Course Change Request

Date Submitted: 12/14/17 2:41 pm

Viewing: RPTS 411: Cruise Tourism

Last edit: 02/01/18 8:36 am
Changes proposed by: susan-g-scott

Catalog Pages referencing this course

- Department of Recreation, Park and Tourism Sciences
- RPTS - Rec, Park & Tourism Sci (RPTS)

Faculty Senate Number

Contact(s)

<table>
<thead>
<tr>
<th>Name</th>
<th>E-mail</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Susan Scott</td>
<td><a href="mailto:susan-g-scott@tamu.edu">susan-g-scott@tamu.edu</a></td>
<td>979-845-5350</td>
</tr>
</tbody>
</table>

Rationale for Course

The proposed changes are part of a routine curriculum review.

Course prefix    RPTS        Course number    411
Department        Recreation, Park & Tourism Sc
College/School    Agriculture & Life Sciences
Academic Level    Undergraduate
Undergraduate course level justification (Select One)
    College/Program Course Level Rubric

Academic Level    Graduate
(alternate)
Effective term    2018-2019
Complete Course Title
Cruise Tourism
Abbreviated Course Title
CRUISE TOURISM

Catalog course description
Overview of cruise tourism; management of service sectors; understanding of cultural aspects of places traveled; cruise marketing/decision making; geography of cruising; youth programming; agri-tourism; identification of issues related to the economic, technological and political aspects of cruise tourism.

Prerequisites and Restrictions
Junior or senior classification.
Concurrent Enrollment No
Should catalog prerequisites / concurrent enrollment be enforced? No
Crosslistings No

In Workflow
1. RPTS Department Head
2. Curricular Services Review
3. AG Committee Preparer UG
4. AG Committee Chair UG
5. AG College Dean UG
6. UCC Preparer
7. UCC Chair
8. Faculty Senate Preparer
9. Faculty Senate
10. Provost II
11. President
12. Curricular Services
13. Banner

Approval Path
1. 12/15/17 9:00 am
   Scott Shafer (shafer): Approved for RPTS Department Head
2. 12/18/17 3:09 pm
   Sandra Williams (sandra-williams): Approved for Curricular Services Review
3. 12/19/17 10:25 am
   Dawn Kerstetter (dkerstetter): Approved for AG Committee Preparer UG
4. 01/04/18 4:12 pm
   Bob Knight (bob-knight): Approved for AG Committee Preparer UG
5. 01/04/18 4:43 pm
   Kim Dooley (k-dooley): Approved for AG College Dean UG
6. 01/08/18 8:45 am
   Sandra Williams (sandra-williams): Approved for UCC Preparer
7. 02/05/18 2:17 pm
   Sandra Williams (sandra-williams): Approved for UCC Chair

https://nextcatalog.tamu.edu/courseleaf/approve/
Semester: 3
Credit Hour(s): 3
Contact Hour(s) (per week):
Lecture: 3
Lab: 0
Other: 0
Total: 3

Repeatable for credit? No
Three-peat? No
CIP/Fund Code: 3101010001
Default Grade Mode: Letter Grade(G)
Alternate Grade Modes: Satisfactory/Unsatisfactory
Method of instruction: Lecture
Will sections of this course be taught as non-traditional? (i.e., parts of term, distance education) Yes

Learning Outcomes
Meets traditional face-to-face learning outcomes.

Describe how learning outcomes are met or provide justification why they are not met.
They are met through immersion in a new environment, interaction with professionals, projects, exams and class discussion.

Hours
Does not meet traditional face-to-face hours.

Describe how hours are met or provide justification why they are not met.
Hours are met as shown on the syllabus.

Will this course be taught as a distance education course? No
Is 100% of this course going to be taught in Texas? No
Will classroom space be needed for this course? Yes

This will be a required course or an elective course for the following programs:

<table>
<thead>
<tr>
<th>Program(s)</th>
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<tbody>
<tr>
<td>(BS-RPTS) Recreation, Park and Tourism Sciences - BS with Certificate</td>
</tr>
</tbody>
</table>

Has/Will this course be/Will this course be(en) submitted for core curriculum consideration? No
Has/Will this course be submitted for Writing or Communication consideration? No
Course Syllabus

Has/will this course be(en) submitted for ICD consideration? No

Syllabus: Upload syllabus

Upload syllabus: RPTS 411_CruiseTourism_Syllabus.docx

Letters of support or other documentation No

Additional information

Reviewer Comments

Jim Herman [jherman] (01/31/18 3:11 pm): Link to Academic Integrity Task Force (http://www.tamu.edu/aggiehonor/FinalTaskForceReport.pdf) is not working.
Sandra Williams [sandra-williams] (02/01/18 9:02 am): Update received.
Sandra Williams [sandra-williams] (02/05/18 2:17 pm): UCC approved February 2018.

