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PROGRAM APPROVAL FORM COVER SHEET

Trades and Professional Services
SCHOOL

Tourism & Hospitality
DEPARTMENT

Associate of Science in Tourism & Travel Management
PROGRAM TITLE

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AUTHOR

4/9/2009
DATE SUBMITTED

Check the action to be taken and have the indicated people sign.

- ☐ Program Adoption - all signatories
☒ Program Substantive Revision - all signatories except President

APPROVED BY	NAME	APPROVED	DISAPPROVED	DATE	ACTION*
DEPARTMENT CHAIR	Barry L. Mead	<input checked="" type="checkbox"/>	<input type="checkbox"/>	4/10/09	NC
REGISTRAR	Patrick L. Clymer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	4/10/09	NC
DEAN	Reilly Ridgell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	4/16/09	NC
CURRICULUM COMMITTEE CHAIR	Anthony San Nicolas	<input checked="" type="checkbox"/>	<input type="checkbox"/>	5/01/09	
VP, ACADEMIC AFFAIRS	R. Ray D. Somera, Ph.D.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	5/4/09	NC
PRESIDENT	Mary A. Y. Okada	<input type="checkbox"/>	<input type="checkbox"/>		

* Indicate if the document had no corrections (NC), was approved with minor corrections (WC), or was disapproved and returned back to author (BTA).

This version of the cover sheet facilitates the eventual transition to an all on-line curricula approval process.

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PROGRAM APPROVAL FORM FOR ADOPTION AND SUBSTANTIVE REVISION

I. TYPE OF ACTION

Check the type of action that applies. If previous Program Approval Form exists, please attach.

A. ☐ Adoption program

B. ☒ Substantive Revision (attach Program Form).

The numbers listed next to the changes below may or may not require response; they have been identified as those questions most likely needing to be addressed. The entire program form should be reviewed for applicability.

- ☒ Change in number of credit hours: II, IVA, IVD, VI, VII, VIII, XI
- ☒ Change in Technical/Core Requirements: II, IVA, IVD, VI, VII, VIII, XI
- ☒ Change in distribution of requirements affecting Related Technical or General Education Requirements, Technical/Core Requirements, or General Education Requirements: II, IVA, IVD, VI, VII, VIII, XI
- ☐ Identify specific changes not listed above:

II. INTRODUCTION

As the unprecedented global economic conditions affect the world's economies, the potential for tourism and travel is still viable and constant. Tourism is a primary vehicle for job creation and economic generation. Tourism is one of the largest employment sectors globally and locally and is a fast track into the workforce for young people, women, and all generations in urban and rural communities.

Tourism means trade, jobs, development, agricultural, ecological and cultural sustainability, peace and the progress of the human condition. All stakeholders from the poorest to richest play an important role in Guam's economy. We are impacted at a moments notice when the economies of our travelers are compromised.

The new program will include changes to general education, technical, and technical related courses. All courses are currently offered in the catalog (see Comparison Table in Section IV.D.). The departmental faculty was able to advise students in the Tourism and Travel Management program. As a department with a more clearly defined mission, a strategic plan for recruitment of tourism high school graduates has been implemented to assist in a continuous growth in the postsecondary tourism and travel program.

The department continues to work closely with its industry partners (Guam Hotel and Restaurant Association, Guam Visitors Bureau and PATA Micronesia) and collaborate with its advisory committees to guide its curriculum. It is because of this relationship that this revision is being proposed.

III. PROGRAM DESCRIPTION & STUDENT LEARNING OUTCOMES - PROGRAM LEVEL

This program description will appear in the College Catalog followed by the Student Learning Outcomes – Program Level

Program Description:

The tourism and travel industry is one of the largest employment sectors locally and globally. Tourism and travel employers around the world pay more than 1.6 trillion dollars annually in wages and salaries creating over 12 million new jobs. Employment opportunities include hotels, restaurants, tour and travel companies, airlines, tourism attraction facilities, convention and events, ecotourism, cruises, and related services. As an academic partner with the Travel Institute, Tourism and Travel graduates may earn Travel Agency Proficiency (TAP) certification from The Travel Institute and other nationally recognized certification programs.

