Hospitality and Restaurant Administration
Special Program, Spring 2010

Educational Voyage: A Cruise Line Experience
March 6 - 13, 2009
Holland America’s ms Eurodam

The Curricular Proposal

1. **Name of instructor(s):** Dr. Wesley E. Sanders

2. **Name and title of course:** HRA 400, Cruise Operations Management

3. **Purpose of course:** This class is focused on international cruise ship management and specifically as it relates to cruise management as the fastest growing component of the hospitality industry. This course, when integrated into the HRA experience, will offer students an international perspective on the importance of providing effective organizational management that recognizes the values of internal and external customer input as a vital part of management decisions and actions.

   The course objectives are:

   a. Familiarize the students with complex housekeeping routines and practices by observing
      i. Supervision of large numbers of staffing personnel
      ii. Obstacles of room management unique to the cruise industry
      iii. Service ratios to guests and the advantages and challenges associated
      iv. Application principals to service aboard ship
   b. Learning the dynamics of continuous, large scale food services
      i. Quarter master logistics to food purchase, delivery and storage in domestic and foreign markets
      ii. Large scale food preparation and service
      iii. Challenges of continual food service provisions in a closed system
      iv. Room service management in a ship environment
      v. Waste handling and disposal
   c. Study Casino operations
      i. Service application principles relating to international gaming versus domestic gaming
      ii. Loss prevention techniques in gaming settings
      iii. Controlling laws in ship board gaming
   d. Discover the management challenges of client and property protection
      i. Acquaintance with ship board security issues in international and foreign waters
      ii. Dealing with difficult guests in a closed environment
      iii. Terrorism and the threat of violence to guests
      iv. Boarding and debarking challenges
      v. Room security and guest safety versus leisure travel
   e. Learn the principals of cross-cultural relationship in a closed environment.
4. **Credit hours offered:** This proposal is offered as a Special Project class for credit for undergraduate credit only. It is designed to be a three (3) credit-hour course of study for the HRA department. As such, no less than 48 hours of classroom time must be devoted to this course.

5. **Brief outline of course:**

   a. Pre-trip: It is anticipated that the class will be assigned a reoccurring class time as any other regularly scheduled class. Most likely, the class will be scheduled to meet once per week. Students shall:
      1. Be required to attend each class time, including orientation class*,
      2. Participate actively in class discussions and presentations,
      3. Meet with instructor as needed in meeting class objectives,
      4. Prepare and present a 30 minute class discussion on an assigned topic, and
      5. Attend all other meetings to discuss trip preparation as needed.

   b. Educational Voyage: The class time anticipated during the voyage itself is approximately 36 hours. Class times and locations are to be announced while on the vessel. They shall include but not be limited to:
      1. Daily meetings for breakfast and to discuss the days assignments,
      2. Ship tours and discussions prior, during and post tour,
      3. Seminars with ship’s personnel to receive lecture and Q&A time with each. At this point, we have approval for Ship’s Captain, Purser, Cruise Director, Hotel Services Manager, Casino Manager (Security Director), Medical Staff, Ship’s Chef and Head Wait staff.
      4. Class time for each port-of-call and daily adventures in learning.
      5. Evening entertainment and dining experience.
      6. Daily meeting summary and class dismissal.
      7. Student’s independent study time to record and prepare for class requirements.

   c. Post Trip: It is anticipated that the post-trip class and presentation time to be no less than 12 hours.
      1. Class meeting times to prepare for final paper project.
      2. Individual study time for final paper / evaluation preparations.
      4. Departmental presentation.

Student performance in this class will be graded and appropriately recorded with Missouri State University for credit. It will be considered on the students’ transcript and averaged into the students’ cumulative grade point average.

* Topics of discussion at this meeting will include fees, time tables for payment and the following statement: “Non payment of fees does not guarantee automatic withdrawal: must be included on all brochures and information provided to students. Any plans by a participant not to travel and return with the group must also be submitted in writing to either the program director or the office of International Programs and Affairs.”

7. **Evaluation:** Students shall be evaluated in this course by a combination of required papers and a final group presentation project.

   - **Student Lead Class Discussion.** Prior to the cruise, each student shall be required to prepare and lead a class discussion. The topic shall be one of the chapters from the required textbook. The textbook is intended to provide structure for the progress of the topic but shall not be the exhaustive source. The student shall provide the instructor a final copy of the work product.
   
   - **Paper Project.** Each student is required to write a five to seven paged paper discussing the various principles learned related to the objectives set forth in the syllabus to included learning objectives met, personal observations related to HRA industry and other course evaluations required by the instructor.
   
   - **Project Presentation.** Each student shall be responsible to produce a specific component of a group presentation to the HRA department upon return from the cruise experience. The objective of the presentation is to exhibit to the department faculty and student body the learning worthiness of this class.
   