Reported to state? No
Course Syllabus for RPTS 411-689  
Cruise Tourism  
Recreation, Park and Tourism Sciences  
Summer II 2018: July 1st – August 15th

Instructor: Dr. J. Petrick  
Classroom: AGLS 409I  
Office: 409-O AGLS  
Office Hrs: 10:15-11:30am M,W (or by appointment)  
Telephone: Office: 845-8806  Home (before 9 pm): 776-2336  
E-mail: Jpetrick@tamu.edu

COURSE DESCRIPTION:  
Overview of cruise tourism; management of service sectors; understanding of cultural aspects of places traveled; cruise marketing/decision making; geography of cruising; youth programming; agri-tourism; and identification of issues related to the economic, technological and political aspects of cruise tourism.

PREREQUISITES:  
Junior or senior classification. At least 50% of all students who take the class must be age 21 or older as per Norwegian Cruise Line rules.

UNDERGRADUATE VS. GRADUATE REQUIREMENTS:  
Graduate students will have additional readings with each class, and will be required to write an academic paper for their final exam which will include primary data collected during a cruise (undergraduate students will do a practitioner-based paper using their experiences learned on board). Additionally, the mid-term exam for graduate students will be based on both the undergraduate readings and the graduate readings while the undergraduate mid-term exam will only be based on the undergraduate readings.

RECOMMENDED (NOT REQUIRED) TEXT:  

THE QUESTION:What do I need to know about the topic at hand, in order to better understand the Cruise Industry?

As the Instructor of this class, I will make every effort to use this question in guiding each day’s class experiences. If you do not feel that we are making connections from class experiences to “real world” applications and needs, please refer the instructor back to THE QUESTION.

The major scheme of the class is as follows:

1. **What is the point?** This is the simplest of the three questions. What is the point of the material? What is the reading, lecture, assignment all about? You will be asked to provide this information every class period.

2. **What is the significance?** You, and I, will be held accountable for
determining the point of the materials we are learning. I want you to be able to tell me why we are bothering to study what we are!

3. **What do I do with this?** This gets us to the heart of the material. It lets us explore how to apply the material and use it in our services. If we can’t answer this question, we are in trouble.

**LEARNING OUTCOMES: (WHAT I EXPECT OF YOU):**

By the completion of this semester, each student will have had the opportunities to:

1. Discuss and appreciate the history, organization, complexity and scope of the cruise industry as well as appropriate terminology.
2. Explain the role that culture and heritage plays in attracting passengers to visit ports of call.
3. Apply the lessons learned, toward understanding the external factors which impact the cruise tourism industry.
4. Interpret the external and internal factors which influence individual’s decision to cruise.
5. Conjecture the principles of service marketing within a cruise tourism setting.
6. Investigate the economic and environmental impacts of cruise tourism.
7. Appraise the various career directions available w/in the cruise tourism industry and the traits that these positions require.
8. Analyze data collected while on board the ship in order to better understand the determinants of cruiser satisfaction.
9. Using the data analyzed, create a research paper that evaluates how successful RCCL was at engineering their guest experiences.

**PROFESSOR’S OBJECTIVES : (WHAT YOU SHOULD EXPECT OF ME):**

To assist the learning process by:

1. Making students feel welcome and invited in the classroom and on board the cruise,
2. Using “positive coaching” to promote success in the course,
3. Getting to know the students, and being empathetic to their needs,
4. Using a sense of humor in the classroom,
5. Using “student-centered” instruction by finding ways to apply the material learned,
6. And being enthusiastic about the material being covered.
   
   If at any time during the semester you feel that I am not reaching my goals, please do not hesitate to let me know.

**ATTENDANCE AND PARTICIPATION POLICY:**
It is expected that each student will be present at each class having completed the readings or assignments that prepare one for class discussion. If you do not come or are not prepared, you will not be able to participate effectively and your grade will suffer accordingly.

