

**COURSE CURRICULUM FORM
Cover Sheet**

TRADES AND PROFESSIONAL SERVICES

SCHOOL

TOURISM AND HOSPITALITY

DEPARTMENT

HS157 TOURISM PLANNING AND DEVELOPMENT

TITLE

MARIVIC C. SCHRAGE, CHE, M.CTE


AUTHOR(S)

JANUARY 15, 2017

DATE SUBMITTED***Check the action to be taken and have the indicated people sign:***

- ☒ Adoption - all signatories
- ☐ Substantive Revision - all signatories except President
- ☐ Non-Substantive Revision - all signatories except President
- ☐ Archival - all signatories except President
- ☐ Re-Institution - all signatories except President

	APPROVED BY NAME	APPROVED	DISAPPROVED	DATE	ACTION
DEPARTMENT CHAIR	Marivic C. Schrage	<input checked="" type="checkbox"/>	<input type="checkbox"/>	1/15/2016	
REGISTRAR	Dr. Julie Ulloa-Heath	<input type="checkbox"/>	<input type="checkbox"/>		
DEAN	Dr. Virginia Tudela				
LEARNING OUTCOMES COMMITTEE CHAIR	Tressa dela Cruz				
VP, ACADEMIC AFFAIRS	Dr. R. Ray D. Somera				
PRESIDENT	Dr. Mary A.Y. Okada				



APPROVED

AY Catalog AY 2017-2018

Date Approved 5/22/2017

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

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

Course Review Form

I. TYPE OF ACTION

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

A. ☒ **Adoption** (complete sections II through XII)

B. ☐ **Substantive Revision** (attach Course Form, complete sections II through XII)

The numbers listed next to the changes below may or may not require a 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, III, IVA, IVD, VI, VII, VIII, XI, X.
- ☐ Change in Technical/Core Requirements: II, III, IVA, IVD, VI, VII, VIII, XI, X.
- ☐ Change in distribution of requirements affecting Related Technical or General Education Requirements, Technical/Core Requirements, or General Education Requirements: II, III, IVA, IVD, VI, VII, VIII, XI, X.
- ☐ Change (addition, revision, etc.) in Student Learning Outcomes (SLOs); attach old and new SLOs.
- ☐ Change in program title.

NEW TITLE: _____

- ☐ Describe above changes and specify changes not listed above:

C. **Non-Substantive Revision** (attach Course Form).

Check appropriate box:

- ☐ Wording change in the catalog program description that does not significantly change the program content (attach old and new wording).
- ☐ Change in program Related Technical and/or General Education Requirements that does not change the distribution of requirements.
(attach old and new program requirements)
- ☐ Change in program General Education Requirements that does not change the distribution of requirements (attach old and new requirements).

D. ☐ **Archival** (attach Course Form, skip sections II through XII)

Justification for program archival:

Plans and implementation date for phasing out this program

Plans for students currently enrolled in the program

E. ☐ **Re-Institution** (attach Course Form, skip sections II through XII)

Justification for program reinstitution:

Plans and implementation date for updating program guide (if older than five years)

II. INTRODUCTION

The course is connected to the following program(s): Tourism and Travel A.S. Program

Please check appropriate box:

- A. ☒ Career Cluster Pathway Alignment: Hospitality and Tourism – Travel and Tourism Pathway
(See <http://www.careertech.org/career-clusters/glance/clusters-occupations.html> for more information)
- B. ☐ This course is part of General Education

III. COURSE DESCRIPTION & STUDENT LEARNING OUTCOMES

This course description will appear in the College Catalog followed by the Student Learning Outcomes-Course Level.

Course Description:

This course provides an overview of the tourism industry and how its components –destination, marketing, demand, and travel, interact with each other in order to create a successful tourism product. Students will learn principles of destination planning, development, and marketing and apply these principles in the study of Guam’s tourism industry.

If the description above is a revision, attach a copy of the current catalog page(s) to be revised.

STUDENT LEARNING OUTCOMES – COURSE LEVEL (LIST 3-5)

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

1. **Explain the importance of tourism in the economy.**
2. **Discuss the components of a tourism system.**
3. **Create a tourism marketing program for Guam.**

☒ These SLOs can be measured and learning is demonstrated.

