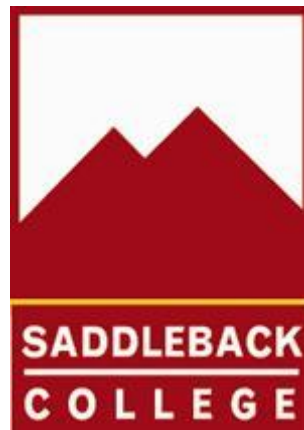


# **Saddleback College Annual Update for Travel & Tourism**



**Submitted on 7/28/2010**

## **Travel & Tourism Program Review 2010** **Needs Assessment and Annual Update**

### **A. Statement of Program's Current Situation**

After a few years of falling numbers, enrollment for this program is steadily growing. Placement of certificated students has also been on the upswing.

### **B. Human Resource Needs**

The Travel & Tourism Department is comfortable with the current staffing.

### **C. Instructional/Service Needs**

With the 8 classes split evenly, the two part-time / associate faculty members were easily able to handle the program instruction. The Travel Club has been temporarily disbanded.

### **D. Research Needs**

All research was conducted by the two associate faculty members. Outside help, through travel agencies, hoteliers, cruise lines, tour operators, industry associates, websites and the Travel Advisory Committee were called upon frequently to keep the program and instructors current and updated.

### **E. Technical, Equipment and Other Resource Needs**

Instructional videos/DVD's continued to be updated on an "as needed" basis. Automation software programs are current and were constantly assessed for possible upgrade or expansion possibilities. Audio/visual credibility has been improved.

### **F. Facilities Needs**

Two or three classrooms have been devoted to the Travel & Tourism Department providing the consistency needed from semester to semester.

## **G. Marketing and Outreach Needs**

### **Current Marketing Efforts include:**

The Travel & Tourism program was marketed in various ways:

- Through Saddleback College schedule of classes (online only)
- Department brochures were produced by the ATAS division
- Department pages were linked to the college internet website
- Advertising was done on Channel 39, KSBR.
- Publication of monthly events and achievements in the ATAS Division "Good Stuff" electronic newsletter were occasionally submitted.
- Active participation in helping alert students to job openings with local companies and organizations was accomplished.
- An active Advisory Committee meeting was held, providing direct professional input.
- Email and phone communication with area employers & professionals continued.
- "Word-of-mouth" between students, satisfied with the Travel & Tourism program at Saddleback College, was encouraged..
- Participated in Senior Day, Family Night and Career Day
- Program Planning Sheets to aid in student class scheduling were distributed.

### **Future Marketing Efforts might include:**

- Presentations to Saddleback College Counselors, in addition to the one conducted last year.
- Special topics classes & field trips to help to increase interest in the program.
- Preparation of a new promotional Travel & Tourism DVD featuring student classroom activities.
- Cooperation from the "Outlook" program to promote the Travel & Tourism Department, as promised in April 2009.
- Surveying current students to ascertain the interest in developing a new "Travel Club" using the incentive of extra credit for participants.
- Consideration of the feasibility of a specific website for the Saddleback Travel & Tourism Dept.