A. General Educational Requirements

<u>Courses</u>	<u>Credits</u>
EN110 Freshman English	3
PY120 General Psychology	3
MA110A Finite Mathematics or higher	3
SO130 Introduction to Sociology	3
SI103 Introduction to Marine Biology OR	
SI110 Environmental Biology	4
CS151 Windows Application	3
Total General Education Requirements	19

B. Related General Education & Technical Requirements

HS150 Welcome to Hospitality	3
HS152 Customer Service	3
HS160 Hospitality Supervision	3
HS254 Hospitality & Travel Marketing	4
JA110 Beginning Japanese	4
OA101 Keyboarding Applications	3
Total Related Requirements	20

C. Technical Requirements

HS153 Destination Geography	3
HS158 Introduction to Meetings, Incentives, Conventions & Exhibitions (MICE)	3
HS251a Ticketing & Travel Documents	3
HS251b Internet Travel	1
HS257 Principles of Tour Guiding	3
HS260 Travel Professional	3
HS265 Eco-Tourism	3
HS292 Hospitality Industry Management Practicum	3
Total Technical Requirements	22

If the description above is a revision, indicate the catalog page(s) to be revised.

Catalog Year:

Page Number(s):

Upon successful completion of this program, students will be able to:

1. **Demonstrate competency in the skills needed to work as a professional in the tourism and travel industry.**
2. **Demonstrate preparedness to successfully pass one of several local and/or nationally recognized tourism and travel tests.**
3. **Apply an appropriate work ethic and professional demeanor as it relates to the tourism and travel industry.**

IV. RATIONALE FOR PROPOSAL

- A. Reason this proposal should be adopted in light of the College's mission statement and educational goals.

Guam Community College is mandated to provide technical and vocational Education to meet the needs of Guam's workforce and is committed to providing a comprehensive offering of vocational-technical programs. This Tourism and Travel Management Program will help develop the knowledge and expertise of those interested in working in the tourism and travel industry.

- B. Long-term employment outlook for this program area, including the number of available positions in the service area for graduates and expected salary level.

The long-term employment outlook for the tourism and travel industry is one of opportunity management. Tourism and Travel is one of the largest and fastest-growing industries in the world. Each year, tourism and travel employers around the world pay more than \$1.6 trillion in wages and salaries and create 12.5 million new jobs. Beginning salaries depend on the employee's skills, education and job level at the site of occupation. Salaries range from entry-level wages to six figures. This industry is known for promoting within and for its large number of young managers. The Tourism industry and its global partners will combine and complement efforts to remain resilient and work to face and overcome severe natural and manmade crises. Guam has a unique role in its geographic location, ties to the United States as a Territory and regionally as the first point of entry into the USA along with the impending military buildup and all that entails. All of these can be very positive and may bring untold and unknown opportunities to Guam and its upcoming entry level workforce that GCC has and will continue to train and educate.

The projection for the global tourism and travel industry can be the leader in the shift towards a Green Economy that will benefit all of tourism worldwide. This fits into Guam's current trend to go Green in our Island efforts. The tourism industry continues to be guarded and optimistic. Local current

statistics are not available.

- C. Conformity of this program to legal and other external requirements. Include State Voc/Tech requirements, accrediting agency standards, State Board regulations, professional certification or licensing requirements if applicable.

Although there are no legal requirements for conformity of our program, the program will enable students to earn proficiency in the Travel Agency Proficiency (TAP) Test which is recognized by the Travel Institute formally known as the Institute of Certified Travel Agents (ICTA) the standard that the travel industry recognizes.

The Tourism & Hospitality department has a total of thirteen full-time faculty members. Ten have earned and maintained the American Hotel & Lodging Educational Institute's Certified Hospitality Educator's (CHE) professional designation. This accomplishment signifies the high level of teaching competence and effectiveness as the CHE qualifications are recognized internationally. Faculty members are also encouraged to pursue professional certification in their areas of expertise, for example, Certified Food & Beverage Executive, Certified Rooms Division Executive, Certified Hospitality Housekeeping Executive, Certified Hotel Administrator and Certified Travel Associate. These Professional certifications lend credibility and recognition to our program.

- D. Results of program evaluation (see Appendix F for Checklist).

Hospitality and Tourism is one of the 16 identified federal Career Clusters. This program is identified as one of the four Pathways called Travel & Tourism. The other three are Restaurants and Food/Beverage Services; Lodging; and Recreation, Amusement & Attractions. According to the 2007 States' Career Clusters Initiative report, travel and tourism is one of the largest and fastest growing global industries.

Students, departmental faculty, and the department chairperson reviewed and concurred with program changes. The majority of changes are a result of new research, environmentally conscious principles, and global awareness.