   - **Students will be encouraged to keep a detailed, daily personal journal during the class.** During the trip segment, students should use various media devices to record and post daily the daily events on an internet posting system for daily monitoring, if possible.

8. **Proposed travel component:**

   a. **Countries to be visited:**
   
      - Flight to Ft. Lauderdale to arrive Saturday, March 6, 2010.
      - Leave port aboard the ms Eurodam same day at 5:00pm.
      - Grand Turk, Turks & Caicos Islands
        - Arrive: Monday, March 8, 7:00am
        - Depart: Same day, 3:00pm
      - San Juan, Puerto Rico
        - Arrive: Tuesday, March 9, 1:00pm
        - Depart: Same day, 11:00pm
      - St. Thomas, U.S. V.I.
        - Arrive: Wednesday, March 10, 8:00am
        - Depart: Same day, 5:00pm
      - Half Moon Cay, Bahamas
        - Arrive: Friday, March 12, 8:00am
        - Depart: Same day, 4:00pm
      - Arrival in Ft. Lauderdale, Saturday, March 13, 7:00am
        - Flight to Springfield same day

   b. **Costs:** The cost per student is $1700.00 (triple occupancy aboard ship)
      - This costs includes:
1. Round trip flight from Springfield Airport to Ft. Lauderdale, Fl.  
2. All taxes and flight costs associated.  
3. Transport costs from airport to pier.  
4. 7-Day, all inclusive cruise aboard ms Eruodam.  
5. All port fees, taxes and costs associated. All meals and beverages aboard ship are included.  
   Not included in the cost:  
   1. Passport costs or other travel document procurement.  
   2. Personal gifts, entertainment or amenities purchased, with any related shipping and taxes, or penalties associated.  
   3. Alcoholic beverages, souvenirs, clothing or gambling tokens.  
   4. Any medical expenses incurred from injury or illness.  
   5. An optional travel protection plan is offered by the travel agent but not required. Cost is varied by protection level choices.  
   6. Gratuities are encouraged and not included.  

c. **Name and address of travel agent:**  
   Darren Driskell, Manager  
   AAA Travel  
   2552B South Campbell  
   Springfield, Mo. 65807  
   ddriskel@aaamissouri.com  
   417-882-8040  

d. **Minimum number of participants required:** The minimum number of required participants is 15. Reservation deposit of $300.00 is required by October 23, 2009. There is an initial commitment deadline to Holland America by November 5, 2009. Final payment of all costs is required by December 7, 2009. December 18, 2009 is the final for dropping off of the reservation list as well as name exchange for the manifest passenger listing.  

c. **Maximum number of participants required:** The maximum number of participants is 18. If the class proves popular, a waiting list may be maintained but no guarantee of replacement is made.  

f. **Rationale as to the necessity of the travel component:** The purpose of the class is to observe the components of the hospitality field in this particular venue. The only way to learn is to travel aboard ship.  

9. **Formal class meetings:** The formal meeting, lectures with ship personnel, tours aboard ship and other structured meeting during the cruise cannot be made until the class has been approved. This level of specificity is not possible until the instructor begins conversation with the particular personnel on this vessel. However, daily classroom meetings have been arranged.  

Students are required daily meeting times as follows:  
   Breakfast meeting to discuss daily itinerary and schedule
Class meeting time 8:00 to 12:00 for seminars, lecture, and tours. Afternoon meetings 2:00 to 4:00 for special sessions with instructor, paper and projects preparation and study. Evening meal and Entertainment each evening 7:00 to 11:00 is required, inclusive of two formal evenings and dinner with the Captain. No less than 36 hours of class time is scheduled.

Tentative Class Schedule

January 2010  Classes Begin: First meeting to discuss the parameters of the class.
1. Class discussion about cruise industry generally.
2. Assignments for class leadership group.
3. Discussion on in-port excursions and how to book them.
4. Safety rules relate to foreign travel.
5. Travel plans and documentation requirements.

February 27, 2010  Final meeting before Educational Voyage.
1. Discussion on finalized travel plans, concerns and distresses.
2. “How to Pack” class.
3. Issue of travel documents.

March 6, 2010  Fly out of Springfield Airport. Arrive in Port Lauderdale, Fl. Board Cruise ship and settle in.
March 2 – March 13, 2010  Class schedule for the cruise time will be completed upon delivery of Cruise Itinerary at the time of booking.*

March 13, 2010  Debark and fly to Springfield Airport.

March 20 – May 8, 2010  Scheduled private meeting with instructor about construction and review of papers.

May 8, 2010  Papers due.

May 8, 2010  Class meeting to discuss presentation progress.

May 2010  Dinner and Presentation. Open to the students in HRA and all faculty.