☐ These SLOs aligned to States’ Career Cluster Initiatives (SCCI) (www.careertech.org/) standards.

IV. RATIONALE FOR PROPOSAL

If this course is connected to a program, answer A – E. If this course is not connected to a program, answer A-D.

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

Students in this course are introduced to concepts and principles used in planning, development, and marketing a destination that meet the needs of stakeholders such as the host country, visitors, and government. Through course mini-projects, students will learn to evaluate Guam as a tourism destination. Hence, this course supports GCC’s mission, as a “leader in career and technical workforce development, providing the highest quality, student-centered education and job training for Micronesia.”

- B. An assessment of industry or community need

Tourism Economics reports that in 2015, Guam visitor industry has created more than 20,300 jobs, which represent 33% of total employment and associated income of \$590 million (Tourism Economics, 2016). Guam Visitors Bureau Vision 20/20 describes the importance of sustained tourism growth, which could only be achieved by having knowledgeable industry employees who understand the importance of a world-class tourism destination.

- C. Conformity of this course to legal and other external requirements. Include articulation agreements, Guam State CTE requirements, accrediting agency standards, State Board regulations, professional certification or licensing requirements if applicable. Not Applicable

- D. Results of course and course guide evaluation. Not Applicable
- E. Program requirements (associate degree, certificate, diploma) served by this course
AS Tourism and Travel Management

V. RESOURCE REQUIREMENTS AND COSTS (PENDING AVAILABILITY OF FUNDS)

- A. Resources (materials, media, equipment and LRC) and costs
**Instructor resources include textbook, DVD player, and a multi-media projector.
Cost will be included in the department's budget request in consultation with the Dean.**
- B. Personnel requirements (administrative, instructional and support staff) and costs
Existing full-time faculty or adjunct instructor at current adjunct pay rate and scale.
- C. Facility requirements and costs
Existing classrooms
- D. Funding source(s)
Student tuition fees, General Fund
- E. Impact, financial or otherwise, this course may have on the School/College
None
- F. With the proposed revisions to this course, is the change meeting the program requirements for Title IV Federal Student Aid requirements as designated in Curriculum Manual page 30.
☒ Yes ☐ No Comments:

VI. IMPLEMENTATION SCHEDULE

- A. Implementation date: **Fall 2017**
** Document must be approved by the second week of March to be effective for the following fall semester OR the second week of October to be effective for the following spring semester.*
- B. Course Offering: **As needed**

VII. COURSE DESCRIPTION

- A. Course:
Alpha: **HS**
Number: **157**
- B. Course Title(s):
Long Title: **TOURISM PLANNING AND DEVELOPMENT**
Abbreviated Title (30 characters maximum): **TOURISM PLANNING**
- C. Contact Hours and Number of Students
Maximum Number of Students: **25**
Schedule Type:
☐ Clinical:
☐ Co-op:
☐ Hybrid (Lecture & Online):
☐ Lab:
☒ Lecture: **45**
☐ Lecture/Lab:
☐ Online:
☐ Practicum:

Instructional Method:

- ☐ Distance Learning
- ☐ Hybrid
- ☐ Mediated
- ☐ Mediated
- ☐ Non-Traditional
- ☐ Online
- ☐ Service Learning
- ☒ Traditional

Total Hours: **45 HOURS**

- D. Number/Type of Credits
Carnegie Units: per semester
Credits: **3** **per semester**
- E. Prerequisite(s) **HS150 or DC Approval**
- F. Co-requisites(s)
- G. Articulation
Secondary Programs/Courses:
University of Guam:
Others:
- H. Target Population: **Tourism and Travel major**
- I. Cost to Students (specify any fees): **Tuition Fee**

VIII. COURSE DESIGN (INSTRUCTIONAL METHOD E.G. DISTANCE LEARNING, MEDIATED, NON-TRADITIONAL, ONLINE, TRADITIONAL) **TRADITIONAL**