Comparison Table

Old Program	New Program
Title: AS in Travel Agency Management	Title: AS in Tourism & Travel
Gen Ed:	Gen Ed:
EN110 Freshman English	EN110 Freshman English
MA Any Math Above MA100	MA110A Finite Mathematics or higher
EC110 Principles of Economics	SO130 Introduction to Sociology
CA150 Microcomputer Concepts & Apps	CS151 Windows Application
PY125 Interpersonal Relations	PY120 General Psychology
	SII03 Introduction to Marine Biology OR

	SI110 Environmental Biology
Technical Requirements:	Technical Requirements:
HS110 Orientation to Hospitality/Tourism	HS153 Destination Geography
HS141 Business Etiquette and Procedures	HS158 Introduction to Meetings, Incentives, Conventions & Exhibitions (MICE)
HS142 Customer Service	HS251a Ticketing & Travel Documents
HS143 Destination Geography	HS251b Internet Travel
HS149 Itinerary Planning	HS260 Travel Professional
HS198 Co-op	HS265 Eco-Tourism
HS240 Airline Computer Reservation System	HS292 Hospitality Industry Management Practicum
HS241 Ticketing	
HS242 Fare Calculation	
HS243 Corporate Travel	
HS244 Marketing of Travel	
Related Technical Requirements:	Related Technical Requirements:
OA108 Intro to Business	HS150 Welcome to Hospitality
OA115 Fundamentals of Bookkeeping & Accounting	HS152 Customer Service
OA208 Personnel Supervision	HS160 Hospitality Supervision
EN125 Intro to Speech	JA110 Beginning Japanese
SM220 Principles of Management	HS254 Hospitality & Travel Marketing
	OA101 Keyboarding Applications

V. RESOURCE REQUIREMENTS AND COSTS

A. Resources (materials, media, and equipment) and costs.

As budget permits, the program will need to add instructional technology equipment and replace outdated equipment to enhance learning. An estimated start-up cost of \$25,000 will be required to purchase additional computers to replace the older computers, a laser printer and a smart board. Additional critical software programs & Internet access to industry related sites, multi-media projector, DVD player, Elmo, visual presenters, and laptop computers for classroom use may also be needed.

B. Personnel requirements (administrative, instructional, and support staff) and costs.

This program will be taught by full-time faculty or by adjunct faculty who have knowledge and expertise in the tourism and travel industry. Regular salary scales (full-time/adjunct) will apply. Office support staff normally provided to faculty will be sufficient.

C. Facility requirements.

Existing classroom facilities will be utilized.

D. Funding source(s).

The Tourism and Hospitality Program will continue to be funded by appropriations from the Guam Legislature and revenue from tuition.

E. Impact, financial or otherwise, this program may have on the School/College

By revising the program to reflect Tourism which encompasses all the segments including travel and hospitality will better utilize our departmental and college resources. This revision will give students opportunities and choices of the careers available in the tourism industry. Through student advisement by faculty, students can earn industry-recognized certificates from the Educational Institute (EI) or The Travel Institute.

With carefully planned recruitment of high school seniors from our high school tourism & hospitality program, the College will see increases in student enrollment. The continued close liaison with the industry will benefit our program and College through active recruitment of industry individuals who need educational courses for their professional development and career enhancement.

VI. IMPLEMENTATION SCHEDULE

- A. Implementation date 2010
Spring

VII. CATALOG (Moved to Section III. See page 2)

VIII. PROGRAM DESCRIPTION

A. Program Title(s)

Long Title: Associate of Science in Tourism and Travel Management
Abbreviated Title (20 characters maximum): Tourism and Travel

B. Credit Hours

General Education: 19
Technical/Core: 22
Related Tech/Gen Ed: 20
Electives:
Options:

Total Number of Credits: 61

C. Course Sequence

This is a recommended sequence list of courses to be taken toward the completion of the Associate of Science in Tourism and Travel Management. This recommended sequence of courses is designed for the full-time student who is expected to take at least 15 credits per semester; this educational plan will be a tool for advisors to monitor students' academic progress. (Listed below is for a student who begins in fall semester; another education plan for students entering in spring semester has also been developed). A new 5 year master plan will be developed for all courses once this program is approved.

