

COURSE CURRICULUM FORM Cover Sheet

Banner Term: 201710

TRADES AND PROFESSIONAL SERVICES

SCHOOL

TOURISM AND HOSPITALITY

DEPARTMENT

HS158 INTRODUCTION TO MEETINGS, EXPOSITIONS, EVENTS, AND
CONVENTIONS (MEEC)

TITLE

MARIVIC C. SCHRAGE, CHE, M.CTE

AUTHOR(S)

JANUARY 31, 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"/>	1/31/2017	
REGISTRAR	DR. JULIE ULLOA-HEATH	<input type="checkbox"/>	<input type="checkbox"/>		
DEAN	DR. VIRGINIA TUDELA	<input type="checkbox"/>	<input type="checkbox"/>		
LEARNING OUTCOMES COMMITTEE CHAIR	TRESSA DELA CRUZ	<input type="checkbox"/>	<input type="checkbox"/>		
VP, ACADEMIC AFFAIRS	Dr. R. Ray D. Somera	<input type="checkbox"/>	<input type="checkbox"/>		
PRESIDENT	Dr. 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 to author (BTA).

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

HS158_1SR_2017.05.22

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 prerequisite(s) other than prerequisite(s) offered within your department: II, IVD, VII, VIII, IX, X, XI, XII

☐ Substantive change in course content: II, IVD, VII, VIII, IX, X, XI, XII

☒ Change (addition, revision, etc.) in Student Learning Outcomes (SLOs); attach old and new SLOs.

Old SLOs:

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

NEW SLOs -

1) **Discuss the role and function of a meeting planner.**

2) **Identify the legal and ethical responsibilities of a meeting planner.**

3) **Create a project management plan for meeting, exhibition, event, and convention (MEEC).**

☒ Describe above changes and specify changes not listed above:

Course name changed from Introduction to Meetings, Incentives, Conventions, & Events to Introduction to Meetings, Expositions, Events, and Conventions

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

Check appropriate box:

☐ Change in course alpha, number, or title.

NEW: ALPHA NUMBER TITLE

☐ Wording change in the catalog course description that does not significantly change the program content (attach old and new wording).

☐ Change in the course outline that does not significantly change the Course content (attach old and new course outlines).

☐ Change in course prerequisites where both course and prerequisite are offered within your Department (attach old and new prerequisites).

☐ Change in maximum number of students allowed in class setting.

☐ Change in lab fees.

- ☐ Change in textbook.
- ☐ Other:
- 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):

AS in Tourism and Travel

Please check appropriate box:

- A. ☐ This is a CTE course and is aligned with Hospitality and Tourism Career Cluster and Travel and Tourism Career Pathway.

(See <http://www.careertech.org/career-clusters/glance/clusters-occupations.html> for more information)

- B. ☐ This course is part of General Education.

II. 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 students with knowledge and abilities that prepares them to assist with or manage the implementation and monitoring of meeting, exposition, event, or convention (MEEC). Students will learn tasks, activities, and issues involved in producing a meeting or event. Course competencies are aligned to Meeting and Business Event Competency Standards (MBECS) – global, industry-endorsed descriptions of the knowledge and abilities that meeting professionals need in order to be successful.

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

Catalog Year: 2016-2017

Page number: 136

Old Course Description

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.

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

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

1. **Discuss the role and function of a meeting planner.**

2. Identify the legal and ethical responsibilities of a meeting planner.
3. Create a project management plan for meeting, exhibition, event, and convention (MEEC).

- ☒ 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
The course is developed based on the knowledge and skills described in Meeting and Business Event Competency Standards. Hence, the course meets GCC's mission as "a leader in career and technical workforce development providing the highest quality, student-centered education and job training for Micronesia" and GCC's vision, "the premier educational institution for providing globally recognized educational workforce development programs."
- B. An assessment of industry or community need
According to the Guam Visitors Bureau 20/20 Strategic Plan, Meetings, Events, Expositions, and small to large Conventions (MEEC) markets will be pursued aggressively to fill hotel rooms during non-peak periods. Hence, the industry will require a pool of professional meeting planners who can service these markets.
- 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. N/A
- C. Results of course and course guide evaluation.
Evaluation of course guide reveals the need to align learning outcomes to Meeting and Business Event Competency Standards.
- E. Program requirements (associate degree, certificate, diploma) served by this course
AS Tourism and Travel