THIS COURSE IS ONE OF THE TWO NEW TECHNICAL COURSES DESCRIBED UNDER THE REVAMPED TOURISM AND TRAVEL A.S. PROGRAM DOCUMENT. THE COURSE IS DESIGNED TO EQUIP STUDENTS WITH SKILLS NECESSARY FOR EMPLOYMENT IN THE FIELD OF TOURISM AND TRAVEL. METHODS OF INSTRUCTION WILL CONSIST OF CASE STUDIES, READING, WRITING, SMALL AND LARGE GROUP DISCUSSIONS, FIELD TRIP, INDEPENDENT RESEARCH AND SUBSEQUENT IN-CLASS PRESENTATIONS. TO ENSURE QUALITY AND STANDARDIZE COURSE INSTRUCTIONS, THE INSTRUCTOR WILL USE AUTHOR-DEVELOPED LESSON PLANS, EXAMS, AND POWERPOINT PRESENTATIONS.

IX. COURSE OUTLINE

- 1.OVERVIEW OF THE TOURISM INDUSTRY**
- 2.THE DESTINATION MIX: ATTRACTIONS AND SERVICES FOR THE TRAVELERS**
- 3.THE NEED FOR SUSTAINABLE TOURISM**
- 4.TOURISM POLICY AND ORGANIZATIONS**
- 5.TOURISM REGULATIONS**
- 6.TOURISM PLANNING**
- 7.TOURISM DEVELOPMENT**

8.TOURISM MARKETING

9.TOURISM PROMOTION

10. THE DISTRIBUTION MIX IN TOURISM

11. FORCES SHAPING TOURISM

12. TRAVEL MOTIVATIONS

13. THE IMPORTANCE OF IMAGE

14. THE TRAVELER'S BUYING PROCESS

15. PURPOSES OF TRAVEL

16. THE GEOGRAPHY OF TRAVEL

17. MODES OF TRAVEL

X. STUDENT LEARNING OUTCOMES - DETAILED (based on Course Outline)

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

1.OVERVIEW OF THE TOURISM INDUSTRY

1.1 Define tourism.

1.2 Explain parts of a tourism system model.

1.3 Discuss the history of Guam tourism industry.

1.4.Using the Guam Visitors Bureau Visitor Arrival Statistics, analyze visitor arrivals by market 1. within the last five years.

1.5 Discuss how Guam tourism industry impacts the economy.

2.THE DESTINATION MIX: ATTRACTIONS AND SERVICES FOR THE TRAVELERS

2.1 Discuss the destination mix concept and its component elements.

2.2 Explain the relationships among the destination mix elements.

2.3 Identify the strengths and weaknesses of a tourism destination area.

2.4 Identify the strengths and weaknesses of Guam as a tourism destination.

3.THE NEED FOR SUSTAINABLE TOURISM

3.1 Explain the economic, social, and cultural, and environmental impacts of tourism on destination areas.

3.2 Identify both the negative and positive impacts of tourism.

3.3 Recognizes the importance of sustainable tourism development.

4.TOURISM POLICY AND ORGANIZATIONS

4.1 Discuss reasons for government involvement and the roles of government in tourism.

4.2 Describe the elements of a tourism policy model.

4.3 Explains the roles of global, multi-country regional, national, state, provincial, and territorial, regional, and local tourism organizations.

4.4 Discuss Guam Visitors Bureau's (GVB) involvement in the formulation of tourism policies.

5.TOURISM REGULATIONS

5.1 Explain how governments legislation and regulations impact tourism.

5.2 Explain how government direct involvement in planning, development, and marketing impacts tourism.

6.TOURISM PLANNING

- 6.1 Discuss the importance of effective tourism planning in a destination.
- 6.2 Discuss the importance of participative process in developing a tourism plan.
- 6.3 Discuss the components of Guam Visitors Bureau Vision 20/20 Strategic Plan.

7.TOURISM DEVELOPMENT

- 7.1 Discuss government and private-sector roles in tourism development.
- 7.2 Explain the techniques of pre-feasibility studies, economic feasibility studies, cost/benefit analyses, and environmentally impact assessment.

8.TOURISM MARKETING

- 8.1 Explain the principles of tourism marketing.
- 8.2 Discuss steps to developing marketing strategies and plans.
- 8.3 Develop a plan to market Guam as a destination.

