

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:**  
Students will receive 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.

**Prerequisites/Corequisites:**

**Recommended Preparation:**  
Eligibility for ENGL 100 OR EMLS 100 (formerly ESL 100) or equivalent

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: Students will receive 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. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 OR EMLS 100 (formerly 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:**

<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:
<b>CSU Transfer:</b>	Transferable	Effective: Fall 1997	Inactive:
<b>UC Transfer:</b>		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 development and diversity of Sonoma County, its tourism industry, and its tourism activities.
2. Explain the multi-faceted aspects of the job/career opportunities in the local hospitality field and the skills related to them.

### **Objectives:**

At the conclusion of this course, the student should be able to:

1. Define and discuss the importance of tourism and hospitality in Sonoma County.
2. Discuss key elements of Sonoma County tourism.
3. Discuss the business elements that make tourism work: lodging, food, entertainment, and experiences.
4. Explain the general geography and history of Sonoma County.
5. Discuss key personalities of Sonoma County history and be able to direct visitors to locations where they can experience these personalities' impacts.
6. List key visitor locations around Sonoma County.
7. 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. Geographic development of the Sonoma County landscape
2. Native Americans
3. The “collision of cultures” – English, Russian, Mexican, Spanish, and American impacts

4. Trade routes
- B. Key figures
  1. General Vallejo
  2. Luther Burbank
  3. Jack London
  4. Frank Doyle
  5. Maria Carillo
  6. Agoston Harasthy
- 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 travel patterns among county sites
  - C. Special events and activities
    1. Major events
    2. Unique events
    3. Resources for locating events
  - D. Agriculture 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 articles and online content
2. Develop a personal resource notebook with information on 30-50 tourism venues in Sonoma County including those presented by other students
3. Presentations (4) based on:
  - A. Interview of a manager or representative of a tourism-based industry
  - B. Research of a person or place important to Sonoma County tourism
4. Create an itinerary for a hypothetical visitor to Sonoma County and present 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.

Itinerary	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.

Presentations, attendance, and participation in class activities	Other Category 20 - 30%
--	----------------------------

### Representative Textbooks and Materials:

Instructor provided resources