

Hospitality Management

hospitality.chemeketa.edu

See also Tourism and Travel Management.

The Hospitality Management curriculum focuses on the management aspects of Oregon's fastest-growing industry: hospitality. The program covers spa, lodging, meeting, event, and convention management; food and beverage; and casino management. Upon graduation, students may enter the hospitality industry working in such areas as hotel marketing, sales and operations, innkeeping, meeting, convention and special event planning, spa and restaurant management, catering and banquet operations, and casino supervision.

The intent of the program is for students with an Associate of Applied Science degree and one-year certificate to obtain entry-level management positions within the hospitality industry. Students will also be advised on opportunities to continue their education by working toward a four-year degree in hospitality management through other universities.

A practicum, approved by the program chair, is required to complete the program. See HTM144 and HTM145 course descriptions.

Program outcomes

Students completing the Hospitality Management

Certificate will:

- Analyze an operation's financial statements, isolate potential problems, and identify appropriate corrective action to control and manage the critical revenue and cost centers.
- Apply marketing and sales, operations, and human resources functions and principles in the hospitality industry.
- Establish the guest-host relationship inherent to the hospitality industry and the importance of quality customer service.

Students completing the Event Management Certificate

will:

- Organize and manage a special event or meeting using appropriate operational coordination.
- Incorporate the unique impacts of the hospitality and tourism industry on event planning, including destination strategies and property guest services.
- Formulate a marketing plan to promote and/or sell an event, including requisite sales and service aspects of meeting and event management.

Students completing the Spa Management Certificate will:

- Apply operations, marketing, and human resource principles in the spa industry.
- Apply assessment and technology principles in spa management.
- Ensure safety, sanitation, and hygiene within a spa setting.

Students completing the AAS will:

- Apply knowledge of the marketing function, including the interrelationships of the hospitality and tourism industries and how it affects financial performance in the hospitality industry.
- Apply professional market-appropriate guest service standards to deliver competitive guest experiences to diverse cultural groups.
- Identify the various hospitality industry functions and their required procedural and legal techniques.
- Discuss the importance of, and techniques for, maximizing hiring, training and development, and retention of hospitality employees.

Getting started

The first step to entering the following programs is to take part in an assessment process, which includes taking the college's free placement test and meeting with Counseling and Career Services. You may need to complete pre-program courses. Then, your advisor will help you develop an individualized program of study, which may include one or more of the following:

| | | |
|--------|--|---|
| CA121A | Keyboarding A (if less than 25 wpm) | 1 |
| CIS101 | Introduction to Microcomputer Applications | 3 |
| MTH060 | Introductory Algebra+ | 4 |
| RD115 | Academic Thinking and Reading | 3 |
| SSP112 | Effective Learning | 3 |
| WR115 | Introduction to Composition | 3 |

If you have questions about the requirements, call Counseling and Career Services at 503.399.5120 or Hospitality Management program staff at 503.399.5186. Failure to be assessed may delay your entry into program classes.

Hospitality Management Certificate of Completion

The Hospitality Management Certificate focuses on hospitality industry careers related to hotel operations, marketing and sales; meeting, convention or special event planning; catering and banquet operations; or casino supervision. The certificate prepares students for direct entry into the workforce or offers the ability to continue their education into the Hospitality Management Associate of Applied Science degree program.

In addition to tuition, estimated costs for students who complete the entire program listed below are books, \$954; class fees, \$40; universal fee, \$392. Contact the Financial Aid Office at 503.399.5018 to find out if you qualify for help with these costs.

A Certificate of Completion is awarded upon successful completion of the required 46 credit hours with a grade of "C" or better in all Hospitality and Tourism Management (HTM) courses.

Chemeketa Community College

www.chemeketa.edu • 4000 Lancaster Dr. NE • Salem, Oregon 97305

Chemeketa Community College is an equal opportunity/affirmative action employer and educational institution. To request this publication in an alternative format, please call 503.399.5192

