

Tourism Business Planning

Course Outcome Summary

Course Information

Organization	Madison Area Technical College
Developers	Ron Carlson
Development Date	11/15/1999
Revised Date	9/10/2000
Course Number	10-109-120
Instructional Level	Associate Degree
Potential Hours of Instruction	54
Total Credits	3

Description

Examines the historical development, growth, trends and future directions of profit-oriented commercial tourism. Surveys tourism, recreation and hospitality industries; focuses on starting, marketing and managing a tourism enterprise. Students create commercial tourism business plans.

Target Population

This course is a requirement for all Travel Services Program and Hospitality/Tourism Program students. These students are primarily in their second year of instruction.

Types of Instruction

Instruction Type	Contact Hours	Credits
Classroom Presentation	54	3

Textbooks

John C. Crossley & Lynn M. Jamieson. *Introduction to Commercial and Entrepreneurial Recreation*. Sagamore Publishing, Inc.. 1997. **Edition:** Revised Edition. **Pages:** 435. **ISBN:** 1-57167-130-7. **Source:** MATC Bookstore.

Exit Learning Outcomes

Core Abilities

- A. Communication
- B. Critical thinking

Competencies

- A. **Analyze a tourism industry segment**
 - Linked Core Abilities**
 - Communication
 - Critical thinking
 - Competence will be demonstrated:**

A.1. by submitting an industry analysis report

Criteria - Performance will be satisfactory when:

- A.1. industry analysis report contains user demographics
- A.2. industry analysis report contains history
- A.3. industry analysis report contains image
- A.4. industry analysis report contains appropriately named trends
- A.5. industry analysis report contains size and growth patterns
- A.6. industry analysis report contains the qualifications of the employees
- A.7. industry analysis report contains the organizational structure
- A.8. industry analysis report contains current or recent innovations / changes
- A.9. industry analysis report contains risk factors
- A.10. industry analysis report is 5 to 7 word processed pages
- A.11. industry analysis report includes a list of outside references and sources
- A.12. industry analysis report meets deadline established for this assignment

B. Discuss positive and negative impacts on Wisconsin tourism

Linked Core Abilities

Communication

Critical thinking

Competence will be demonstrated:

- B.1. through classroom discussion
- B.2. on an exam

Criteria - Performance will be satisfactory when:

- B.1. you identify several positive impacts
- B.2. you identify several negative impacts
- B.3. you provide rationale for the positive and negative impacts

C. Evaluate tourism trends

Linked Core Abilities

Critical thinking

Competence will be demonstrated:

- C.1. through classroom discussion
- C.2. through the identification of the trends on the industry profile paper
- C.3. on an exam

Criteria - Performance will be satisfactory when:

- C.1. you identify several tourism trends
- C.2. you provide rationale for the selected tourism trends

D. Strategize managerial decisions as they apply to a variety of tourism barriers and challenges

Linked Core Abilities

Communication

Critical thinking

Competence will be demonstrated:

- D.1. by creating solutions to case studies provided by instructor
- D.2. in small groups

Criteria - Performance will be satisfactory when:

- D.1. you summarize the logical solutions to seasonality as to the hypothetical case
- D.2. you summarize the logical solutions to cyclicalities as to the hypothetical case
- D.3. you summarize the logical solutions to dependency on discretionary income as to the hypothetical case
- D.4. you summarize the logical solutions to substitution opportunities as to the hypothetical case
- D.5. you summarize the logical solutions to competition as to the hypothetical case
- D.6. you summarize the logical solutions to the intermittent nature of the business as to the hypothetical case
- D.7. you summarize the logical solutions to the economic and political problems of the business as to the hypothetical case
- D.8. you summarize the logical solutions to overcoming barriers of participation as to the hypothetical case

E. Explore personal attributes as they relate to entrepreneurial success

Linked Core Abilities

Critical thinking

Competence will be demonstrated:

- E.1. by completing an entrepreneurial quiz
- E.2. by completing an entrepreneurial test

Criteria - Performance will be satisfactory when:

- E.1. you answer all questions on the quiz
- E.2. you answer all questions on the test

