

## Syllabus for Hospitality 50

### **Introduction to Tourism in Sonoma County**

**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.

#### **Student Learning Outcomes**

- Students will be able to define tourism and hospitality.
- Students will be able to discuss the importance of tourism / hospitality to Sonoma County.
- Students will be able to discuss key points of the most important Sonoma County tourism elements: natural environment and wineries.
- Students will be able to discuss the business elements that make tourism work: lodging, food, entertainment, experiences.
- Students will be able to explain the general geology and history of Sonoma County and its “collision of cultures.”
- Students will be able to discuss key personalities of Sonoma County history and be able to direct visitors to locations where they can experience these personalities’ impacts.
- Students will have awareness of some specific tourism businesses and of the breadth of tourism businesses and be able to direct visitors to appropriate establishments for their enjoyment.
- Students will know of key locations around Sonoma County, be able to tell visitors about them, why they’re important and what they can see at each.
- Students will know where they and visitors can obtain more information about tourism opportunities around Sonoma County.
- Students will know about many of the employment opportunities in the hospitality / tourism industry in Sonoma County.

#### **Faculty Office Hours**

Tuesdays 5:30 PM to 6:00 PM in the classroom, or by appointment

## Faculty Contact Information

Michael Von der Porten

[mvonderporten@santarosa.edu](mailto:mvonderporten@santarosa.edu) or [mikevdpca@aim.com](mailto:mikevdpca@aim.com) (better)

(707) 525-1625 (cell)

## Required Text and Supplemental Materials

- **Sonoma County Tourism: Certified Tourism Ambassador package**  
Note that once opened, it cannot be returned. Purchasing this package allows the student to earn a CTA Certificate with no additional fee (usually \$49).
- **Library reference materials** including those at the Sonoma County History and Genealogy Library [211 E St, Santa Rosa 95404, (707) 545-0831 ext. 1562, hours: Wednesday through Saturday 10 to 6 PM-check hours] and various books on local topics including those produced by Arcadia Press.
- **Internet resources** including the archives of the Press Democrat and the Gaye LeBaron collection at Sonoma State University.

## List of Assignments

Three short, assigned research projects and presentations and a short final presentation (see below and handouts). One book assignment with homework. One reading / fill-in-the-blanks assignment.

## Grading Policy

- Attend all sessions (5% X 5 sessions = 25%) If you miss a substantial part of any class, the 5% for that class will not be awarded and the participation score may be reduced. Therefore, students should arrange schedules, weddings, appointments, child care, etc. so they can attend all five sessions.
- Any student missing two or more sessions (40%) will not receive a passing grade. In such cases, the student is encouraged to withdraw or use any available College policy to drop the course. If student is still enrolled at the end of the class, an "F" will be recorded.
- Make all four presentations (15% X 4 presentations = 60%)
  - Quality of presentations evaluated on how the delivery would be received by a visitor at a visitors center or hotel concierge – accurate information, relevant to the visitor, clearly presented, directions, adequately researched (more than just an internet search – often including a site visit), and actionable materials in the hands of the visitor. (Except for the final, there are no written reports to be turned

in. Since much of the value of the projects is in the presentations and since other students learn from those presentations, there is no opportunity to earn points for written-only materials.) Since there is not time for individual feedback on each presentation, students are encouraged to inquire about scores. If one of the first three presentations receives less than 8 points (of 10), an email will be sent to the student with comments.

- Presentation made after scheduled date will receive a maximum of 10% (5% deduction). If you expect to miss a class, you may arrange to make your presentation at the class before it is scheduled for full credit. (Note that some presentations may be **delayed by the instructor as determined by the class schedule** to a following class session. There are no penalties for such delays as long as the students are prepared on the assigned dates.)
- Written fill-in-the-blanks assignment 10%.
- Actively, effectively participate with questions, discussion. (15%)

### Grades

90 - 100	A
80 – 89.9	B
70 – 79.9	C
60 – 69.9	D
0 – 59.9	F

All grades, evaluations at the discretion of the instructor.

Incompletes are not likely to be offered. The course may be repeated as determined by SRJC policies.

Note: Each semester, a few students take the class pass / fail – most of these students would have earned the grade of “A.” If you would benefit from the “A,” please contact me before choosing the pass/fail option to discuss your progress in the class.

### Attendance and Lateness Policy

As described in the grading policy, missing class results in lost points. Arriving late or leaving early reduces the opportunity for the students to fully participate and will result in reductions in the participation score, above.

**Expectations of the instructor:**

- Present an organized, engaging course.
- Well prepared.
- Fair, honest.
- Treat all students with respect.
- Develop an interest in tourism / hospitality with the students.
- Approachable / reachable.

**Overview of Topics** (meeting time 6:30 PM to 10 PM each night)

- Day 1 – 09/12/2017 Class introduction, class assignments, Sonoma County Map, Sonoma County Prehistory, Sonoma County History
  - Day 2 – 09/19/2017 – Student People Presentations, Tourism History, CTA #1 Responsibility, Introduction to the Wine Industry.
  - Day 3 – 09/26/2017 – CTA Program and start Student Place Presentations
  - Day 4 – 10/03/2017 – At Santa Rosa Convention and Visitors Bureau 9 Fourth Street, Old Redwood Square, Santa Rosa, phone 577-8674 – start Student Business Presentations.
  - Day 5 – 10/10/2017 – more Student Business Presentations & Student Final Presentations
- The schedule will change as time requires.

**Calendar of Assignments**

- Day 2 – 09/19/2017 – People Presentation – first part of fill-in-the-blank assignment
- Day 3 – 09/26/2017 – Completed CTA reading & fill-in-the-blank assignment and homework, start Place Presentation
- Day 4 – 10/03/2017 – Attend CVB, Business Presentation
- Day 5 – 10/10/17 – Final Presentation

**Pedagogical (Teaching) Philosophy –**

Students learn best when a variety of class interactions are used. Student participation is better than passive student listening. Active class discussion is welcome. Various elements of the class require student participation.

Visual materials add to student learning, so most material in presentations includes PowerPoint illustrations.

Since the hospitality industry depends upon employees interacting with and explaining to visitors various aspects of tourism, students will have the (required) opportunity to give short presentations to their peers.

Visiting sites is better than computer searches, so one class session is held offsite. Further, students are **strongly encouraged** to visit tourism sites. Contacting people working in the tourism field is required.

Since the tourism industry is really a network of services and providers in the community, the Certified Tourism Ambassador Program from Sonoma County Tourism is an integral part of the class: this provides the opportunity (but is not required) for students to be linked with the local tourism community.

i:\srjc\syllabus 2017 08 10.doc