HOSP 50 Course Outline as of Summer 2021

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:
This course offers an overview of the tourism industry in Sonoma County and its critical role in the economy. Students acquire information, resources, and experiences to enhance visitors' experiences and increase tourism activity for the county, a private business, or an employer. Students learn the elements of tourism value, Sonoma County history, customer service and Sonoma County resources. The course provides the opportunity to sit for the Certified Tourism Ambassador exam from Sonoma County Tourism Bureau.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100 or equivalent

Limits on Enrollment:

Schedule of Classes Information:
Description: This course offers an overview of the tourism industry in Sonoma County and its critical role in the economy. Students acquire information, resources, and experiences to enhance visitors' experiences and increase tourism activity for the county, a private business, or an

employer. Students learn the elements of tourism value, Sonoma County history, customer service and Sonoma County resources. The course provides the opportunity to sit for the Certified Tourism Ambassador exam from Sonoma County Tourism Bureau. (Grade or P/NP)
Prerequisites/Corequisites:
Recommended: Eligibility for ENGL 100 or ESL 100 or equivalent
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:
Both Certificate and Major Applicable

COURSE CONTENT

Student Learning Outcomes:
At the conclusion of this course, the student should be able to:
1. Describe the history of Sonoma County and the other factors which have led to the development of the Sonoma County tourism industry.
2. Identify the diversity of activities in Sonoma County.
3. Explain the multi-faceted aspects of the job/career opportunities in the local hospitality field.

Objectives:
Students will be able to:
1. Define tourism and hospitality.
2. Discuss the importance of tourism/hospitality to Sonoma County.
3. Discuss key points of the most important Sonoma County tourism elements.
4. Discuss the business elements that make tourism work: lodging, food, entertainment, and experiences.
5. Explain the general gegraphy and history of Sonoma County.
6. Discuss key personalities of Sonoma County history and be able to direct visitors to locations where they can experience these personalities' impacts.
7. List key visitor locations around Sonoma County.
8. Describe the employment opportunities in the hospitality/tourism industry in Sonoma County.

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. Why visitors travel to Sonoma County
1. Culinary and Winery Attractions
2. Cultural Arts
3. Recreational Activities
4. Accommodations and Lodging
5. Spas

III. Sonoma County Geography and Attributes
A. Destinations/major attractions
B. Tourist(s) travel patterns among county sites
C. Special events and activities
1. Major events
2. Unique events
3. Resources for locating events

D. Ag and Eco-tourism
1. Agricultural and artisan products
2. Eco-tourism

E. New trends: craft beer, spirits, and cannabis

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

F. Job/career opportunities in the local hospitality field

VI. Resources
A. Trade publications
B. Internet

C. Tourism bureaus

Assignment:

1. Reading, approximately 15 to 20 pages weekly
2. Develop a personal resource notebook with information on 30-50 tourism venues in Sonoma County including those presented by other students
3. Oral Presentations (4) based on:
   A. Interview of a manager or representative of a tourism-based industry (include written interview summary)
   B. Research of a person or place important to Sonoma County tourism
5. Create an itinerary for a hypothetical visitor to Sonoma County and present orally to the 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.

Itinerary	Problem solving 30 - 50%

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

Resource notebook	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.

Oral presentations and attendance and participation in class activities	Other Category 20 - 30%

Representative Textbooks and Materials:
Sonoma County Tourism: Certified Tourism Ambassador Package Version 09.12.01. Note that once opened, it cannot be returned. Keep the code for your "free" CTA certification.
Instructor prepared materials.
Online materials