F. Develop the Executive Summary of a chosen business

Linked Core Abilities

Communication

Critical thinking

Competence will be demonstrated:

- F.1. in the production of a business plan

Criteria - Performance will be satisfactory when:

- F.1. Executive Summary includes name of firm
- F.2. Executive Summary includes a discussion of the nature of the business
- F.3. Executive Summary includes a list of the major business objectives
- F.4. Executive Summary includes the selection of a legal form of ownership
- F.5. Executive Summary includes a discussion of the desired image

G. Develop the Physical Characteristics plan of a chosen business

Linked Core Abilities

Communication

Critical thinking

Competence will be demonstrated:

- G.1. in the production of a business plan

Criteria - Performance will be satisfactory when:

- G.1. Physical Characteristics plan includes a description of the location
- G.2. Physical Characteristics plan includes a description of the transportation facilities
- G.3. Physical Characteristics plan includes a description of the parking facilities
- G.4. Physical Characteristics plan includes a description of the structure of the

building

G.5. Physical Characteristics plan includes a list of the required licenses and permits

G.6. Physical Characteristics plan includes the details of the mortgage or lease arrangements

G.7. Physical Characteristics plan includes a list of the needed machinery and equipment

G.8. Physical Characteristics plan includes a drawing of the interior layout

G.9. Physical Characteristics plan includes a description of the interior design

G.10. Physical Characteristics plan includes a list of the required supplies

G.11. Physical Characteristics plan includes a description of the requirements to conform to ADA standards

H. Develop the Financial plan of a chosen business

Linked Core Abilities

Communication

Critical thinking

Competence will be demonstrated:

H.1. in the production of the business plan

Criteria - Performance will be satisfactory when:

H.1. Financial plan includes the initial investment required

H.2. Financial plan includes the projected sales figures

H.3. Financial plan includes two pro forma balance sheets

H.4. Financial plan includes two pro forma income statements

H.5. Financial plan includes a cash flow analysis

H.6. Financial plan includes a break even analysis

H.7. Financial plan includes the bookkeeping method

H.8. Financial plan includes taxation liabilities and responsibilities

I. Develop the Marketing plan of a chosen business

Linked Core Abilities

Communication

Critical thinking

Competence will be demonstrated:

I.1. in the production of the business plan

Criteria - Performance will be satisfactory when:

I.1. Marketing plan includes the targeting of business customers

I.2. Marketing plan includes an analysis of the competition

I.3. Marketing plan includes a description of product/service mix

I.4. Marketing plan includes a description of markdown/markup policies

I.5. Marketing plan includes a description of pricing policies

I.6. Marketing plan includes a description of discount policies

I.7. Marketing plan includes a description of budget for promotion

I.8. Marketing plan includes a list of the first year's promotion calendar

I.9. Marketing plan includes a description of advertising plans

I.10. Marketing plan includes a description of personal selling efforts

I.11. Marketing plan includes a description of needed market research

I.12. Marketing plan includes a description of credit policies

J. Develop the Human Resources plan of a chosen business

Linked Core Abilities

Communication

Critical thinking

Competence will be demonstrated:

J.1. in the production of a business plan

Criteria - Performance will be satisfactory when:

J.1. Human Resources plan includes an organization chart

J.2. Human Resources plan includes a list of key personnel and resumes

J.3. Human Resources plan includes written job specifications

J.4. Human Resources plan includes a list of personnel sources

J.5. Human Resources plan includes a description of details of employee compensation/fringe benefits

J.6. Human Resources plan includes an outline for employee training

K. Develop the Inventory plan of a chosen business

Linked Core Abilities

Communication

Critical thinking

Competence will be demonstrated:

K.1. in the production of a business plan

Criteria - Performance will be satisfactory when:

K.1. Inventory plan includes a list of the initial inventory required

K.2. Inventory plan includes a description of inventory management and control

K.3. Inventory plan includes a description of rates of inventory turnover

K.4. Inventory plan includes a list of suppliers

K.5. Inventory plan includes a description of buying terms and delivery policies