

HOSP 50 Course Outline as of Fall 2009

CATALOG INFORMATION

Dept and Nbr: HOSP 50

Title: INTRO TOURISM SONOMA CO

Full Title: Introduction to Tourism in Sonoma County

Last Reviewed: 9/26/2022

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.00	Lecture Scheduled	1.00	17.5	Lecture Scheduled	17.50
Minimum	1.00	Lab Scheduled	0	5	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	1.00		Contact Total	17.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 35.00

Total Student Learning Hours: 52.50

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly: BMG 67

Catalog Description:
Unique and diverse activities and experiences make Sonoma County a premier travel destination. This course offers an overview of the tourism industry in Sonoma County and its critical role in the economy. Students acquire information and resources to enhance visitors' experience and tourism activity for the county, a private business, or an employer.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Schedule of Classes Information:
Description: Unique and diverse activities and experiences make Sonoma County a premier travel destination. This course offers an overview of the tourism industry in Sonoma County and its critical role in the economy. Students acquire information and resources to enhance visitors' experience and tourism activity for the county, a private business, or an employer. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:	Transferable	Effective: Fall 1997	Inactive:
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:

Upon completion of this course, the student will be able to:

1. Access and interpret resources to enhance a visitor's experience and tourism activity in Sonoma County.
2. Describe major historical events and figures, major attractions, and the unique geography and attributes of Sonoma County.
3. Evaluate the economic importance of tourism to Sonoma County.
4. Name and discuss the functions of tourism bureaus in Sonoma County.
5. Develop an itinerary for a visitor to Sonoma County.
6. Promote Sonoma County to potential and current visitors.

Topics and Scope:

- I. Introducing Sonoma County
 - A. History - major events and influences
 1. Native Americans
 2. Immigration
 3. Impact of the gold rush
 4. Trade routes
 - B. Key figures
 1. General Vallejo
 2. Luther Burbank
 3. Jack London
 4. Frank Doyle
 5. Maria Carillo
 6. Agston Harazsthy
- II. History of Sonoma County Tourism

- A. Sonoma County tourism -- Past and Present
- B. History of tourism in Sonoma County
- C. Why visitors travel to Sonoma County
 - 1. Culinary Attractions
 - 2. Cultural Arts
 - 3. Recreation/Adventure
 - 4. Accommodations and Lodging
 - 5. Spas
- III. Sonoma County Geography and Attributes
 - A. Destinations/major attractions
 - B. Special events and activities
 - 1. Major events
 - 2. Unique events
 - 3. Resources for locating events
 - C. Ag- and Eco-tourism
 - 1. Agricultural and artisan products
 - 2. Eco-tourism
- IV. Wine Industry
 - A. Development of the Sonoma County wine industry
 - B. Wine regions of Sonoma County
 - C. Wineries and wine tasting
- V. The Business of Tourism
 - A. Economic importance of tourism in Sonoma County
 - B. Businesses that make up the tourism industry
 - C. Tourism bureaus
 - 1. Sonoma County Visitors Bureau
 - 2. Santa Rosa Convention and Visitors Bureau
 - 3. Sonoma County Lodging Association
 - 4. Chambers of Commerce
 - 5. Regional and trade associations
 - D. Marketing and sales
 - E. Being an ambassador for Sonoma County
 - 1. Skills and attributes
 - 2. Being a resource
 - 3. Ability to sell the county
- VI. Resources
 - A. Trade publications
 - B. Using the Internet
 - C. Tourism bureaus

Assignment:

Representative assignments:

1. Reading, approximately 30-50 pages total.
2. Resource notebook: compile tourism information and materials.
3. Keep a map log of event locations and attractions discussed in class.
4. Interview a representative of one tourism bureau and write a summary of the bureau's functions and contributions.
5. Create an itinerary for a hypothetical visitor to Sonoma County and present orally in class.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Interview summary

Writing
10 - 20%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Map log; itinerary

Problem solving
30 - 50%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Compilation of materials

Skill Demonstrations
10 - 20%

Exams: All forms of formal testing, other than skill performance exams.

None

Exams
0 - 0%

Other: Includes any assessment tools that do not logically fit into the above categories.

Attendance and participation; oral presentation

Other Category
20 - 30%

Representative Textbooks and Materials:

Instructor prepared materials.