

Technical College of the Lowcountry  
921 Ribaut Road  
Beaufort, SC 29901-1288

Candice Chastain  
Business Technologies Division  
Building 14. Room 118  
Phone: 843.525.8278  
[cchastain@tcl.edu](mailto:cchastain@tcl.edu)



**HOS 266**  
**DESTINATION TOUR MANAGEMENT**

**COURSE DESCRIPTION**

This course covers the development and management of group tours at the tourist destination, including idea conception, logistic planning, financial management, supplier relation, marketing and staff training. Students examine tours offered by area operators and develop their own tours.

3 Cr (3 lect/pres, 0 lab, 0 other)

**COURSE FOCUS**

This course focuses on the development and management of group tours at the tourist destination.

**TEXT AND REFERENCES**

Harrill, Rich Fundamentals of Destination Management and Marketing. Lansing, MI: Educational Institute of the American Hotel & Motel Association, ISBN 0-86612-266-5.

**COURSE GOALS**

The following list of course goals will be addressed in the course. These goals are directly related to the performance objectives. (\*designates a CRUCIAL goal)

1. adapt service quality standards
2. analyze social and cultural impacts
3. characterize sports event planner needs
4. characterize travel patterns
5. characterize world travelers
6. compare private and public tourism policy
7. compare tourism forms
8. compare tourism motivation types
9. conduct best practices adoption audit
10. conduct swot analysis
11. define keywords and terminology

12. demonstrate communication plan steps
13. describe internet marketing opportunities
14. design online branding plan
15. determine effective marketing campaign
16. develop web site design action plan
17. differentiate advertising and public relations
18. differentiate development and planning
19. differentiate meeting planners needs
20. discuss research methods
21. discuss tourism development and planning levels
22. discuss tourism psychological principles
23. distinguish internal and interactive marketing components
24. distinguish tourism types
25. examine tourism characteristics
26. explain economic principles
27. explain marketing research function
28. explain marketing research importance
29. identify basic services
30. identify legislation policy
31. identify sales prospect sources
32. interpret performance reporting
33. investigate internet travel services
34. list marketing components
35. name human resources management mission directives
36. outline marketing strategies and objectives
37. prioritize marketing plan essentials
38. process branding and theme development
39. profile strategic alliances
40. provide convention service examples
41. recognize marketing products and services
42. relate tourism and environment
43. trace tourism history
44. trace tourism policy

## **STUDENT CONTRIBUTION**

Each student will spend at least 6 hours per week preparing for class. Attendance is critical in this class.

## **COURSE EVALUATION**

The grade scale is as follows:

90 - 100	=	A
80 - 89	=	B
70 - 79	=	C
60 - 69	=	D
Below 60	=	F

Grade Calculation: 30% Chapter Quizzes  
30% Mid-term Exam  
30% Final Exam  
10% Online Activity (Answering Discussion Questions)

## **COURSE SCHEDULE**

The class meets for 3 lecture/presentation hours per week.

## ADA STATEMENT

The Technical College of the Lowcountry provides access, equal opportunity and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. To request disability accommodation, contact the counselor for students with disabilities at (843) 525-8228 during the first ten business days of the academic term.

## ACADEMIC MISCONDUCT

There is no tolerance at TCL for academic dishonesty and misconduct. The College expects all students to conduct themselves with dignity and to maintain high standards of responsible citizenship.

It is the student's responsibility to address any questions regarding what might constitute academic misconduct to the course instructor for further clarification.

The College adheres to the Student Code for the South Carolina Technical College System. Copies of the Student Code and Grievance Procedure are provided in the *TCL Student Handbook*, the Division Office, and the Learning Resources Center.

## ATTENDANCE

The College's statement of policy indicates that students must attend ninety percent of total class hours or they will be in violation of the attendance policy.

- Students not physically attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING.
- Students taking an online/internet class must sign in **and** communicate with the instructor within the first ten calendar days from the start of the semester to indicate attendance in the class. Students not attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING.
- Reinstatement requires the signature of the division dean.

In the event it becomes necessary for a student to withdraw from the course **OR if a student stops attending class, it is the student's responsibility to initiate and complete the necessary paperwork.** Withdrawing from class may have consequences associated with financial aid and time to completion.

When a student exceeds the allowed absences, the student is in violation of the attendance policy. The instructor **MUST** withdraw the student with a grade of "W", "WP", or "WF" depending on the date the student exceeded the allowed absences and the student's progress up to the last date of attendance

*or*

under extenuating circumstances and at the discretion of the faculty member teaching the class, allow the student to continue in the class and make-up the work. This exception must be documented at the time the allowed absences are exceeded.

Absences are counted from the first day of class. There are no "excused" absences. All absences are counted, regardless of the reason for the absence.

- A student must take the final exam or be excused from the final exam in order to earn a non-withdrawal grade.

A copy of TCL's **STATEMENT OF POLICY NUMBER: 3-1-307 CLASS ATTENDANCE (WITHDRAWAL)** is on file in the Division Office and in the Learning Resources Center.

## **HAZARDOUS WEATHER**

In case weather conditions are so severe that operation of the College may clearly pose a hardship on students and staff traveling to the College, notification of closing will be made through the following radio and television stations: WYKZ 98.7, WGCO 98.3, WGZO 103.1, WFXH 106.1, WWVV 106.9, WLOW 107.9, WGZR 104.9, WFXH 1130 AM, WLVH 101.1, WSOK 1230 AM, WAEV 97.3, WTOC TV, WTGS TV, WJWJ TV, and WSAV TV. Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. [www.tcl.edu/textalert.asp](http://www.tcl.edu/textalert.asp)

## **EMERGENCY TEXT MESSAGE ALERT**

Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. Participants receive immediate notification of emergency events and weather cancelations via text messaging on their cell phones. Participants can also opt in to receive non-emergency news and announcements. Go to [www.tcl.edu](http://www.tcl.edu). On the homepage, click on “emergency TextAlert at TCL” and fill out the form or go to [www.tcl.edu/textalert.asp](http://www.tcl.edu/textalert.asp)

## Course Schedule

Place your course schedule here