

SYLLABUS

TRAV 1595-40 The Cruise market

Number of Hours: 20-30

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Description:

Earn great commissions by booking cruises, one of the fastest growing segments of the travel industry. Learn the basics of the cruise product, cruise classifications, destinations, types of cruises, print resources and non-automated reservations procedures. Identify your clients' needs and preferences, learn the variables that are available in cruising and select and book the right cruise for any given client.

Objectives:

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

- Answer typical client questions about cruising
- Determine cruise benefits
- List and explain four types of cruises
- Describe three types of special-interest cruises
- Identify major North American cruise areas
- Demonstrate familiarity with embarkation points, ports-of-call and attractions in each cruise area.
- Describe:
 - Typical shipboard activities
 - Shore excursions
 - Ship facilities
 - Ship crew
- Analyze any given cruise vacation, cruise line or ship regarding price, inclusions, specialties and ambience.
- Name an interpret information from at least four major cruise print publications, including brochures
- Demonstrate steps to sell and book a cruise
- Utilize the CLIA Cruise Finder to assist in recommending the right cruise for your client

Grading Criteria:

Successful completion of all Stop, Review and Applies, Challenges participation in Discussion and Exams.

Course Outline:

Each lesson includes an online Review (Stop, Review and Apply) as well as at least one Challenge that requires independent research and application.

Lesson 1	Introduction to Cruises STOP Review and Apply
Lesson 2	Types of Cruises STOP Review and Apply
Lesson 3	The Cruise Product STOP Review and Apply
Lesson 4	Cruise References and Resources STOP Review and Apply
Lesson 5	Cruise Reservations and Sales STOP Review and Apply
Lesson 6	Review The Cruise Market Exam

Course Activies and Assignments:

Maximum time to complete this course is 90 days. The course includes 14 challenges, 5 reviews, 1 discussion question and 1 exam. All reviews, challenges and the exam are submitted electronically to your instructor with results returned via email. The discussion area is monitored for participation.

Dmail Notice.

Important class and college information will be sent to your Dmail email account. This information includes your DSC bill, financial aid/scholarship notices, notification of dropped classes, reminders of important dates and events, and other information critical to your success in this class and at DSC. All DSC students are automatically assigned a Dmail account. If you do not know your user name and password, go to www.dixie.edu and select "Dmail," for complete instructions. You will be held responsible for information sent to your Dmail, so please check it often.

Reasonable Accommodation Statement.

If you are a student with a medical, psychological or a learning difference and are requesting reasonable academic accommodations due to this disability, you must provide an official request of accommodation to your professor(s) from the Disability Resource Center (located in the Student Services Center, Room #201 of the Edith Whitehead Building) within the first two weeks of the beginning of classes. Students are to contact the Center on the main campus to follow through with and receive assistance in the documentation process to determine the appropriate accommodations related to their disability. You may call (435) 652-7516 for an appointment and further information regarding the Americans with Disabilities Act (ADA) of 1990 per Section 504 of the Rehabilitation Act of 1973.