9.TOURISM PROMOTION

- 9.1 Explain how tourism organizations communicate with potential visitors.
- 9.2 Discuss ways organizations attempt to get their message across to customers.
- 9.3 Explain GVB's role GVB in marketing Guam as a destination.

10. THE DISTRIBUTION MIX IN TOURISM

- 10.1 Discuss the tourism distribution system.
- 10.2 Explain functions of travel and trade intermediaries.
- 10.3 Differentiate tour wholesalers and operators and retail travel agencies.

11. FORCES SHAPING TOURISM

- 11.1 Explain key factors that affect people's travel: culture, availability of time, demographics, life cycle stages, personality.

12. TRAVEL MOTIVATIONS

- 12.1 Explain underlying reasons why people travel.
- 12.2 Explain people's personal drives or motivations for traveling.
- 12.3 Create a vacation product that will appeal to Guam's tourists' needs and wants.

13. THE IMPORTANCE OF IMAGE

- 13.1 Discuss the importance of social versus commercial information.
- 13.2 Explain the psychological process of perception.
- 13.3 Discuss reasons why visitors come to Guam.

14. THE TRAVELER'S BUYING PROCESS

- 14.1 Explain the buying-process stages that people go through when making travel choices.
- 14.2 Discuss suggested models of how people choose their travel destinations.

15. PURPOSES OF TRAVEL

- 15.1 Differentiate the different segments of travel market.
- 15.2 Using the Guam Visitors Bureau Exit Survey, compare and contrast purpose of travel of each segment of Guam market.

16. THE GEOGRAPHY OF TRAVEL

- 16.1 Explain patterns and flows of travelers throughout the world.
- 16.2 Explain models of existing travel patterns.
- 16.3 Describe current travel patterns and flows.

17. MODES OF TRAVEL

- 17.1 Explain the history and current trends in the major modes of transportation.
- 17.2 Explain how people select their preferred transportation modes.
- 17.3 Explain how tourist travel.
- 17.4 Create vacation packages, services, and messages to the major segment of the travel market.

XI. MEANS OF ASSESSMENT AND CRITERIA FOR SUCCESS

70% OF STUDENTS WILL SCORE 70% AND ABOVE IN INSTRUCTOR- OR AUTHOR-DEVELOPED EXAMS OR INSTRUCTOR-DEVELOPED PROJECT.

XII. TEXTBOOK REFERENCE, EQUIPMENT AND SUPPLIES

A. Required Textbook(s)

Title: The Tourism System 8th Edition or latest edition
Robert C. Mill, Alastair M. Morrison
Kendall Hunt Publishing Company
ISBN-10 978-0-7575-6201-3

B. Reference(s) and Bibliography N/A

C. Equipment/Facilities Classroom with multi-media projector

D. Instructional Supplies Instructor's resources including textbook

Learning Resource Center (Library)

E. Has the Advisory Committee reviewed and concurred with the materials, content, and assessment used for this course?

- ☒ Yes, include Advisory Committee minutes
GUAM COMMUNITY COLLEGE
TOURISM AND TRAVEL ADVISORY COMMITTEE
February 9, 2017, 8:30-9:30, President Conference Room,
Meeting Minutes

Attendees: Mark Baldyga, Maria S.T. Perez, David Tydingco, Missy Ngiraklang, Eric Chong, Vivian Aflague, Catherine Payne, Bruce Kloppenburg, Pilar Williams, Marivic Schrage

Copy: Pilar Laguana, Jean Arriola

A. Opening and Introduction

Schrage welcomed and thanked everyone for sparing an hour of their busy schedule to attend today's meeting.

B. Appointment of Chair and Secretary

Mr. Mark Baldyga graciously accepted the chairmanship of the Tourism and Travel Advisory Committee. Schrage is the recording secretary.

- C. Purpose of Travel and Tourism Advisory Committee.** The Tourism and Travel Program of Study is currently undergoing a substantive revision. Revamping of the program is needed to replace the current Tourism and Travel Program of Study, which was implemented in 2010. To ensure that the proposed Program of Study meets the needs of the industry, the Tourism and Hospitality Department is seeking assistance from the Tourism and Travel Advisory Committee in:
- evaluating goals and objectives of the program;
 - establishing workplace competencies for program occupations;
 - providing input to course revisions;
 - identifying opportunities for external and experiential learning.

