SYLLABUS - LEISURE TRAVEL

COURSE DESCRIPTION
This course presents current trends and tourism research in the leisure travel market. The components include the leisure traveler, top leisure destinations, current cruise trends, the present and future trends in tours, including adventure tours and ecotourism. Leisure services such as group travel, incentive travel and even travel insurance are discussed.

COURSE OBJECTIVES
To provide the student with a variety of opinions regarding current trends in the tourism industry. Upon completion of this course, each student should be able to:

- List and explain leisure traveler psychographic types according to Plog and to Maslow
- Explain the reason people travel for pleasure
- Name ten reasons travelers give for choosing a destination
- List ten favorite vacation activities
- Name proven domestic and international destinations
- Match the vacation client with the vacation destination
- Answer typical client questions about cruising
- Identify and classify potential cruise clients
- Utilize CLIA cruise guides in selling cruises
- Sell cruises from brochures
- Specify the benefits of tours for the traveler and for the travel professional
- Identify and explain the types of tours
- Sell tours from brochures
- Identify hotel guest preferences
- List the variables that affect hotel room prices
- Utilize hotel references to evaluate and recommend hotels
- Explain the hotel booking policies and procedures
- Specify car rental types and classes and explain rate plans, extra charges and insurance
- Follow established car booking procedures
- Describe the types of trains, facilities and services offered in various countries
- Specify the benefits of Eurailpass, Britrail and single-country rail passes
- Follow rail booking procedures
- Explain the features, attractions, benefits and profitability of group travel
- Define ecotourism and explain its role in leisure travel
- Explain what adventure travel is and identify examples
- Define In-Bound Tourism and explain how it affects the allure of a destination
- List the types of travel insurance and recommend the best product for any given client

MAJOR COURSE TOPICS
Leisure Travelers - Why they travel, where they go and what they do when they travel
Cruise Product and Sales
Tour Product and Sales
Hotel, Car and Rail Products
Leisure Travel Trends - Ecotourism, Adventure Travel, In-Bound Tourism
Travel Insurance

GRADING CRITERIA - EXAMINATIONS
Chapter 1 Leisure Travelers Chapter 4 Tours
Chapter 2 Leisure Destinations Chapter 5 Hotels, Cars, Rail
Chapter 3 The Cruise Market Chapter 6 Leisure Products/Services