10. Application procedures. Students interested in participation in this class will be required to pre-register within the department. This will be done at an “Interest and Information” meeting scheduled upon approval by the university.

The department will consider only the students first who qualify by prerequisite for the class as established. Generally, senior students who have demonstrated a
long term commitment with the HRA field of study shall be considered eligible and given highest consideration for the class. Those that are eligible for enrollment in the class will have the opportunity to register for the class in the same order as they would for any other class within the department. All applicants must be approved by their faculty advisor. There is a non-refundable deposit requirement of $300.00 at the time of application. Records and funds shall be handled as required by university and departmental policy.

11. Cancellation procedure: If the trip is canceled due to lack of participants, all application fees and moneys paid will be refunded to students. If a student wishes to cancel participation, a statement of withdrawal must be made in writing to the faculty sponsor and the office of International Programs and Affairs. All withdrawals are subject to monetary penalties in place at the time of withdrawals. Any money spent on behalf of the student wishing to withdraw will not be refunded. Deadlines for deposits and withdrawals and the statement "Non payment of fees does not guarantee automatic withdrawal: shall be included on all brochures and information provided to students. Any plans by a participant not to travel and return with the group must also be submitted in writing to either the program director or the office of International Programs and Affairs.


13. Teaching credit requested: There is a total of 3 teaching credit hours to be assigned to this class with the credit to be received at the completion of the Spring 2010 semester and appropriately incorporated into the student’s grade point average.

14. Explain how you plan to publicize your study program (brochures, posters, letters, class announcements, newspapers, etc.): This program is specific to the HRA department and as such is advertised within the department only. This class will be advertised via brochure, emails, posters and classroom announcements. All brochures shall include the AA-EOC statement.
Part 2. STUDY AWAY SHORT TERM BUDGET WORKSHEET

Name of program: HRA Cruise Operation Management Class

Please complete this form in consultation with the Director of International Programs and Affairs

Estimate of faculty costs:

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
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<tr>
<td>Airfare - round trip</td>
<td>Included in final cost</td>
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<tr>
<td>Land transportation in US (airport to pier – round trip)</td>
<td>Included in final cost</td>
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<tr>
<td>Land transportation in host country</td>
<td>N/A</td>
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<tr>
<td>Cruise cost (free with 16 travelers booked)</td>
<td>$0.00</td>
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<tr>
<td>Air / Cruise taxes and fees</td>
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<tr>
<td>Fuel Supplemental</td>
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<tr>
<td>Fee of private room upgrade</td>
<td>Included in final cost</td>
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<tr>
<td><strong>Total faculty cost</strong></td>
<td><strong>$1890.00</strong></td>
</tr>
</tbody>
</table>

Total faculty cost divided by the number of student participants =  **$126.00 *  

Estimate of student cost:

<table>
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<tr>
<td>Cruise Cost</td>
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<tr>
<td>Air / Cruise taxes and fees</td>
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<tr>
<td>Faculty supplement (from above *)</td>
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<tr>
<td><strong>Total student cost</strong></td>
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Part 3. STUDY AWAY SHORT TERM PROGRAMS
FORMAT AND GUIDELINES FOR FINAL REPORT

Upon completion of a study away short term program, a full report must be submitted to the office of International Programs and Affairs. Reports should be prepared according to the following format.

1. **Title of program, location, name(s) of instructor(s), and dates of program.**

2. **Purpose of the program:** Note relation of the program to department, college and University missions.

3. **Description of the program:** Write a brief description of the program, noting significant events and including such information as transportation and lodging arrangements, cost, brief description of daily routing and site visited, etc. In what ways did the program depart from your original proposal?

4. **Results of the program:** Discuss the distinctive features that contributed to your success in reaching program objectives. Discuss also any shortcomings of the program as well as the participants' perceptions, impressions and misgivings. (Attach a copy of evaluation instruments used as Appendix A)

5. **Number of Participants:** (Attach a list of participant names as Appendix B)

6. **Success of the program:** In the academic/educational component of the program, did you accomplish what you outlined in your proposal? Include such points as evaluation criteria and other course requirements, pre-departure and post-return lectures and meetings, overall student performance, etc. (Attach a copy of the course policy statement as Appendix C)

7. **Faculty evaluation of program:** Write your personal evaluation of the overall success of the program. Include unexpected problems (such as medical emergencies) and how they were handled, whether or not participant expectations were fulfilled, etc.

8. **Conclusion and Recommendations:** Note two or three chief strengths of the program that might be repeated in future programs. Note two or three chief weaknesses that could impact on future programs. Based upon your experience, define ways to solve problems that seem to be characteristic of foreign study programs. Include a description of program publicity. (Attach copies of all promotional materials as Appendix D)

Please submit completed report with appendices not later than 6 weeks after completion of program.