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

- A. Resources (materials, media, equipment and LRC) and costs
Computer hardware and software, access to projector, audio equipment
- B. Personnel requirements (administrative, instructional and support staff) and costs
Full-time faculty assigned to the department or adjunct faculty who have knowledge and expertise in the field will fulfill personnel requirements. Regular adjunct salary scales will apply.
- D. Facility requirements and costs

The course will utilize existing college facilities and resources.

- D. Funding source(s) **Tuitions fees**
- 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 31.
☒ 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: **158**
- B. Course Title(s):
Long Title: **Introduction to Meetings, Expositions, Events, and Convention**
Abbreviated Title (30 characters maximum): **Intro MEEC Markets**
- C. Contact Hours and Number of Students
Maximum Number of **25** Students:
Schedule Type:
☐ Clinical:
☐ Co-op:
☐ Hybrid (Lecture & Online):
☐ Lab:
☒ Lecture: **45**
☐ Lecture/Lab:
☐ Online:
☐ Practicum:
Instructional Method:
☐ Distance Learning
☐ Hybrid
☐ Mediated
☐ Non-Traditional
☐ Online
☐ Service Learning
☒ Traditional **45**
Total Hours: **45**

- 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: **Students in pursuing a degree in Tourism and Travel**
- 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 REVISED TO MEET MEETING AND BUSINESS EVENT COMPETENCY STANDARDS (MBECS), WHICH ARE INDUSTRY-ENDORSED DESCRIPTIONS OF KNOWLEDGE AND ABILITIES NEEDED TO BE SUCCESSFUL IN THIS FIELD. METHODS OF INSTRUCTION WILL CONSIST OF CASE STUDIES, READING, WRITING, SMALL AND LARGE GROUP DISCUSSIONS, FIELD TRIP, INDEPENDENT RESEARCH AND SUBSEQUENT IN-CLASS PRESENTATION. TO ENSURE QUALITY AND STANDARDIZED COURSE INSTRUCTIONS, AUTHOR-DEVELOPED LESSON PLANS, POWERPOINT PRESENTATIONS, AND EXAMS WILL BE USED IN DELIVERING THE COURSE CONTENT.

IX. COURSE OUTLINE

1. **INTRODUCTION TO THE MEETINGS, EXPOSITIONS, EVENTS, AND CONVENTIONS INDUSTRY (MEEC)**
2. **MEETING, EXHIBITION, EVENT, AND CONVENTION ORGANIZERS AND SPONSORS**
3. **DESTINATION MARKETING ORGANIZATIONS (DMO)**
4. **MEETING AND CONVENTION VENUES**
5. **EXHIBITIONS**
6. **SERVICE CONTRACTORS**
7. **DESTINATION MANAGEMENT COMPANIES**
8. **SPECIAL EVENTS MANAGEMENT**
9. **PLANNING AND PRODUCING MEEC GATHERINGS**
10. **FOOD AND BEVERAGE**
11. **LEGAL ISSUES IN THE MEEC INDUSTRY**
12. **TECHNOLOGY AND THE MEETING PROFESSIONAL**
13. **GREEN MEETINGS AND SOCIAL RESPONSIBILITY**
14. **INTERNATIONAL ASPECTS IN MEEC**
15. **PUTTING IT ALL TOGETHER**

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

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

1. **INTRODUCTION TO THE MEETINGS, EXPOSITIONS, EVENTS, AND CONVENTIONS INDUSTRY (MEEC)**

- 1.1 DISCUSS THE HISTORY OF THE MEETINGS, EXPOSITIONS, EVENTS AND CONVENTIONS (MEECS) INDUSTRY.
- 1.2 EXPLAIN WHERE MEEC FITS IN RELATION TO THE HOSPITALITY INDUSTRY.
- 1.3 DISCUSS THE MAGNITUDE AND IMPACT OF MEEC.
- 1.4 IDENTIFY CAREERS IN MEEC.
- 1.5 EXPLAIN DIFFERENT TYPES OF GATHERING.