D. Tourism and Travel Program (TTP) Introduction

Schrage stated that 114 students are currently enrolled in TTP, the second most popular program offered by Tourism and Hospitality Department.

Chair Baldyga inquired the number of program completers in 2016.

Update: There were 11 program completers in 2016, with 50% of program completers employed in the Tourism, Travel, and Hospitality field.

E. Tourism and Travel Program and Curriculum Evaluation and Round Table Discussions.

Below is the summary of Committee's commendation and recommendations regarding the proposed Tourism and Travel Program of Study and course curricula.

- 1) The committee concurs with the Program Mission and Description.
- 2) Sustainability Component Embedded in Science Course. The Committee recommends a science course with "sustainability" component embedded, since the business of hospitality, travel, and tourism have increasingly been associated with sustainable practices.

Update: SL110 – Environmental Biology student learning outcome includes ...

- Explain the ecological, social and/or economical implications of climate change, conservation and sustainable use of resources, overpopulation, waste management and recycling, as well as reflect on their personal roles in these issues.

Action: The department will explore the possibility of making SL110-Environmental Biology a Science requirement for Tourism and Travel students.

- 3) Social Media Marketing Course. The Committee recommends to include a Social Media Marketing course in the Tourism and Travel Program of Study. Because of the rise in numbers of FITs (Free Independent Travelers) and FIT travelers' increasing use of social media in making purchasing decisions, making tour agents irrelevant, there is a demand for competent Tourism and Travel Social Media Marketers.

Update and Action: *Come fall 2017, the GCC Marketing Department will offer MK125 Social Media Marketing, which will be a part of Tourism and Travel Program Technical Requirement. MK125 will replace HS251A Ticketing and Travel Documents.*

- 4) Entrepreneurial Seminar Course. Chair Baldyga recommends a seminar course similar to Cornell University's *Conversation with Entrepreneurs* course. In this course, each week for eight weeks, the students get to meet a guest speaker who shares stories on entrepreneurship, its challenges and benefits. Student learning outcomes are achieved

through reflective assignments, entrepreneurial career planning assignments, entrepreneurial journey projects, interviews, networking, etc. (cornell.edu).

Action: The department will explore further this recommendation, noting that the intent of proposed Tourism and Travel program is to "prepare students for a meaningful career, leadership roles, and entrepreneurial opportunities in the Tourism and Travel field."

- 5) Foreign Language Courses.** The Committee commends the inclusion of Japanese and Korean languages into the Tourism and Travel Program of Study. However, the committee recommends to include in the foreign language courses, not only the acquisition of the language skill, an understanding and knowledge of culture, customs, and etiquette of Japan and Korea. Suggestion to include Chinese language was also brought up.

Action: The department will explore further the recommendation to incorporate into foreign language courses an understanding and knowledge of culture, customs, and etiquette. The feasibility of offering a Chinese language course will be examined.

- 6)** HS157 Tourism and Planning Development – The Committee recommends to include visitor arrival statistics, exit surveys, GVB STAR (Survey of Tourism Attitudes of Residents of Guam) Report, and the Economic Impact of Tourism on Guam.

Update: Completed

- 7)** HS158 Introduction to Meetings, Events, Exhibition, Conventions (MEEC) –The Committee commented that the MEEC market is a small segment of the market, that niche marketing, i.e. sports, wedding, and honeymoon markets should also be incorporated into the course.

Update: HS254 Hospitality and Travel Marketing includes marketing to special segments such international travelers, destination wedding and honeymoon market, sports market, government travelers, and travelers with disabilities.

- 8)** HS255 –Airline Management – The Committee concurred with the course and learning outcomes.

- 9)** HS257 – Principles of Tour Guiding - The Committee concurred with the course and learning outcomes.

- 10)** HS265 - EcoTourism will be re-written and revised to Sustainable Tourism next term.

Adjournment. Meeting was adjourned at 9:30 am.