First Semester - Fall

Tourism & Travel Management
HS150 (3) Welcome to Hospitality
HS152 (3) Customer Service
HS160 (3) Hospitality Supervision
EN110 (3) Freshman English
MA110A (3) Finite Mathematics or higher
15 credits

Second Semester - Spring

HS153 (3) Destination Geography
HS158 (3) Introduction to Meetings, Incentives, Conventions & Exhibitions
SO130 (3) Introduction to Sociology
PY120 (3) General Psychology
JA110 (4) Beginning Japanese
16 credits

Third Semester - Fall

HS251a (3) Ticketing & Travel Documents
HS251b (1) Internet Travel
HS257 (3) Principals of Tour Guiding
SI103 (4) Introduction to Marine Biology
OA101 (3) Keyboarding Applications
14 credits

Fourth Semester - Spring

CS151 (3) Windows Application
HS260 (3) Travel Professional
HS265 (3) Eco-Tourism
HS292 (3) Hospitality Industry Management Practicum
HS254 (4) Hospitality & Travel Marketing

D. Target Population

Recent High School graduates, primarily from the GCC Secondary Lodging Management and Tourism and Travel related Industry employees.

E. Cost to Student

Tuition, fees, textbooks, and supplies.

IX. PREREQUISITE(S)

None

X. CO-REQUISITE(S)

None

XI. CONTENT

- A. List of courses, with course descriptions, required to complete this program. Courses grouped according to: General Education, Technical Requirements, etc. If new courses are part of the program, Course Guides must be included with this request for approval.

Program Requirements for Associate of Science in Hospitality Industry Management (63 credit hours required)

A. General Educational Requirements

<u>Courses</u>	<u>Credits</u>
EN110 Freshman English	3
PY120 General Psychology	3
MA110A Finite Mathematics or higher	3
SO130 Introduction to Sociology	3
SI103 Introduction to Marine Biology OR	
SI110 Environmental Biology	4
CS151 Windows Application	3
Total General Education Requirements	19

B. Related Technical Requirements**HS150****WELCOME TO HOSPITALITY (3)**

This course explores the fascinating worlds of lodging, foodservice, meeting planning, travel and tourism, and the related businesses that make up the hospitality industry. This course identifies the latest trends found throughout the industry, and addresses what the industry is doing to adapt to modern technology. Course offering: As needed

Student Learning Outcomes (SLOs):

Upon completion of this course, students will be able to:

1. Describe all facets and segments of tourism and hospitality industry.

2. Identify career opportunities in the tourism and hospitality industry.
3. Explain how tourism and hospitality industry segments work together to achieve objectives and goals.

HS152

CUSTOMER SERVICE (3)

This course is designed to examine, challenge and refine the principles of guest service management in various service organizations. Students will gain an understanding of "service products" and apply the tools to deliver these services and use these concepts in their own work experiences. Course offering: As needed

Student Learning Outcomes (SLOs):

Upon completion of this course, students will be able to:

1. Demonstrate the accepted protocol for answering the telephone within 10 seconds;
 - a) Greet the caller b) Name the location c) Identify self d) Offer help.
2. Assess the customer's wants and needs through the use of demographics and other database information.
3. Apply the steps to take a negative customer encounter and turn it into a positive customer service experience using a checklist a minimum of three (3) times.

HS160

HOSPITALITY SUPERVISION (3)

This course provides hospitality students with proven ways to get maximum results by directing and leading. They will be prepared to juggle the expectations of management, guests, employees, and governmental agencies. In addition, students will be able to develop creative strategies for effectively managing change and resolve conflicts. Course offering: As needed. Prerequisite: HS150

JA110

BEGINNING JAPANESE I (4)

This course gives students basic Japanese language needed in real life situations for different communicative purposes. Based on various topics, language activities provide practice in listening, speaking reading and writing, and reinforce vocabulary, grammar and language functions. Students also learn to read and write the two Japanese writing systems of hiragana and katakana, and to identify selected kanji (Chinese) characters. Cultural aspects of Japan are also discussed to better understand the target language. Course offering: Fall & Spring only

Student Learning Outcomes (SLOs):

Upon completion of this course, students will be able to:

1. Comprehend simple spoken conversations;
2. Communicate orally in a limited variety of everyday situations using basic Japanese;
3. Comprehend short, simple sentences written in Japanese;
4. Identify and write Hiragana, and identify Katakana and 24 Kanji characters.