2. MEETING, EXHIBITION, EVENT, AND CONVENTION ORGANIZERS AND SPONSORS

- 2.1 IDENTIFY MAJOR TYPES OF ORGANIZATIONS THAT HOLD GATHERINGS.
- 2.2 LIST TYPES OF MEETINGS HELD BY THE DIFFERENT CATEGORIES OF ORGANIZATIONS.
- 2.3 IDENTIFY TYPICAL LEAD TIMES FOR PLANNING THE VARIOUS TYPES OF GATHERINGS.
- 2.4 EXPLAIN THE DIFFERENCE BETWEEN THE MARKETING STRATEGIES USED TO BUILD ATTENDANCE.
- 2.5 IDENTIFY ASSOCIATIONS THAT SUPPORT THE PROFESSIONAL DEVELOPMENT OF THOSE RESPONSIBLE FOR PRODUCING GATHERINGS.

3. DESTINATION MARKETING ORGANIZATIONS (DMOS)

- 3.1 DISCUSS THE HISTORY OF DMOS.
- 3.2 EXPLAIN THE ROLE AND FUNCTIONS OF DMOS.
- 3.3 DISCUSS HOW DMOS CAN BE ORGANIZED AND FUNDED.
- 3.4 DISCUSS MARKETING, SALES, AND SERVICES OFFERED BY DMOS.

4. MEETING AND CONVENTION VENUES

- 4.1 DISCUSS THE IMPORTANCE OF THE PHYSICAL ATTRIBUTES OF THE MEETING VENUE TO THE ABILITY TO USE IT FOR AN EVENT.
- 4.2 EXPLAIN HOW THE VENUE'S FINANCIAL STRUCTURE IMPACTS THE ABILITY TO NEGOTIATE FOR THE MEETING.
- 4.3 DISCUSS THE VARIATIONS IN SERVICE LEVELS AND SERVICE AVAILABILITY IN DIFFERENT FACILITIES.
- 4.4 IDENTIFY POTENTIAL HAZARDS OFTEN OVERLOOKED BY NOVICE EVENT PROFESSIONALS.
- 4.5 IDENTIFY QUESTIONS NEEDED TO BE ASKED OF A FACILITY IN ORDER TO ENSURE THE SUCCESS OF THE EVENT.

5. EXHIBITIONS

- 5.1 DISCUSS THE DIFFERENT TYPES OF EXHIBITIONS.
- 5.2 IDENTIFY THE KEY PLAYERS OF EXHIBITION MANAGEMENT.
- 5.3 CATEGORIZE THE COMPONENTS OF EXHIBITION PLANNING.
- 5.4 IDENTIFY THE ROLE OF EXHIBITOR AND FUNDAMENTALS OF EXHIBIT PLANNING.

5.5 RECOGNIZE TRENDS IN THE EXHIBITION INDUSTRY.

6. SERVICE CONTRACTORS

6.1 EXPLAIN THE ROLE OF SERVICE CONTRACTORS IN MEEC.

6.2 COMPARE AND CONTRAST GENERAL SERVICES CONTRACTORS AND SPECIALTY CONTRACTORS.

6.3 EXPLAIN FUNCTIONS OF EXHIBITOR-APPOINTED CONTRACTORS.

6.4 IDENTIFY ASSOCIATIONS IN SERVICE CONTRACTING.

7. DESTINATION MANAGEMENT COMPANIES

7.1 IDENTIFY THE NEEDS THAT DESTINATION MANAGEMENT COMPANIES MEET FOR THEIR CLIENTS.

7.2 EXPLAIN HOW DESTINATION MANAGEMENT COMPANIES INTERACT WITH MEETING PROFESSIONALS, LOCAL HOTELS, EVENT PARTICIPANTS, AND VARIOUS SUPPLIES WITHIN A DESTINATION.

