

# Tourism and Travel Management

[tourism.chemeketa.edu](http://tourism.chemeketa.edu)

See also Hospitality Management.

The Tourism and Travel Management program prepares students for a broad range of leadership positions in various types of destination marketing organizations such as convention and visitors bureaus (CVBs), chambers of commerce, and government agencies, as well as private tourism departments of large hotels, convention centers, resort complexes, and travel-related businesses.

Courses will focus on the knowledge, skills, and abilities needed to formulate and implement effective business and marketing strategies in a tourism context. Students will develop strong leadership and communication skills required to lead destination stakeholder groups and local business leaders. In addition, students will learn the administrative skills required to direct and manage other destination management professionals responsible for researching, developing, and promoting the tourism of their locality, region, or destination resort.

The intent of the program is for students with the AAS degree and certificate to obtain entry-level management positions within the tourism industry. Students will also be advised on opportunities to continue their education by working toward a four-year degree in tourism 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 Tourism and Travel Management Certificate will:

- Use the key tourism industry elements, including global travel destinations and the distribution process in international tourism, to promote travel products and services to potential clients.
- Practice effective customer service and selling techniques using tourism industry technology systems and applications.

### Students completing the Destination Marketing Certificate will:

- Practice approaches in tourism that help coordinate relationships among hosts and guests, suppliers and consumers, residents, government officials, and CVB leaders and employees.
- Apply administrative skills and effective marketing techniques to research, develop, and attract visitors to destinations.
- Discuss the social, economic, and environmental consequences of tourism activities.

### Students completing the AAS will:

- Coordinate hospitality and tourism components in a single, inter-related system to service visitors, including meeting, trade show, and convention groups in destination.
- Apply knowledge of the destination marketing function and how it affects the destination's tourism economy.

- Accurately prepare and organize travel documents and packages for clients, including the issuance of routine travel tickets using the Internet, vendor computer networks, and Web-based e-commerce applications.
- Apply relevant technology, recordkeeping and basic financial knowledge and skills—including cost control techniques—to the operation of a tourism organization.

## 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 any questions about the requirements, call Counseling and Career Services at 503.399.5120 or Tourism and Travel program staff at 503.399.5186. Failure to be assessed may delay your entry into program classes.

## Tourism and Travel Management Certificate of Completion

The Tourism and Travel Management one-year certificate focuses on travel-related careers in airline, tour operations, resort and hotel front-desk, or travel agency employment. The certificate prepares students for direct entry into the workforce or offers the ability to continue into Tourism and Travel Management AAS Degree program.

*In addition to tuition, estimated costs for students who complete the entire program listed below are books, \$623; class fees, \$40; universal fee, \$344. Contact the Financial Aid Office at 503.399.5018 to find out if you qualify for help with these costs.*

You may earn a Certificate of Completion by successfully completing these 43 required credit hours with a grade of "C" or better in all Hospitality and Tourism Management (HTM) courses.

Course Term 1	Title	Credit Hours
CIS178I	Introduction to the Internet/ World-Wide Web .....	3
HTM104	Travel and Tourism Industry.....	3
HTM114	Travel Destination Geography 1 .....	3
HTM127	Selling in Hospitality and Tourism .....	3
WR121	English Composition—Exposition+ (or higher).....	3

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## Chemeketa Community College

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**Term 2**

HTM101	Customer Service Management .....	3
HTM115	Travel Destination Geography 2 .....	3
HTM123	Global Distribution Systems.....	3
HTM137	Tourism Transportation: Cruise, Air, Rail.....	3
PSY104	Psychology in the Workplace+ (or higher).....	3

**Term 3**

HTM116	Travel Destination Geography 3 .....	3
HTM136	Tour Operations and Marketing .....	3
HTM144	Hospitality and Tourism Management Practicum 1 .....	4
SP218	Interpersonal Communication+ (or higher) .....	3

**Destination Marketing Certificate of Completion**

The Tourism and Travel Management certificate in Destination Marketing prepares students for direct employment in destination marketing organizations including convention and visitor bureaus (CVBs), chambers of commerce, economic development offices, and government agencies, as well as private local tour operators and the tour departments of large hotels, resorts, or convention centers.