HS254

HOSPITALITY & TRAVEL MARKETING (4)

This Course examines the hospitality and travel marketing system. Students will learn the different types and roles of hospitality and travel industry organizations, how marketing applies to different travel components and various departments of a hospitality organization. Topics such as core principles of marketing, marketing approaches, strategic and tactical marketing, marketing research and analysis, marketing strategy, and marketing plan development, and methods to effectively implement and control as well as evaluate the marketing plan will be covered. Course offering: Fall only

Student Learning Outcomes (SLOs):

Upon completion of this course, students will be able to:

1. Explain the core principles of marketing and their application by creating a multimedia project that applies to the Hospitality and Travel components of the tourism industry.
2. Conduct marketing research by developing a survey relevant to the chosen topic and have a minimum of 10 participants complete the survey.
3. Create a Marketing Plan of their choice and the presentation method will be by power point.

OA101

KEYBOARDING APPLICATIONS (3)

This is an introductory course in keyboarding that focuses on the mastery of keyboarding and using correct typing techniques. Correct procedures in formatting simple centering, business letters and short reports will be emphasized. Course offering: As needed

Total Related Technical Requirements: 20

C. Technical Requirements

HS153

DESTINATION GEOGRAPHY (3)

This course is intended to introduce World Geography to students to help develop research skills and understand the reason why travel destinations are selected. The course will highlight regions and/or countries. Formerly HS143. Course offering: As needed

Student Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

1. Demonstrate knowledge in geographical terminology, landforms, weather, countries, and destinations, as it relates to the tourism industry with the use of industry accepted methods.
2. Demonstrate knowledge in researching, planning, and selling a destination by creating a travel itinerary with the required components.
3. Create and present a destination with a wide range of knowledge spotlighting the travel and tour activities found at that location through a multimedia project.

HS158

**INTRO TO MEETINGS, INCENTIVES, CONFERENCES, AND EXHIBITIONS (MICE)
(3)**

This course provides a broad overview of the Meetings, Incentives, Conferences, and Exhibitions (MICE) segment of the travel, tourism and hospitality industry. The course will cover a wide range of topics that include the basics in meeting planning, event organizing, and conference and exhibition set up. Course offering: Spring only

Student Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

1. Demonstrate knowledge of how to plan a meeting, incentive, convention, or exhibition.
2. Demonstrate basic skills and knowledge in the successful planning of a MICE.
3. Explain career opportunities within the MICE industry.

HS251A

TICKETING AND TRAVEL DOCUMENTS (3)

This course will present terminology, methods and case studies to issue various types of "standard" travel and tour industry related documents as they relate to current common practices. Special ticketing guidelines and electronic ticketing will be examined. Formerly HS251. Course offering: Fall only. Prerequisite: HS153

Student Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

1. Answer questions from clients regarding domestic and Int'l airline travel: reservations and ticketing information, security, baggage allowance, special in-flight services, medical assistance services, unaccompanied children and have basic knowledge of the ASTA's Air Traveler's Bill of Rights.
2. Demonstrate basic geography skills, with emphasis on major destinations and airports serving North America. familiar with the resources for reservations.
3. Explain how to qualify the clients based on their terms that may include: preference for airline, aircraft, destination, and other pertinent requests.

HS251B

INTERNET TRAVEL (1)

This course will provide a broad overview of the Internet and its integration into the travel and tourism industry. The Internet can be used as a valuable tool for industry professionals and consumers alike to facilitate travel. The diversity of the travelers today and their needs will determine the travel and tourism provider(s) they will use. Formerly HS251. Course offering: Fall only

Student Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

1. Demonstrate knowledge of how the Internet can be used as a tool for the travel and tourism industry.
2. Demonstrate the convergence of the Internet as an alternate and additional distribution channel for travel services for travel professionals and travelers alike.
3. Demonstrate knowledge by accessing and researching travel destinations and making a pseudo-reservation using the Internet.

HS257

PRINCIPLES OF TOUR GUIDING (3)

This course is designed to prepare students to become professional tour guides. Emphasis is placed on tour conducting, tour preparation and reporting, tour routines and itineraries, public speaking, guiding principles, managing group behavior, customer service, cultural diversity and knowledge of Guam History. Homeland security issues as well as the cultural diversity of Oceania, Guam and Micronesia are included. This course also includes a tour of the island of Guam, First Aid and CPR certification. Course offering: Fall, Even Years

Student Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

1. Demonstrate knowledge of the required rules and regulations, the historical, cultural, natural, and government on the island of Guam from the pre-contact time to today in an accelerated timeline.
2. Identify and describe duties and responsibilities of tour guides.
3. Complete a Practicum with a minimum of 10 hours and additional training regarding the Tour Guiding Principles.