7.3 DESCRIBE HOW DESTINATION MANAGEMENT BUSINESS IS CONDUCTED.

7.4 LIST THE COMPETITIVE FACTORS AT WORK IN THE BUSINESS PROCESS USED BY DESTINATION MANAGEMENT COMPANIES.

7.5 EVALUATE WHAT PROJECT DESTINATION MANAGEMENT COMPANIES SHOULD PURSUE.

7.6 DETAIL HOW DESTINATION MANAGEMENT COMPANIES DELIVER THEIR CONTRACTED SERVICES TO CLIENTS.

8. SPECIAL EVENTS MANAGEMENT

8.1 DEFINE SPECIAL EVENT.

8.2 DISCUSS THE IMPORTANCE OF RELATIONSHIPS IN SPECIAL EVENT MANAGEMENT.

8.3 DISCUSS THE IMPORTANCE OF A WORKABLE PLAN FOR STAGING A SPECIAL EVENT.

8.4 DISCUSS THE PLANNING TOOLS USED IN SPECIAL EVENT MANAGEMENT.

8.5 EXPLAIN THE IMPORTANCE OF CITY AND COMMUNITY INFRASTRUCTURES WHEN HOSTING A SPECIAL EVENT.

8.6 DISCUSS MERCHANDISING AND PROMOTING OF A SPECIAL EVENT.

8.7 DISCUSS SPONSORSHIP FOR SPECIAL EVENTS.

8.8 DISCUSS TARGET MARKETS FOR PROCURING ATTENDANCE AT A SPECIAL EVENT.

8.9 DISCUSS THE BASIC OPERATIONS FOR PREPARING FOR A SPECIAL EVENT.

8.10 EXPLAIN THE COMPONENTS OF A SPECIAL EVENT BUDGET.

8.11 EXPLAIN THE BREAKDOWN COMPONENTS FOR A SPECIAL EVENT.

8.12 DISCUSS FUTURE TRENDS IN THE INDUSTRY.

9. PLANNING AND PRODUCING MEEC GATHERINGS

- 9.1 DIFFERENTIATE ASSOCIATION AND CORPORATE MEETING PLANNING.
- 9.2 DISCUSS MOTIVATIONS THAT INFLUENCE MEETING OBJECTIVES.
- 9.3 WRITE CLEAR AND CONCISE MEETING OBJECTIVES USING THE *SMART* TECHNIQUE.
- 9.4 DISCUSS THE PURPOSE OF A NEEDS ANALYSIS.
- 9.5 DISCUSS THE PROCESS OF SITE SELECTION.
- 9.6 DISCUSS THE INFORMATION NEEDED ON AN RFP.
- 9.7 EXPLAIN HOW TO ESTABLISH BUDGETARY GOALS.
- 9.8 EXPLAIN THE IMPORTANCE OF EVALUATION.
- 9.9 EXPLAIN THE PROCESS OF REGISTRATION FOR A MEETING OR EVENT.
- 9.10 EXPLAIN THE PROCESS OF ARRANGING HOUSING FOR A MEETING OR EVENT.
- 9.11 DISCUSS THE ELEMENTS OF A MEETING AND EVENT SPECIFICATION GUIDE.
- 9.12 EXPLAIN THE IMPORTANCE OF A PRE- AND POST-CONVENTION MEETING.

10. FOOD AND BEVERAGE

- 10.1 LIST TYPES OF CATERING OPERATIONS AND TYPES OF CATERERS.
- 10.2 DISCUSS PURPOSE OF THE MEAL FUNCTION.
- 10.3 EXPLAIN TYPES OF MEAL FUNCTIONS, MENU PLANNING, MENU DESIGN, AND PRICING.
- 10.4 EXPLAIN TYPES OF BEVERAGE FUNCTIONS, BEVERAGE MENU PLANNING, AND PRICING.
- 10.5 DISCUSS LIQUOR LAWS AND THIRD-PARTY LIABILITY.
- 10.6 DISCUSS TYPES OF SPACE REQUIREMENTS AND ROOM SETUP.

