

HSTM 263C : Tour Planning and Cruise Sales

The first half of the class is devoted to planning, guiding, and escorting tours. Students will develop a tour, budget, and marketing plan. Additional areas covered are group behavior, ethics, and dealing with unexpected disasters. The second half will focus on the cruise industry. Knowledge of cruise lines, destination, amenities, and marketing/sales is examined. Students' understanding of the relationship geography has to identification of cruise ports is also studied. Sales skills and qualifying the client in selecting of cruise is reviewed.

Credits 3

Lab/Practicum/Clinical Hours 0

Lecture Hours 3

Prerequisite Courses

HSTM 101C

HSTM 110C

Learning Outcomes

- Identify the fundamentals of business planning, destination planning, and tour development.
- Identify the relationships that form between tour operators and their clients.
- Examine the relationships of tour components such as transportation, lodging, dining, sightseeing, and attractions.
- List ways tour operators develop destinations.
- Develop and price a tour itinerary.
- List marketing techniques tour operators use to market the tour.
- Understand group tour psychology.
- Understand the history of cruising and the way it affects the vacation of today.
- Identify the classification of ships according to their style.
- Identify the key geographical regions cruise lines travel.
- Understand sales techniques for selling a cruise to a perspective client.