To complete the course, all students must attend both the in-class portion of the course at TAMU (with some of it conducted online), and take the cruise and attend all lessons while at sea, and in ports of call. University-excused documentation must be provided in order for a student to be excused from any class meeting.

**REGULAR ASSIGNMENTS AND CASE STUDIES:**
Assignments and case studies are due at the beginning of class on the assigned date. Those handed in late will be deducted 10% per day (including weekends) that they are late unless University-excused documentation is submitted (according to student rule 7: [http://student-rules.tamu.edu/rule07](http://student-rules.tamu.edu/rule07)).

All assignments/cases **must be typed, double spaced and include a cover sheet** with your name, the name of the assignment, the class (RPTS 489) and the date (-3 per error). You will also be graded on both content and grammar (-2 per grammatical error, -4 per spelling error). Assignments/cases not stapled or paper clipped will be deducted 10%. All assignments and cases must also include the following statement on a separate sheet, attached to the handed in materials, and signed:

"On my honor, as an Aggie, I have neither given nor received unauthorized aid on this academic work."

Signature of student

**Cruise Tourism Job Description:**
1. Based on information discussed in the classroom, and your own research, write a two-page detailed job description of the job that you aspire to have on cruise ships. 50 points

2. **Journal of Lessons Learned:**
Separate entries need to be made in a journal after each week’s online readings (including movies/handouts), each class period (on land) and after each day at sea to describe (in detail) the top 3-5 things that you learned for EACH reading and for each day. Also needed with each entry is specific information related to how you will use the information learned in the real-world. 200 points

3. **Advertising Analysis:**
Using a current cruise line video ad (commercial), thoroughly describe: a) the audience you think is being targeted, b) how the ad described the traditional 4
“P’s”, c) whether or not the ad described the 4 additional “P’s”, and d) why you think the ad was successful/unsuccessful at reaching/attracting its target audience. 50 points

4a. **Cruise Industry Case Study: Undergrads (Final Exam):**
You are to prepare a technical report for RCCL in which you give them specific direction related to how they could improve their offerings on board the Getaway for future passengers. In order to assist with the report, you will be asked to collect data while onboard the ship. This report should: utilize multiple principles learned in class; assist cruise management in positioning themselves against their competitors; include outside resources; and provide no fewer than ten managerial implications for cruise management.

Your case report should be approached as a professional report to be handed directly to cruise management. It must be typed (double spaced) and free of grammatical and spelling errors. Use headings and subheadings to organize your paper. Listen in class, and appropriate headings will be discussed. It must include references (with a bibliography and proper citations), and be 4-12 pages, not including a cover sheet or the reference page. All formatting MUST follow the guidelines put forth by APA.

Your case must be turned in to [www.turnitin.com](http://www.turnitin.com) as well. If you do not turn in the research paper to this site, no final grade will be assigned. This confirmation page must be submitted along with the case. Thus, go to this site and register at least 2 weeks before the paper is due. 300 points

4b. **Cruise Industry Paper: Grad Students (Final Exam):**
Similar to the undergraduate case study, grad students will need to prepare a paper to give specific direction related to how NCL can improve their offerings. You will have additional readings throughout the semester, which you will be expected to apply to your findings, and will also need to do a minimum of ten interviews with passengers on board the ship to better flush out your findings.

All the requirements described above for undergraduate students will additionally be applied to your paper, though it is expected that your paper will be 15-25 pages, not including the cover sheet and reference page, include primary data, and include a methods section. 300 points

**EXAM:**

The Final exam will be worth 300 points. Exams will cover (but not be limited to) material lectured on, readings from the book, videos and additional readings. If the exam is missed for a university excused reason, you will have 24 hours to schedule a make-up or you will receive a zero for the exam. If you do not have a university excused reason for missing the exam, you will not be allowed to make it up.

**ADDITIONAL READINGS AND VIDEOS:**

Throughout the semester, additional readings will be assigned, with most of them on our Facebook page. You will be expected to read and comprehend the material, so that you may discuss it during both the following class period and on Facebook. You may be quizzed and/or tested on the material in the readings. You will be held accountable in the same manner for all guest lectures and videos shown.
PARTICIPATION/QUIZZES:
Class participation will be worth 100 points. To achieve a good grade for participation, you must REGULARLY interact (positively) within the class discussion, have perfect attendance, and do well on the quizzes. Participation will also be related to attendance and attentiveness during class. The quizzes will be over the material that you assigned to read prior to each class.