HS260

TRAVEL PROFESSIONALS (3)

This course will be a guide to becoming a "Travel Professional." The training will include career opportunities, domestic & international travel, marketing and selling of other travel products, niche markets, types of travelers, and the role of the travel professional in the world of the new century. Course offering: Spring only. Prerequisites: HS251A

Student Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

1. Demonstrate knowledge of the similarities and differences of domestic and international travel and its impact on the traveler.
2. Plan and execute an itinerary to include necessary documentation to fit the needs of the Traveler and their destination.
3. Demonstrate the proper attitude and commitment to excellence in marketing, selling and customer service through the use of variety of technologies.

HS265

ECO TOURISM (3)

This course will describe Eco-tourism, as a form of tourism that fosters learning experiences and appreciation of the natural environment within a region or a culture. It will offer the student an insight to Eco-Tourism and how it supports a socio-cultural industry that is sustainable, enhances a destination and promotes businesses of an ecotourism nature. Course offering: Spring only

Student Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

1. Demonstrate Eco-Tourism as an environmentally focused, responsible and sustainable type of tourism.
2. Match the type of Eco-tourism: nature based cultural, adventure and/or alternative to the Eco- Traveler.
3. Explain career opportunities in the ecotourism field and how best to use this training to become a travel professional of the new century.

HS292

HOSPITALITY INDUSTRY MANAGEMENT PRACTICUM (3)

This course provides students with the opportunity to apply their knowledge and skills while working in the Hospitality Industry. Course offering: As needed. Prerequisites: Completion of all technical requirements and area of concentration requirements or by permission.

Student Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

1. Demonstrate, their knowledge, skills, and attitudes by analyzing, solving, evaluating and completing the requirements set by their Practicum experience.
2. Demonstrate knowledge of the similarities and differences of domestic and international travel and its impact on the traveler.
3. Plan and execute an itinerary to include necessary documentation to fit the needs of the traveler and their destination.
4. Demonstrate the proper attitude and commitment to excellence in marketing, selling and customer service through the use of variety of technologies.

Total Travel & Tour Management Requirements

22

Total Credit Requirements: 61

XII. PROGRAM MEANS OF ASSESSMENT AND CRITERIA FOR SUCCESS

The department will evaluate the Associate of Science in Hospitality Industry Management through these activities

- a. Yearly review using the GCC Assessment Program.
- b. Advisory committee review and recommendations.
- c. Student feedback from climate surveys.
- d. Faculty evaluation and feedback.

XIII. ARTICULATION

A. Secondary programs

Students who earn a Mastery of Completion in GCC's Secondary ProStart, Lodging Management Program will earn the equivalent of 6 credits equal to HS150 Welcome to Hospitality and HS152 Customer Service.

B. University of Guam

C. Others

* Attach SLO Map – Program & Course Levels.

SLO Map – Program & Course Levels

Name of Program	Tourism & Travel Management									
	HS153	HS158	HS251A	HS251B	HS257	HS260	HS265	HS292		
AS										
<i>*If courses are not offered as a program, skip to page 2.</i>										
I = Introduced R = Reinforced E = Emphasized										
List course alpha and no. ⇄										
Student Learning Outcomes – Program Level										
Upon successful completion of this program, students will be able to:										
1. Demonstrate competency in the skills needed to work as a professional in the tourism and travel industry.	I	I	IR	IR	IR	IR	IR	E		
2. Demonstrate preparedness to successfully pass one of several local and/or nationally recognized tourism and travel tests.	I	I	I		IRE	R	R	E		
3. Apply an appropriate work ethic and professional demeanor as it relates to the tourism and travel industry.	I	I	IR	IR	IRE	RE	R	E		
4.										
5.										