11. LEGAL ISSUES IN THE MEEC INDUSTRY

- 11.1 DISCUSS THE FINE POINTS OF NEGOTIATION BETWEEN THE ORGANIZER AND SUPPLIERS.
- 11.2 EXPLAIN THE CONCEPT OF RISK MANAGEMENT AND WAYS TO DEAL WITH RISK.
- 11.3 EXPLAIN THE CONCEPT OF INTELLECTUAL PROPERTY AND HOW IT RELATES TO MEEC.
- 11.4 DISCUSS ETHICS AND UNIQUE APPLICATIONS IN MEEC.
- 11.5 DISCUSS LABOR ISSUES IN MEEC.

12. TECHNOLOGY AND THE MEETING PROFESSIONAL

- 12.1 EXPLAIN HOW TECHNOLOGY CURRENTLY IMPACTS MEETING PROFESSIONALS.
- 12.2 IDENTIFY NEW TECHNOLOGIES THAT SUPPORT MEETING/EVENT MARKETING AND COMMUNICATIONS.
- 12.3 UNDERSTAND THE CRITICAL TECHNOLOGY TERM THAT APPLY TO THE HOSPITALITY INDUSTRY.
- 12.4 RECOGNIZE THE BEST WEB PORTALS FOR RESEARCHING INDUSTRY INFORMATION.
- 12.5 EXPLAIN HOW SOCIAL MEDIA IS IMPACTING THE MEETINGS INDUSTRY.

13. GREEN MEETINGS AND SOCIAL RESPONSIBILITY

- 13.1 DEFINE "GREEN MEETINGS".
- 13.2 DEFINE "SOCIAL RESPONSIBILITY".
- 13.3 DESCRIBE BEST PRACTICES IN "GREEN MEETINGS".
- 13.4 IDENTIFY OPPORTUNITIES FOR MEETINGS AND EVENTS TO BE MORE ENVIRONMENTALLY SENSITIVE.
- 13.5 DISCUSS THE COSTS ASSOCIATED WITH BEING "GREEN"
- 13.6 DEFINE "GREENWASHING" AND IDENTIFY KEY AREAS WHERE "GREENWASHING" OCCURS.

14. INTERNATIONAL ASPECTS IN MEEC

- 14.1 EXPLAIN HOW TRADE FAIRS EXHIBITIONS AND CONFERENCES VARY AROUND THE WORLD.
- 14.2 DISCUSS THE STATUS OF THE TRADE FAIR AND CONFERENCE INDUSTRY IN DIFFERENT REGIONS.
- 14.3 EXPLAIN THE TERMINOLOGY AND PROTOCOL DIFFERENCES AMONG VARIOUS COUNTRIES.
- 14.4 IDENTIFY ASPECTS TO BE CONSIDERED BEFORE COMMITTING TO AN INTERNATIONAL TRADE FAIR OR CONFERENCE.

15. PUTTING IT ALL TOGETHER

- 15.1 IDENTIFY KEY TASKS IN CREATING CITYWIDE MEETING/EVENT.
- 15.2 EXPLAIN METHOD TO CREATE A STATEMENT OF CONFERENCE OBJECTIVES.
- 15.3 EXPLAIN WAYS TO IDENTIFY BUDGET EXPENSES AND INCOME SOURCES.
- 15.4 EXPLAIN TIMETABLE FOR IMPLEMENTATION OF DIFFERENT MEETING PLANNING TASKS.
- 15.5 EXPLAIN THE PROCESS OF CONDUCTING A SITE INSPECTION.
- 15.6 DISCUSS ASSESSMENT OF SUCCESS OF THE MEETING.

XI. MEANS OF ASSESSMENT AND CRITERIA FOR SUCCESS

Learning outcomes will be assessed using teacher-developed exams, reflection paper, and course projects. Students will earn 70% or better for the course.

XII. TEXTBOOK REFERENCE, EQUIPMENT AND SUPPLIES

A. Required Textbook(s)

Title: **Fenich, George (latest edition). *Meetings, Expositions, Events, and Conventions: An Introduction to the Industry*. New York: Pearson Education**

ISBN- **9780133815245, 1133815242**

B. Reference(s) and Bibliography

C. Equipment/Facilities **Existing classroom facilities and equipment**

D. Instructional Supplies **Training DVD, instructor resources**

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.