GRADING:
If at anytime you feel that you were unfairly evaluated for the work you have completed, please contest the grade either after class, or during my office hours. Grades may be contested up to two weeks following the day they are posted. Grading will be as follows:

**ASSIGNED POINTS/REWARDS**

| Assignment #1 (Job description) | 50 |
| Assignment #2 (Journal of lessons learned) | 200 |
| Assignment #3 (Advertising Analysis) | 50 |
| Midterm Exam | 300 |
| Case Study/Paper: Final Exam | 300 |
| Class Participation/Quizzes | 100 |
| **Total:** | **1,000** |

**GRADING SCALE**

- $900 - 1,000 = A
- $800 - 899 = B
- $700 - 799 = C
- $600 - 699 = D
- $599 or fewer = F

**Americans with Disabilities Act (ADA) Policy Statement**
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Services, currently located in the Disability Services building at the Student Services at White Creek complex on west campus or call 979-845-1637. For additional information visit [http://disability.tamu.edu](http://disability.tamu.edu).

**Academic Integrity Statement**
"An Aggie does not lie, cheat, or steal or tolerate those who do."

The Honor Council Rules and Procedures can be found on the web at: [http://aggiehonor.tamu.edu/](http://aggiehonor.tamu.edu/)
Please know that the rules and procedures outlined by the Honor Council will be adhered to in this class, and anyone found to act outside of these rules will be reported to the Honor Council.
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/1-8/4</td>
<td>Online: Introduction to the Cruise Industry</td>
<td>4 hours</td>
</tr>
<tr>
<td>8/5-8/8</td>
<td>Online: What's it like working on a cruise ship?</td>
<td>4 hours</td>
</tr>
<tr>
<td>8/9-8/12</td>
<td>Online: Understanding CIT and the role of Value</td>
<td>4 hours</td>
</tr>
<tr>
<td>August 13</td>
<td>Drive from College Station to Galveston hotel</td>
<td>1 hour</td>
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<tr>
<td>August 14</td>
<td>Board Royal Caribbean Liberty of the Seas by 2 pm; departure approx. 4:00</td>
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<td></td>
<td>Attend mandatory safety drill</td>
<td>1 hour</td>
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<td></td>
<td>Cruise ship familiarization tour</td>
<td>1 hour</td>
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<tr>
<td>August 16</td>
<td>Day at Sea</td>
<td></td>
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<td></td>
<td>Class meeting, appointments with Captain &amp; Hotel Director</td>
<td>2 hours</td>
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<td></td>
<td>Class exercise - Initial Impressions of SERVQUAL</td>
<td>1 hour</td>
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<tr>
<td>August 17</td>
<td>Day at Sea</td>
<td></td>
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<tr>
<td></td>
<td>Class meeting, appointments w/ Cruise Director and ACD</td>
<td>2 hours</td>
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<td>Behind the scenes tour</td>
<td>2 hours</td>
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<td>August 18</td>
<td>Roatan, Honduras</td>
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<td>Class exercise - Tourism Planning Mistakes: Jamaican Case Study</td>
<td>1 hour</td>
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<td>August 19</td>
<td>Puerto Costa Maya, Mexico</td>
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<td>Class exercise - Ecosystem management/sustainable tourism</td>
<td>1 hour</td>
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<tr>
<td>August 20</td>
<td>Cozumel, Mexico (group tour of Ruins)</td>
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<td>Class exercise - Hotel Management</td>
<td>1 hour</td>
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<tr>
<td>August 21</td>
<td>Day at Sea</td>
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<td>Class meeting, Hotel, Food &amp; Beverage, Hotel and Casino</td>
<td>2 hours</td>
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<td></td>
<td>Data collection (can be done at any time during cruise)</td>
<td>5 hours</td>
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<tr>
<td>August 22</td>
<td>Port of Galveston, Immigration and Debarkation</td>
<td>1 hour</td>
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<tr>
<td></td>
<td>Take transportation back to College Station</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>Management Issues and Cruise discussion at TAMU</td>
<td>4 hours</td>
</tr>
<tr>
<td>October</td>
<td>Projects due and Final Exam</td>
<td>3 hours</td>
</tr>
</tbody>
</table>

**TOTAL** 45 hours

*Please note that the requirements and procedures stated in the syllabus are subject to change. All changes to this syllabus will be announced in class.*