** N/A			
Tourism & Travel Management AS - HS158 - Introduction to Meetings, Incentives, Conferences, and Exhibitions (MICE) - Career Opportunities - SLO#3 FA 2010 - SP2012: Upon successful completion of this course, students will be able to explain career opportunities within the MICE industry. (Created By Tourism & Travel Management AS) **Start Date:** 10/11/2010 **End Date:** 03/12/2012 **Course Outcome Status:** Currently being assessed **Capstone Course/CTE Related Course:** N/A	**Artifact/Instrument/Rubric/Method/Tool Description:** The student will use any means of presentation materials of their choice to showcase the career opportunities found within the Meetings, Incentives, Conferences, and Exhibitions (MICE) Industry. The examples of their choice must clearly explain their focus of the careers presented. **Type of Artifact/Instrument/Rubric/Method/Tool:** Presentations **Criterion (Written in %):** The student will complete the presentation and earn a 70% or better in order to pass. This criteria will come from the text for this course.		
Tourism & Travel Management AS - HS251A (formerly HS251) - Ticketing & Travel Documents - Client Qualification - SLO#1 FA 2010 - SP 2012: Upon successful completion of this course, students will demonstrate how to appropriately answer questions from clients regarding domestic and international airline travel. (Created By Tourism & Travel Management AS) **Start Date:** 10/11/2010 **End Date:** 03/12/2012 **Course Outcome Status:** Currently being assessed **Capstone Course/CTE Related Course:**	**Artifact/Instrument/Rubric/Method/Tool Description:** The students will be allowed to create a rubric of their own to assist them in presenting and showcasing domestic and international travel. This can be as simple as a poster board, a media/power point presentation to more elaborate props. Make sure you give your audience copies of relevant information so they may understand your work. Creativity is OK but the material must address the differences and similarities of domestic and international airline travel. **Type of Artifact/Instrument/Rubric/Method/Tool:** Presentations		

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N/A	**Criterion (Written in %):** The choice of presentation will need to meet the 70% of accuracy minimum with the information and materials presented to relate to the topic in question between domestic and international airline travel.		
Tourism & Travel Management AS - HS251A (formerly HS251) - Ticketing & Travel Documents - Reservations & Ticketing - SLO#2FA 2010 - SP 2012: Upon successful completion of this course, students will be able to answer questions from clients regarding reservations and ticketing information, security protocols,documentation and restrictions that are enforced by the homeland security which include check-in through arrival at their destination and any point between. (Created By Tourism & Travel Management AS) **Start Date:** 10/11/2010 **End Date:** 03/12/2012 **Course Outcome Status:** Currently being assessed **Capstone Course/CTE Related Course:** N/A	**Artifact/Instrument/Rubric/Method/Tool Description:** Their will be an on-site fieldtrip to the A. B. Wonpat Airport. We will be touring the airport and have the Homeland Security advise the students of their tasks and the importance of their mission on Guam. **Type of Artifact/Instrument/Rubric/Method/Tool:** Federal Regulations **Criterion (Written in %):** Attendance will be critical for the participants. Once the date is set the students should clear their schedules due to the importance of the information that will be presented. In order to pass this section, attendance, notes, and intellient questions plus professional attire should be worn by each student. The minimum grade for passing will be 70 percent and it will include both written and oral questions. Professional manners throughout the tour will count towards their grade.		
	Artifact/Instrument/Rubric/Method/Tool Description: Their will be an on-site fieldtrip to the A. B. Wonpat Airport. We will be touring the airport and have the Airlines advise the students of their procedures upon check-in through boarding and arrival procedures from deplaning to immigration and customs and exiting the airport . **Type of Artifact/Instrument/Rubric/Method/Tool:**		

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	Skills proficiency checklist **Criterion (Written in %):** Attendance will be critical for the participants. Once the date is set the students should clear their schedules due to the importance of the information that will be presented. In order to pass this section, attendance, notes, and intellient questions plus professional attire should be worn by each student. The minimum grade for passing will be 70 percent and the medium will be a powerpoint presentation. Professional manners throughout the tour will count towards their grade.		
Tourism & Travel Management AS - HS251B (formerly HS251) - Internet Travel - Knowledge of the Internet - SLO#1 FA 2010 - SP 2012: Upon successful completion of this course, students will be able to demonstrate knowledge of how the Internet can be used as a tool for the travel and tourism industry. (Created By Tourism & Travel Management AS) **Start Date:** 10/11/2010 **End Date:** 03/12/2012 **Course Outcome Status:** Currently being assessed **Capstone Course/CTE Related Course:** N/A	**Artifact/Instrument/Rubric/Method/Tool Description:** Upon completion of the course the student will be able to access the various sites for Internet Travel and peruse them and access information. The skill will be in the access of researching Travel and Tourism with at least six sites that are of interest to the student. Keep a log list of the websites and be able to explain them to your audience. **Type of Artifact/Instrument/Rubric/Method/Tool:** Lab/Skills Test **Criterion (Written in %):** The student must know enough information of the six sites to answer questions Your presentation should include copies of the websites, general information about your choices and why you picked them. Pictures facts will add to your grade. Be prepared to meet the the 70% minimum in order to pass this course.		
Tourism & Travel Management AS - HS251B (formerly HS251) - Internet Travel -	**Artifact/Instrument/Rubric/Method/Tool Description:**		

