

CATALOG INFORMATION

Dept and Nbr: ADLTED 773    Title: SONOMA TOUR AMBASSADOR  
Full Title: Sonoma County Tourism Ambassador Certification  
Last Reviewed: 2/26/2018

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	0	Lecture Scheduled	0	6	Lecture Scheduled	0
Minimum	0	Lab Scheduled	3.00	3	Lab Scheduled	18.00
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	18.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 0.00

Total Student Learning Hours: 18.00

Title 5 Category: Non-Credit  
Grading: Non-Credit Course  
Repeatability: 27 - Exempt From Repeat Provisions  
Also Listed As:  
Formerly:

**Catalog Description:**  
This course offers an overview of the tourism industry in California, with particular emphasis on Sonoma County. Students will learn the elements of tourism, their importance to the local economy, as well as information, resources, and experiences that enhance visitors experiences and increase tourism activity in the county. This course provides the opportunity to sit for the Certified Tourism Ambassador exam from the Sonoma County Tourism Bureau.

**Prerequisites/Corequisites:**

**Recommended Preparation:**  
Course Completion of ADLTED 772

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: This course offers an overview of the tourism industry in California, with particular emphasis on Sonoma County. Students will learn the elements of tourism, their importance to the local economy, as well as information, resources, and experiences that enhance visitors experiences and increase tourism activity in the county. This course provides the opportunity to

sit for the Certified Tourism Ambassador exam from the Sonoma County Tourism Bureau.  
(Non-Credit Course)

Prerequisites/Corequisites:

Recommended: Course Completion of ADLTED 772

Limits on Enrollment:

Transfer Credit:

Repeatability: Exempt From Repeat Provisions

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:

<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
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<b>CSU Transfer:</b>	Effective:	Inactive:
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<b>UC Transfer:</b>	Effective:	Inactive:
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**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **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. Recognize the diversity of Sonoma County as a visitor destination.
3. List important visitor locations, events, and activities in Sonoma County.
4. Prepare to sit for the Certified Tourism Ambassador exam.

### **Objectives:**

Upon completion of the course, students will be able to:

1. Define tourism and hospitality;
2. Explain the importance of tourism and hospitality to California and Sonoma County;
3. List key points of the most important tourism elements in California and Sonoma County;
4. List key visitor locations, events, and activities in Sonoma County;
5. Review key concepts for sitting for the Certified Tourism Ambassador exam.

### **Topics and Scope:**

#### **I. Introducing Sonoma County and California**

##### **A. History**

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 Carrillo
  6. Aguston Harazsthy
- II. History of Sonoma County Tourism
- A. Past and present
  - B. Reasons visitors travel to Sonoma County
    1. Culinary and winery attractions
    2. Cultural arts
    3. Recreational activities
    4. Accommodations and lodging
    5. Spas
    6. Other events
- III. Sonoma County Geography and Attributes
- A. Destination and major attractions
  - B. Special events and activities
  - C. Resources for locating events
  - D. Ag- and Eco-tourism
- IV. Wine Industry
- A. Development of the Sonoma County wine industrty
  - B. Wine regions of Sonoma County
  - C. Wineries and winetasting
- V. The Business of Tourism
- A. Businesses that make up the tourism industry
  - B. Tourism bureaus and what they offer
- VI. Resources
- A. Trade publications
  - B. Internet resources
  - C. Tourism bureaus

### **Assignment:**

1. Sample itinerary for a prospective tourist in Sonoma County, including a map of locations
2. Oral presentation of sample itinerary
3. Notebook with 10 to 15 tourism venues in Sonoma County
4. Poster project of one key aspect of tourism in Sonoma County including captions
5. Venue worksheets (3 - 5)
6. Practice quiz (non-graded)

### **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.

Venue worksheets
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Writing 10 - 20%
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**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Sample itinerary/map; notebook; poster project

Problem solving  
50 - 60%

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

None

Skill Demonstrations  
0 - 0%

**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.

Active participation and attendance; practice exam (ungraded)

Other Category  
20 - 30%

**Representative Textbooks and Materials:**

Instructor prepared materials