

HOS 170
Tourism and Hospitality Sales
3-3-0

COURSE DESCRIPTION:

The primary objective of the course is to provide a general overview of sales strategies, brand promotion, multi-cultural tourism, sales management discipline, current and future trends and its role in the tourism and hospitality industry. The student will be exposed to the overall nature and dimensions of sales and sales management, as it is relevant to and practiced in the tourism and hospitality industry. Through readings, assignments, and a hands-on project students have the opportunity to practice and demonstrate what they learn during the course.

REQUISITES:

Previous Course Requirements

None

Previous or Concurrent Course Requirements

None

Learning Outcomes Upon successful completion of this course, the student will be able to:	Learning Activities	Evaluation Methods
1. Discuss tourism sales industry and leadership practices.	Lecture AV/Multimedia Case Studies Discussions Role Playing	Written Assignments Written Exam Student Presentations
2. Identify tourism sales theories and how they can be used to meet the wants and needs of the industry's consumers.	Lecture AV/Multimedia Case Studies Discussions Role Playing	Written Assignments Written Exam Student Presentations
3. Discuss current and future trends in the tourism and hospitality field and discuss their potential impact.	Lecture AV/Multimedia Discussions Role Playing	Written Assignments Written Exam Student Presentations
4. Demonstrate the understanding of tourism and hospitality sales terminology.	Lecture AV/Multimedia Discussions Role Playing	Written Assignments Written Exam Student Presentations

Learning Outcomes:	Learning Activities	Evaluation Methods
5. Evaluate the sales strategies and decisions of professionals.	Lecture AV/Multimedia Discussions Role Playing	Written Assignments Written Exam Student Presentations
6. Comprehend tourism sales techniques and strategies to understand the process to conceptually design a sales presentation or proposal.	Lecture AV/Multimedia Discussions Role Playing	Written Assignments Written Exam Student Presentations
7. Synthesize relationships, brand promotion, multi-cultural tourism and its connection to leadership.	Lecture AV/Multimedia Discussions Role Playing	Written Assignments Written Exam Student Presentations
8. Design a professional portfolio that will prepare for entry-level tourism management career opportunities.	Lecture AV/Multimedia Discussions Role Playing	Written Assignments Written Exam Student Presentations

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria*.

Sequence of Topics:

1. Introduction to selling hospitality.
2. Buyers, sellers, and creating mutually beneficial value exchanges in the tourism industry.
3. The new world of buying and selling a look at buyer's perceptions.
4. Tactics, negotiation, preparation, and planning.
5. Investigating needs and approaching the buyer.
6. Negotiating concerns and gaining commitment.
7. After sale implementation, relationship management, and continuous improvement.
8. Sales intermediaries and partners in supply chains.
9. Technology the future of tourism sales in a situational world.

Learning Materials:

McNeill, R.G., Crotts, J.C., *Selling Hospitality: A Situational Approach*. Independence, KY Thompson D

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: Shawn Murray

Date: 12/8/2018

VPAA/Provost or designee Compliance Verification:

Date: 2/25/2019



This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.