General Education Student Learning Outcomes by Course - 1 of 3

Name of Program Tourism & Travel Management AS		HS153	HS158	HS251A	HS251B	HS257	HS260	HS265	HS292						
I = Introduced R = Reinforced E = Emphasized List course alpha and no. ↗															
GenEd Student Learning Outcomes															
Upon completion of this course, students will be able to:															
1. <u>Written Communication</u> : Use writing to discover, organize and communicate ideas.		IR	I	I	IR		I	I	E						
2. <u>Written Communication</u> : Identify and analyze the audience and purpose for any intended communication.		I	I	I	IR	I	I	I	E						
3. <u>Written Communication</u> : Demonstrate mastery of the conventions of writing, including grammar, spelling, and mechanics.			IR	I	IR		IR		R						
4. <u>Quantitative Reasoning</u> : Apply numeric, symbolic, and graphic skills and other forms of quantitative reasoning accurately and appropriately.															
5. <u>Quantitative Reasoning</u> : Demonstrate mastery of mathematical concepts, skills, and applications, using technology when appropriate.				I					R						
6. <u>Quantitative Reasoning</u> : Define quantitative issues and problems, gather relevant information, analyze that information, and present results.			IR	IR		IR	IR	IR	RE						
7. <u>Oral Communications</u> : Properly identify the audience and purpose of any intended communication.		I	I	IR	I	I	IR	IR	RE						
8. <u>Oral Communications</u> : Use appropriate language, techniques, and strategies.		I	I		I	I	IR	IR	RE						
9. <u>Oral Communications</u> : Speak clearly and confidently, using voice, volume, tone, and articulation.		I	I	IR	I	I	IR	IR	RE						
10. <u>Oral Communications</u> : Use effective communication strategies to initiate and sustain discussion.		I	I			I	IR	IR	RE						

General Education Student Learning Outcomes by Course - 2 of 3

Name of Program AS	Tourism & Travel Management										
		I = Introduced	R = Reinforced	E = Emphasized	List course alpha and no. ↑						
		HS153	HS158	HS251A	HS251B	HS257	HS260	HS265	HS292		
Student Learning Outcomes - GenEd											
Upon completion of this course, students will be able to:											
11. <u>Oral Communications</u> : Summarize, analyze, and evaluate oral communications and ask coherent questions as needed.		IR	IR	IR	IR		IR	IR	E		
12. <u>Critical Thinking Skills</u> : Properly identify and state issues, problems, or questions contained in a body of information.		IR	IR	IR	IR		IR	IRE	E		
13. <u>Critical Thinking Skills</u> : Identify and analyze assumptions and underlying points of view relating to an issue or problem		IR	IR	IR	IR		IR	IRE	E		
14. <u>Critical Thinking Skills</u> : Evaluate a problem, distinguishing between relevant and irrelevant facts, opinions, assumptions, issues and biases.		IR	IR	IRE	E		IR	IRE			
15. <u>Critical Thinking Skills</u> : Apply problem-solving techniques and skills, including the rules of logic and logical sequence.		I	IR	IRE	E		I	IR	E		
16. <u>Critical Thinking Skills</u> : Synthesize information from various sources, drawing reasoned conclusions.		IR	IR	IRE	E		IR	IRE			
17. <u>Critical Thinking Skills</u> : Reflect upon and evaluate their thought processes, value systems, and worldviews in comparison to those of others.		IR	IR		IR		IR	IRE			
18. <u>Info. Literacy</u> : Locate, evaluate, and use information effectively.		I	IR	IRE	IRE		IR	IR	E		
19. <u>Info. Literacy</u> : Properly use and cite a variety of sources.		IR	IRE	IRE	IRE		IR	IR	E		
20. <u>Info. Literacy</u> : Use digital text, images, and data, as needed, transferring them from their original locations and formats to a new context, using a variety of software applications.		IRE	IRE		IRE		IR	IRE	IR		

General Education Student Learning Outcomes by Course - 3 of 3

Name of Program	Tourism & Travel Management	AS	HS153	HS158	HS251A	HS251B	HS257	HS260	HS265	HS292						
I = Introduced R = Reinforced E = Emphasized			List course alpha and no. ⬆													
Student Learning Outcomes - GenEd			Upon completion of this course, students will be able to:													
21. Info. Literacy:	Use and access information ethically and legally, with an understanding of what constitutes plagiarism.		I	IR	I	I	I	I	I	I	I					
22. Individual and Society:	Demonstrate an awareness of the relationship between the environment and their own physiological and psychological processes.		I	I	I	I	I	I	IR							
23. Individual and Society:	Examine critically and appreciate the values and beliefs of their own culture and those of other cultures.		I	I	I	I	I	I	IR							
24. Individual and Society:	Acknowledge opposing viewpoints.		I	I	I	I	I	I	IR	I						
25. Individual and Society:	Demonstrate an understanding of ethical, civic, and social issues relevant to Guam, Micronesia, and the world.		I	I			IR		IRE							
26. Civic Engagement:	Participate fully in a civic engagement experience where a service is provided to the community that relates to the academic curriculum.		IRE	I			IR		IR							
27. Civic Engagement:	Evidence an understanding of the relevance of the completed civic engagement work to the subject matter of the course where the civic engagement experience was assigned.		IRE	IRE			IR		IRE							
28. Civic Engagement:	Demonstrate an awareness of the need for and value of lifelong civic engagement in addressing local community needs.		IRE	IR	IR	IR		IR	IR	IR						