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Convergence - SLO#2 FA 2010 - SP 2012: Upon successful completion of this course, students will be able to demonstrate the convergence of the Internet as an alternate and additional distribution channel for travel services for travel professionals and travelers alike. (Created By Tourism & Travel Management AS) **Start Date:** 10/11/2010 **End Date:** 03/12/2012 **Course Outcome Status:** Currently being assessed **Capstone Course/CTE Related Course:** N/A	The student will create a Power Point presentation that will showcase the internet and how knowledge can be derived from it. There must be documentation and references attached. **Type of Artifact/Instrument/Rubric/Method/Tool:** Faculty-developed tests **Criterion (Written in %):** The power point presentation and other documentation must meet the 70% accuracy level to achieve a passing grade.		
Tourism & Travel Management AS - HS251B (formerly HS251) - Internet Travel - Travel Destinations - SLO#3 FA 2010 - SP 2012: Upon successful completion of this course, students will be able to demonstrate knowledge by assessing and researching travel destinations and making a pseudo-reservation using the Internet. (Created By Tourism & Travel Management AS) **Start Date:** 10/11/2010 **End Date:** 03/12/2012 **Course Outcome Status:** Currently being assessed **Capstone Course/CTE Related Course:** N/A	**Artifact/Instrument/Rubric/Method/Tool Description:** The student will go on-line an access a reservation system to make a reservation.The student must showcase the website and print out the pseudo **Type of Artifact/Instrument/Rubric/Method/Tool:** Skills proficiency checklist **Criterion (Written in %):** There may be glitches, so keep as much data on hand to verify your reservation. Most of these site require payment so it could be problem. The reservation should be complete and 70% will be the minimum grade. Due to the nature of not being able to pay for the reservation. Computer issues may arise. Don't worry. Be Happy!		
Tourism & Travel Management AS - HS254 - Hospitality & Travel Marketing - SLO#3 AY08-09 - Upon completion of this course the student will explain the core principles of marketing and their application by creating a power point presentation that	**Artifact/Instrument/Rubric/Method/Tool Description:** The student will create a multimedia presentation to showcase the components of the Hospitality and Travel Components. **Type of**	11/01/2010 - 100% of students achieved a 70% or better on their presentation **Summary of Result Type:** Criterion Met **Data Collection Status/Summary of Result Status:**	11/01/2010 - Results indicate that there is a positive outcome and that the method of presentation should continue.

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applies to the Hospitality and Travel components of the tourism industry. (Created By Hospitality Industry Management AS (Archive-March 2010)) **Start Date:** 09/01/2008 **End Date:** 03/08/2010 **Course Outcome Status:** Completed the Assessment Cycle **Capstone Course/CTE Related Course:** Yes	**Artifact/Instrument/Rubric/Method/Tool:** Multimedia presentation evaluations **Criterion (Written in %):** The power point presentation should follow the acceptable guidelines handed out to each student and they should have a minimum 10 slides with our redundency, There is a guideline for the Power point presentation. There is a 10 slide minimum and grammar and the continuity of the presentation is a must. Have fun with it. I want guts and no gloss and floss. To Pass You will need 70%.	Open **Budget Implications:** No budget impact **Budget Related Performance Indicators:** no impact	
Tourism & Travel Management AS - HS254 - Hospitality & Travel Marketing - SLO #2 - SLO#2 AY: Upon completion of this course the student will conduct marketing research by developing a survey relavent to the chosen topic and have a minimum of 10 participants complete the survey. (Created By Hospitality Industry Management AS (Archive-March 2010)) **Start Date:** 08/19/2009 **End Date:** 08/19/2011 **Course Outcome Status:** Completed the Assessment Cycle **Capstone Course/CTE Related Course:** N/A			

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Tourism & Travel Management AS - HS257 - Principles of Tour Guiding - Duties & Responsibilities - SLO#2 FA 2010 - SP 2012: Upon successful completion of this course, students will be able to identify and describe duties and responsibilities of tour guides. (Created By Tourism & Travel Management **Start Date:** 10/11/2010 **End Date:** 03/12/2012 **Course Outcome Status:** Currently being assessed **Capstone Course/CTE Related Course:** N/A	**Artifact/Instrument/Rubric/Method/Tool Description:** Upon completion of the class the students will be given an exam consisiting of essay type questions. **Type of Artifact/Instrument/Rubric/Method/Tool:** Employment Preparedness Checklist **Criterion (Written in %):** 70% of all students taking the exam will achieve a score of 75% or better.		
Tourism & Travel Management AS - HS257 - Principles of Tour Guiding - Practicum - SLO#3 FA 2010 - SP 2012: Upon successful completion of this course, students will be able to complete a practicum with a minimum of 10 hours and additional training regarding the Tour Guiding Principles. (Created By Tourism & Travel Management AS) **Start Date:** 10/11/2010 **End Date:** 03/12/2012 **Course Outcome Status:** Currently being assessed **Capstone Course/CTE Related Course:** N/A			
Tourism & Travel Management AS - HS260 - Travel Professional - Differences Domestic / International Travel - SLO#1 FA 2010 - SP 2012: Upon successful completion of this course, students will be able to demonstrate knowledge of the similarities and differences of domestic and international travel and its impact on the traveler.	**Artifact/Instrument/Rubric/Method/Tool Description:** The checklist will provide the differences and similarities between Domestic and International Travel. This tool will have blank spaces to add any additional information that relates to our part of the world. **Type of**		

