

Hospitality and Tourism Management Programs

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Program courses are delivered entirely online.

The Hospitality and Tourism Management curriculum focuses on the management aspects of Oregon's fastest-growing industry: hospitality and tourism. The Hospitality and Tourism Management associate of applied science degree, in combination with one or more specialized areas of study, prepares students for a wide variety of career opportunities in key industry sectors. The Event Management certificate offers career opportunities in meeting and event planning. The Food and Beverage Management certificate prepares students to work in food and beverage supervision in a variety of venues. The Lodging Management certificate preps students to work in the area of lodging supervision in facilities ranging from small B & Bs to large resorts, while the Travel and Tourism certificate focuses on travel-related careers. The one-year Hospitality and Tourism Management certificate opens the door to careers in hospitality and tourism management.

Courses focus on the knowledge, skills, and abilities needed to formulate and implement effective business and marketing strategies in a hospitality and tourism context. Students develop the skills required to lead stakeholder groups in hospitality and tourism business entities, including leadership and communication, finance and accounting, sales and marketing, human resource management, and operational delivery of competitive guest experiences for diverse guest types. In addition, students 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.

As a student in the program, you are expected to work with a department advisor in planning your class schedule leading toward fulfillment of all program requirements. If you plan to earn a bachelor's degree, you will also be advised on opportunities to continue your education through other universities.

Program outcomes

Students completing the Event Management certificate should be able to:

- Organize and promote a special event or meeting utilizing appropriate Industry techniques
- Establish a service-profit link to deliver competitive guest experiences in diverse cultural groups
- Develop marketing strategies specific to hospitality and tourism

Students completing the Food and Beverage certificate should be able to:

- Establish a service-profit link to deliver competitive guest experiences in diverse cultural groups
- Develop marketing strategies specific to hospitality and tourism
- Use industry-specific cost control terms and techniques to improve profitability

Students completing the Lodging certificate should be able to:

- Demonstrate the ability to anticipate market trends within industry-specific distribution processes and technology platforms
- Develop marketing strategies specific to hospitality and tourism
- Manage lodging operations throughout the guest cycle to maximize revenue

Students completing the Travel and Tourism Management certificate should be able to:

- Organize and promote a special event or meeting utilizing appropriate Industry techniques
- Demonstrate the ability to anticipate market trends within industry-specific distribution processes and technology platforms
- Develop marketing strategies specific to hospitality and tourism

Students completing the Hospitality and Tourism certificate should be able to:

- Organize and promote a special event or meeting utilizing appropriate Industry techniques
- Establish a service-profit link to deliver competitive guest experiences in diverse cultural groups
- Demonstrate the ability to anticipate market trends within industry-specific distribution processes and technology platforms

In addition to the outcomes listed above, students completing the Hospitality and Tourism degree should be able to:

- Use industry-specific cost control terms and techniques to improve profitability
- Implement operational strategies that optimize Balanced Scorecard results

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 Advising and Counseling Services. You may need to complete program



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entry requirements. Then your advisor will help you develop an individualized program of study, which may include one or more of the following:

For the certificate programs

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.....	4

For the degree program

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

If you have questions about the requirements, contact Advising and Counseling Services at 503.399.5120 or Hospitality and Tourism Management program staff at 503.584.7553 or e-mail paul.davis@chemeketa.edu. Failure to be assessed may delay your entry into program classes.

Hospitality and Tourism Management AAS

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 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, \$578; universal fee, \$504. 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 36 credit hours with a grade of "C" or better in all Hospitality and Tourism Management (HTM) courses.

Course	Title	Credit Hours
HTM100	Hospitality Industry.....	4
HTM104	Tourism and Travel Industry.....	4
HTM125	Special Event Planning.....	4
HTM127	Selling in Hospitality and Tourism Management...	4
HTM131	Customer Service Management.....	4
HTM138	Foods and Beverages: Gastronomy.....	4
HTM203	Service Marketing.....	4
HTM224	Catering and Banquets.....	4
HTM226	Meetings and Conventions.....	4

Hospitality and Tourism Management AAS

Food and Beverage Management Certificate of Completion

The Food and Beverage Management certificate prepares students for direct employment in food and beverage supervision in the following fields: food and beverage programs in hotels, resorts, and convention/exposition centers; catering and event companies; free-standing bars, restaurants, and food trucks; attraction-based concessions such as museums, gardens, and zoos; tasting rooms in wineries, micro-breweries, and craft distilleries; and local attractions or institutions with food service such as theme parks, museums, hospitals, schools, and correctional facilities.

Courses focus on the operational aspects of food and beverage management: food and beverage pairing, inventory management, cost control, menu design, customer service management, and layout and set-up of dining service areas. Students develop the skills necessary for supervisory 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 concept design and marketing strategies.

In addition to tuition, estimated costs for students who complete the entire program listed below are books, \$525; universal fee, \$504. 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 36 credit hours with a grade of "C" or better in all Hospitality and Tourism Management (HTM) courses.