Student Learning Outcomes – Course Level

**If courses are not offered as a program, skip 'Related to Program Level SLO' column.*

Course Alpha and Number: HS153 Upon successful completion of this course, students will be able to:	Related to Program Level SLO#
1. Demonstrate knowledge in geographical terminology, landforms, weather, countries, and destinations, as it relates to the tourism industry with the use of industry accepted methods.	1,2
2. Demonstrate knowledge in researching, planning, and selling a destination by creating a travel itinerary with the required components.	1
3. 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.	1

Course Alpha and Number: HS158 Upon successful completion of this course, students will be able to:	Related to Program Level SLO#
1. Demonstrate knowledge of how to plan a meeting, incentive, convention, or exhibition.	1
2. Demonstrate basic skills and knowledge in the successful planning of a MICE.	1
3. Explain career opportunities within the MICE industry.	1

Course Alpha and Number: HS251A Upon successful completion of this course, students will be able to:	Related to Program Level SLO#
1. Answer questions from clients regarding domestic and Int'l airline travel: reservations and ticketing information, security, baggage allowance, special in-flight services, medical assistance services, unaccompanied children and have basic knowledge of the ASTA's Air Traveler's Bill of Rights.	1,2
2. Demonstrate basic geography skills, with	1

Course Alpha and Number: HS251B Upon successful completion of this course, students will be able to:	Related to Program Level SLO#
Demonstrate knowledge of how the Internet can be used as a tool for the travel and tourism industry.	1
Demonstrate the convergence of the Internet as an	1

emphasis on major destinations and airports serving North America. familiar with the resources for reservations.	
3. Explain how to qualify the clients based on their terms that may include: preference for airline, aircraft, destination, and other pertinent requests.	1

Course Alpha and Number: HS257 Upon successful completion of this course, students will be able to:		Related to Program Level SLO#
1. Demonstrate knowledge of the required rules and regulations, the historical, cultural, natural, and government on the island of Guam from the pre-contact time to today in an accelerated timeline..		1,2
2. Identify and describe duties and responsibilities of tour guides.		1
3. Complete a Practicum with a minimum of 10 hours and additional training regarding the Tour Guiding Principles.		1,3

Course Alpha and Number: HS265	Related to
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alternate and additional distribution channel for travel services for travel professionals and travelers alike.	
Demonstrate knowledge by accessing and researching travel destinations and making a pseudo-reservation using the internet.	1

Course Alpha and Number: HS260 Upon successful completion of this course, students will be able to:		Related to Program Level SLO#
1. Demonstrate knowledge of the similarities and differences of domestic and international travel and its impact on the traveler.		1
2. Plan and execute an itinerary to include necessary documentation to fit the needs of the Traveler and their destination.		1
3. Demonstrate the proper attitude and commitment to excellence in marketing, selling and customer service through the use of variety of technologies.		1,3

Course Alpha and Number: HS292	Related to
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Upon successful completion of this course, students will be able to:	Program Level SLO#
1. Demonstrate Eco-Tourism as an environmentally focused, responsible and sustainable type of tourism.	1
2. Match the type of Eco-tourism: nature based, cultural, adventure and/or alternative to the Eco-Traveler.	1
3. Explain career opportunities in the ecotourism field and how best to use this training to become a travel professional of the new century.	3

Upon successful completion of this course, students will be able to:	Program Level SLO#
1. Demonstrate, their knowledge, skills, and attitudes by analyzing, solving, evaluating and completing the requirements set by their Practicum experience.	1
2. Demonstrate knowledge of the similarities and differences of domestic and international travel and its impact on the traveler.	1,2
3. Plan and execute an itinerary to include necessary documentation to fit the needs of the traveler and their destination.	1
4. Demonstrate the proper attitude and commitment to excellence in marketing, selling and customer service through the use of variety of technologies.	1,3

If this SLO Map is not part of a Program Adoption or Program Substantive Revision, attach a Non-Substantive Curriculum Revision Memo to the front of this form to ensure that the SLOs, as written above, will be published in GCC's online catalog under program/course descriptions.