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(Created By Tourism & Travel Management AS) **Start Date:** 10/11/2010 **End Date:** 03/12/2012 **Course Outcome Status:** Currently being assessed **Capstone Course/CTE Related Course:** N/A	**Artifact/Instrument/Rubric/Method/Tool:** Skills proficiency checklist **Criterion (Written in %):** The checklist must be complete to the level of 70 percent to pass this assignment.		
Tourism & Travel Management AS - HS260 - Travel Professional - Plan Itinerary - SLO#2 FA 2010 - SP 2012: Upon successful completion of this course, students will be able to plan and execute an itinerary to include necessary documentation to fit the needs of the Traveler and their destination. (Created By Tourism & Travel Management AS) **Start Date:** 10/11/2010 **End Date:** 03/12/2012 **Course Outcome Status:** Currently being assessed **Capstone Course/CTE Related Course:** N/A	**Artifact/Instrument/Rubric/Method/Tool Description:** The student will develop an itinerary to meet the Travelers needs and prepare the necessary documentation to gain entry and exit from their chosen destination. This activity will assist the student in meeting the needs of the Travel Client. **Type of Artifact/Instrument/Rubric/Method/Tool:** Skills proficiency checklist **Criterion (Written in %):** The Travel Itinerary and required documentation with the presentation of documents to include reservations, accommodations and transportation must meet a minimum of 70%.		
Tourism & Travel Management AS - HS265 - Eco-Tourism - Knowledge of Eco-Tourism - SLO#1 FA 2010 - SP 2012: Upon successful completion of this course, students will be able to demonstrate knowledge of Eco-Tourism as being an environmentally focused, responsible and sustainable type of tourism. (Created By Tourism & Travel Management AS) **Start Date:** 10/11/2010 **End Date:** 03/12/2012	**Artifact/Instrument/Rubric/Method/Tool Description:** The student will design a presentation medium of their choice as long as it fits the Student Learning Outcome that demonstrates knowledge of Eco tourism. Sustainabilty, and responsibility and focus in a particular area is recommended. **Type of Artifact/Instrument/Rubric/Method/Tool:** Presentations **Criterion (Written in %):** The student must present a neat organized		

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Course Outcome Status: Currently being assessed **Capstone Course/CTE Related Course:** N/A	presentation that includes handouts for their audience. This presentation myst meet a minimum of 70%. At the beginning of the semester the class will determine what their input will be as a criteria. This way all parties can have a voice in the content of the presentation.		
Tourism & Travel Management AS - HS265 - Eco-Tourism - Match Types - SLO#2 FA 2010 - SP 2012: Upon successful completion of this course, students will be able to match the type of Eco-tourism: nature based, cultural, adventure and/or alternative to the Eco-Traveler. (Created By Tourism & Travel Management AS) **Start Date:** 10/11/2010 **End Date:** 03/12/2012 **Course Outcome Status:** Currently being assessed **Capstone Course/CTE Related Course:** N/A	**Artifact/Instrument/Rubric/Method/Tool Description:** The medium will be a question and answer session for the students to work in groups and they will play for 50 points. The presenters of the questions will remain unbiased and the instructor will be the tie breaker person. The students will have two chances to answer the question incorrectly. There will be 75 questions. Points will be taken off for answering the question out of turn. **Type of Artifact/Instrument/Rubric/Method/Tool:** Skills proficiency checklist **Criterion (Written in %):** The Student groups will work together to make the most points. The winners will be those who answer the most questions and the team who wins will be the group with the most correct answers.		
Tourism & Travel Management AS - HS265 - Eco-Tourism - Career Opportunities - SLO#3 FA 2010 - SP 2012: Upon successful completion of this course, students will be able to explain career opportunities in the ecotourism field and how best to use this training to become a travel professional of the new century. (Created By Tourism & Travel Management AS) **Start Date:**	**Artifact/Instrument/Rubric/Method/Tool Description:** The student will research Eco-tourism related jobs. The student will research on the internet, library, science department and any other means at your disposal. **Type of Artifact/Instrument/Rubric/Method/Tool:** Essay Questions		

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10/11/2010 **End Date:** 03/12/2012 **Course Outcome Status:** Currently being assessed **Capstone Course/CTE Related Course:** N/A	**Criterion (Written in %):** The student has to complete the project, with research, data and pictures and the websites that were interesting and download the information. The criteria needs to be 70% or higher to pass.		