| Course | Title | Credit Hours |
|---|--|--------------|
| Term 1 | | |
| CIS1781 | Introduction to the Internet/World-Wide Web | 3 |
| HTM100 | Introduction to the Hospitality Industry | 3 |
| HTM104 | Travel and Tourism Industry..... | 3 |
| SOC204 | General Sociology—Introduction (or higher) | 3 |
| WR121 | English Composition—Exposition+ (or higher)..... | 3 |
| Term 2 | | |
| HTM101 | Customer Service Management | 3 |
| HTM123 | Global Distribution Systems..... | 3 |
| PSY104 | Psychology in the Workplace+ | 3 |
| PSY201 | General Psychology—Biological Emphasis+ (re- quired for lower division credit) (or higher)..... | 3 |
| WR227 | Technical Writing..... | 3 |
| | Hospitality Management elective* | 3 |
| Term 3 | | |
| HTM102 | Hotel, Restaurant, and Travel Law | 3 |
| | or | |
| HTM103 | Marketing in the Hospitality Industry | 3 |
| NFM215 | Nutrition for Foodservice and Culinary Professionals | 3 |
| SP218 | Interpersonal Communication (or higher)..... | 3 |
| | Hospitality Management elective* | 3 |
| Term 4 | | |
| HTM144 | Practicum 1:Hospitality and Tourism Management 4 | |
| *Hospitality Management electives: | | |
| HTM105 | Introduction to the Food and Beverage Industry... | 3 |
| HTM106 | Introduction to the Lodging Industry | 3 |
| HTM107 | Food Sanitation and Cost Control..... | 3 |
| HTM109 | Front Desk Operations | 3 |
| HTM112 | Bed and Breakfast Operations..... | 3 |
| HTM119 | Introduction to Casino Management | 3 |
| HTM124 | Catering and Banquet Operations | 3 |
| HTM125 | Special Event Planning | 3 |
| HTM126 | Meeting and Convention Management | 3 |
| HTM130 | Beverage Management..... | 3 |
| HTM132 | Menu Planning | 3 |
| HTM133 | Strategic Issues in Destination Management | 3 |
| HTM134 | Destination Marketing | 3 |
| HTM135 | Destination Leadership..... | 3 |
| HTM155 | Spa Safety, Sanitation and Hygiene..... | 3 |
| HTM156 | Spa Services Supervision | 3 |
| HTM157 | Spa Management 1..... | 3 |
| HTM158 | Spa Management 2..... | 3 |
| HTM159 | Spa Management 3..... | 3 |

Event Management Certificate of Completion

The Event Management Certificate prepares students for direct employment in meeting and event planning for large hotels, convention centers, local attractions, private catering or event management companies, or private corporations.

Courses focus on the separate but related business, operational, and sales aspects of meeting and event planning for conventions, special events such as weddings or parties, and corporate meetings. Students will develop the strategic project management and marketing and sales skills necessary for success in any of these related industry segments. Additionally,

students will develop critical ancillary knowledge in food and beverage planning, catering, and banquet operations as they apply to the overall hospitality industry and to the industry segments indicated above. Students will also gain knowledge and applied skill in destination marketing principles and strategies.

In addition to tuition, estimated costs for students who complete the entire program listed below are books, \$532; class fees, \$40, universal fee, \$280. Contact the Financial Aid Office at 503.399.5018 to find out if you qualify for help with these costs.

A Certificate of Completion is awarded upon successful completion of the required 35 credit hours with a grade of "C" or better in all Hospitality and Tourism Management (HTM) courses.

| Course | Title | Credit Hours |
|---------------|--|--------------|
| Term 1 | | |
| HTM124 | Catering and Banquet Operations..... | 3 |
| HTM127 | Selling in Hospitality and Tourism | 3 |
| HTM132 | Menu Planning | 3 |
| HTM134 | Destination Marketing | 3 |
| Term 2 | | |
| HTM101 | Customer Service Management | 3 |
| HTM126 | Meeting and Convention Management | 3 |
| WR121 | English Composition—Exposition (or higher) | 3 |
| Term 3 | | |
| HTM125 | Special Events Planning..... | 3 |
| HTM130 | Beverage Management..... | 3 |
| MTH062 | Business Applications Using Mathematics (or higher) | 4 |
| Term 4 | | |
| HTM144 | Practicum 1—Hospitality and Tourism Manage- ment | 4 |

Spa Management Certificate of Completion

The Spa Management Certificate program focuses on the supervisory skills needed to manage a spa facility offering treatments that depilate, massage, and beautify the human body. This certificate prepares students to oversee and direct the business aspects of a spa facility and to supervise treatment specialists such as massage therapists, nutritionists, and skin therapists. Courses focus on the separate but related business, operational, and sales aspects of spa supervision, including inventory management, employee training and development, sanitation and hygiene management, operational management, accounting and reporting, and business promotion.

In addition to tuition, estimated costs for students who complete the entire program listed below are books, \$544; class fees, \$125, universal fee, \$248. Contact the Financial Aid Office at 503.399.5018 to find out if you qualify for help with these costs.