Course	Title	Credit Hours
HTM100	Hospitality Industry.....	4
HTM104	Tourism and Travel Industry.....	4
HTM105	Restaurant Operations.....	4
HTM107	Hospitality Cost Control.....	4
HTM125	Special Event Planning.....	4
HTM131	Customer Service Management.....	4
HTM138	Foods and Beverages: Gastronomy.....	4
HTM203	Service Marketing.....	4
HTM224	Catering and Banquets.....	4

Hospitality and Tourism Management AAS

Lodging Management Certificate of Completion

The Lodging Management certificate prepares students for direct employment in lodging supervision in the following businesses: hotels, motels, resorts, inns, and B & Bs.

Courses focus on the history and current landscape of the hospitality and tourism industry, market segmentation of lodging guests, supervising guest service employees, lodging guest accounting and record-keeping practices, industry-specific web technologies used to attract and engage potential customers, and meeting and event services provided in lodging establishments.

In addition to tuition, estimated costs for students who complete the entire program listed below are books, \$525; universal fee, \$504. 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 36 credit hours with a grade of "C" or better in all Hospitality and Tourism Management (HTM) courses.

Course	Title	Credit Hours
HTM100	Hospitality Industry.....	4
HTM104	Tourism and Travel Industry.....	4
HTM125	Special Event Planning.....	4
HTM127	Selling in Hospitality and Tourism Management...	4
HTM131	Customer Service Management.....	4
HTM143	Computer Reservation Systems	4
HTM203	Service Marketing.....	4
HTM209	Lodging Operations.....	4
HTM226	Meetings and Conventions	4

Hospitality and Tourism Management AAS

Tourism and Travel Management Certificate of Completion

The Tourism and Travel Management certificate focuses on travel-related careers in airline, tour operations, resort and hotel front-desk, and travel agency employment. The certificate prepares students for direct entry into the workforce and allows them to continue into the Hospitality and Tourism degree program.

In addition to tuition, estimated costs for students who complete the entire program listed below are books, \$525; universal fee, \$504. 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 36 credit hours with a grade of "C" or better in all Hospitality and Tourism Management (HTM) courses.

Course	Title	Credit Hours
HTM100	Hospitality Industry.....	4
HTM104	Tourism and Travel Industry.....	4
HTM114	Travel Destination Geography.....	4
HTM125	Special Event Planning.....	4
HTM127	Selling in Hospitality and Tourism Management...	4
HTM131	Customer Service Management.....	4
HTM143	Computer Reservation Systems	4
HTM203	Service Marketing.....	4
HTM226	Meetings and Conventions	4

Hospitality and Tourism Management AAS

Hospitality and Tourism Management Certificate of Completion

The Hospitality Management certificate focuses on hospitality industry careers related to hotel operations, marketing, and sales; meeting, convention and special event planning; catering and banquet operations; and casino supervision. The certificate prepares students for direct entry into the workforce and allows them 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, \$1,072; class fees, \$70; universal fee, \$672. 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 48 credit hours with a grade of "C" or better in all Hospitality and Tourism Management (HTM) courses.

General Education requirements (16 credit hours)

Course	Title	Credit Hours
COMM218	Interpersonal Communication (or higher)	4
MTH060	Introductory Algebra+ (or higher)	4
PSY104	Workplace Psychology+ (or higher)	4
WR121	The College Essay+ (or higher).....	4

Hospitality and Tourism Management certificate core requirements (32 credit hours)

Course	Title	Credit Hours
HTM100	Hospitality Industry.....	4
HTM104	Tourism and Travel Industry.....	4
HTM105	Restaurant Operations	4
HTM125	Special Event Planning	4
HTM127	Selling in Hospitality and Tourism Management...	4
HTM131	Customer Service Management	4
HTM138	Foods and Beverages: Gastronomy.....	4
HTM143	Computer Reservation Systems	4

+Meets related instruction requirement, see page 50. For subject areas, see page 56.

Hospitality and Tourism Management Associate of Applied Science Degree

In addition to tuition, estimated costs for students who complete the entire program listed below are books, \$525; class fees, \$140; universal fee, \$1,288. 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 required 92 credit hours with a grade of "C" or better in all Hospitality and Tourism Management (HTM) courses.

General Education requirements (20 credit hours)

Course	Title	Credit Hours
COMM218	Interpersonal Communication (or higher)	4
MTH060	Introductory Algebra+ (or higher)	4
PSY104	Workplace Psychology+ (or higher)	4
WR121	The College Essay+ (or higher)	4
WR227	Technical Writing.....	4

Hospitality and Tourism Management degree core requirements (72 credit hours)

Course	Title	Credit Hours
BA101	Introduction to Business.....	4
BA206	Business Management Principles.....	4
BA226	Business Law 1	4
HTM100	Hospitality Industry.....	4
HTM104	Tourism and Travel Industry.....	4
HTM105	Restaurant Operations	4
HTM107	Hospitality Cost Control	4
HTM114	Travel Destination Geography.....	4
HTM125	Special Event Planning	4
HTM127	Selling in Hospitality and Tourism Management...	4
HTM131	Customer Service Management.....	4
HTM138	Foods and Beverages: Gastronomy.....	4
HTM143	Computer Reservation Systems	4
HTM203	Service Marketing.....	4
HTM209	Lodging Operations.....	4
HTM224	Catering and Banquets	4
HTM226	Meetings and Conventions	4
HTM290	Hospitality and Tourism Management Strategic Management.....	4

+Meets related instruction requirement, see page 50. For subject areas, see page 56.