Courses focus on the abilities needed to formulate and implement effective marketing and communications strategies in a destination context. Students will develop strong planning and communication skills needed to successfully coordinate, with local stakeholders, clients, and business leaders.

With this certificate, students can obtain direct entry-level employment positions as destination marketing specialists. Students will be advised on other related opportunities, as well as their career opportunities with the full Tourism and Travel Management Associate of Applied Science degree.

*In addition to tuition, estimated costs for students who complete the entire program listed below are books, \$578; universal fee, \$296. Contact the Financial Aid Office at 503.399.5018 to find out if you qualify for help with these costs.*

You may earn a Certificate of Completion by successfully completing these 37 required credit hours with a grade of "C" or better in all Hospitality and Tourism Management (HTM) courses.

<b>Course</b>	<b>Title</b>	<b>Credit Hours</b>
<b>Term 1</b>		
HTM104	Travel and Tourism Industry.....	3
HTM127	Selling in Hospitality and Tourism .....	3
HTM134	Destination Marketing .....	3
WR121	English Composition—Exposition (or higher) .....	3
<b>Term 2</b>		
HTM101	Customer Service Management .....	3
HTM126	Meeting and Convention Management .....	3
HTM135	Destination Leadership.....	3
SP218	Interpersonal Communication (or higher).....	3

**Term 3**

CA208	Workplace Presentations Using PowerPoint (or higher) .....	3
HTM133	Strategic Issues in Destination Management .....	3
HTM136	Tour Operations and Marketing .....	3

**Term 4**

HTM144	Practicum 1—Hospitality and Tourism Management.....	4
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**Tourism and Travel Management Associate of Applied Science**

*In addition to tuition, estimated costs for students who complete the entire program listed below are books, \$1,568; 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.*

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

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

<b>Course</b>	<b>Title</b>	<b>Credit Hours</b>
<b>Term 1</b>		
CIS178I	Introduction to the Internet/World-Wide Web .....	3
HTM100	Introduction to the Hospitality Industry .....	3
HTM104	Travel and Tourism Industry.....	3
HTM114	Travel Destination Geography 1 .....	3
WR121	English Composition—Exposition+ (or higher).....	3
<b>Term 2</b>		
HTM101	Customer Service Management .....	3
HTM115	Travel Destination Geography 2 .....	3
HTM123	Global Distribution Systems.....	3
PSY101	Psychology of Human Relations+ (or higher) .....	3
PSY201	General Psychology—Biological Emphasis+ (or higher, required for lower division credit) .....	3
PSY104	Psychology in the Workplace+ .....	3
WR227	Technical Writing .....	3
<b>Term 3</b>		
HTM116	Travel Destination Geography 3 .....	3
HTM136	Tour Operations and Marketing .....	3
SP218	Interpersonal Communication (or higher).....	3
	Humanities/Fine Arts elective .....	3
	or	
	Science/Applied Science elective .....	3

**Term 4**

CA208	Workplace Presentations Using PowerPoint (or higher) .....	3
HTM127	Selling In Hospitality and Tourism .....	3
HTM134	Destination Marketing .....	3
MTH062	Business Applications Using Mathematics+ (or higher) .....	4
	Tourism and Travel Management elective* .....	3

**Term 5**

BA211	Financial Accounting 1 .....	4
HTM126	Meeting and Convention Management .....	3
HTM135	Destination Leadership.....	3
HTM137	Tourism Transportation: Cruise, Air, Rail.....	3

**Term 6**

BA212	Financial Accounting 2 .....	4
HTM133	Strategic Issues in Destination Management .....	3
HTM102	Hotel, Restaurant, and Travel Law .....	3
	Tourism and Travel 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

**\*Tourism and Travel Management electives:**

HTM105	Introduction to the Food and Beverage Industry...	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
HTM130	Beverage Management.....	3
HTM132	Menu Planning .....	3