A Certificate of Completion is awarded upon successful completion of the required 31 credit hours with a grade of "C" or better in all Hospitality and Tourism Management (HTM) courses.

| Course | Title | Credit Hours |
|---------------|--|--------------|
| Term 1 | | |
| HTM155 | Spa Safety, Sanitation, and Hygiene..... | 3 |
| HTM157 | Spa Management 1 | 3 |
| HTM127 | Selling in Hospitality and Tourism | 3 |

| | |
|---------------|--|
| Term 2 | |
| HTM158 | Spa Management 2..... 3 |
| HTM101 | Customer Service Management 3 |
| PSY104 | Psychology in the Workplace (or higher) 3 |
| Term 3 | |
| HTM103 | Marketing in the Hospitality Industry 3 |
| HTM156 | Spa Services Supervision 3 |
| HTM159 | Spa Management 3..... 3 |
| Term 4 | |
| HTM144 | Practicum 1—Hospitality and Tourism Management 4 |

Hospitality Management Associate of Applied Science

In addition to tuition, estimated costs for students who complete the entire program listed below are books, \$1740; class fees, \$40; universal fee, \$728. Contact the Financial Aid Office at 503.399.5018 to find out if you qualify for help with these costs.

You may earn an Associate of Applied Science degree by successfully completing these 91 required credit hours with a grade of "C" or better in all Hospitality and Tourism Management (HTM) courses.

| Course | Title | Credit Hours |
|---------------|--|--------------|
| Term 1 | | |
| CIS178I | Introduction to the Internet/World-Wide Web 3 | |
| HTM100 | Introduction to the Hospitality Industry 3 | |
| HTM104 | Travel and Tourism Industry..... 3 | |
| SOC204 | General Sociology—Introduction (or higher) 3 | |
| WR121 | English Composition—Exposition+ (or higher)..... 3 | |
| Term 2 | | |
| HTM101 | Customer Service Management 3 | |
| HTM105 | Introduction to the Food and Beverage Industry... 3 | |
| HTM123 | Global Distribution Systems..... 3 | |
| PSY104 | Psychology in the Workplace+ 3 | |
| | or | |
| PSY201 | General Psychology—Biological Emphasis+ (required for lower division credit) (or higher) 3 | |
| WR227 | Technical Writing..... 3 | |
| Term 3 | | |
| HTM107 | Food Sanitation and Cost Control..... 3 | |
| HTM109 | Front Desk Operations 3 | |
| HTM130 | Beverage Management..... 3 | |
| NFM215 | Nutrition for Foodservice and Culinary Professionals..... 3 | |
| SP218 | Interpersonal Communication (or higher)..... 3 | |

| | |
|---|--|
| Term 4 | |
| CA208 | Workplace Presentations Using PowerPoint (or higher) 3 |
| HTM124 | Catering and Banquet Operations 3 |
| HTM132 | Menu Planning 3 |
| MTH062 | Business Application Using Mathematics+ (or higher) 4 |
| Term 5 | |
| BA211 | Financial Accounting 1 4 |
| HTM126 | Meeting and Convention Management 3 |
| | Hospitality Management elective* 3 |
| | Humanities/Fine Arts elective 3 |
| Term 6 | |
| BA212 | Financial Accounting 2 4 |
| HTM102 | Hotel, Restaurant, and Travel Law 3 |
| HTM103 | Marketing in the Hospitality Industry 3 |
| | Hospitality Management elective* 3 |
| Term 7 | |
| HTM144 | Practicum 1—Hospitality and Tourism Management 4 |
| | or |
| HTM145 | Practicum 2—Hospitality and Tourism Management 9 |
| HTM290 | Hospitality and Tourism Management Capstone... 3 |
| *Hospitality Management electives: | |
| HTM112 | Bed and Breakfast Operations..... 3 |
| HTM114 | Travel Destination Geography 1 3 |
| HTM115 | Travel Destination Geography 2 3 |
| HTM116 | Travel Destination Geography 3 3 |
| HTM119 | Introduction to Casino Management 3 |
| HTM125 | Special Events Planning..... 3 |
| HTM127 | Selling in Hospitality and Tourism 3 |
| HTM133 | Strategic Issues in Destination Management 3 |
| HTM134 | Destination Marketing 3 |
| HTM135 | Destination Leadership..... 3 |
| HTM136 | Tour Operations and Marketing 3 |
| HTM137 | Tourism Transportation: Cruise, Air, Rail..... 3 |
| HTM155 | Spa Safety, Sanitation and Hygiene..... 3 |
| HTM156 | Spa Services Supervision 3 |
| HTM157 | Spa Management 1..... 3 |
| HTM158 | Spa Management 2..... 3 |
| HTM159 | Spa Management 3..... 3 |