

Tourism and Travel Management Programs

tourism.chemeketa.edu

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.

Total required credit may vary due to three to four credit conversion. Chemeketa degree and certificate minimum requirements must be met.

Program outcomes

Students completing the Tourism and Travel Management Certificate will:

- Demonstrate effective customer service and selling techniques using tourism industry technology systems and applications.
- Use the key tourism industry elements to promote travel products and services to potential clients.

Students completing the Destination Marketing Certificate will:

- Practice approaches in tourism that help coordinate relationships among constituents in a community or property setting.
- 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:

- Design a strategic marketing plan.
- Analyze the visitor experience through the coordination of hospitality and tourism components.

- Research and prepare travel and tour packages for clients
- Apply relevant technology, 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:

CIS101	Introduction to Microcomputer Applications	3
RD115	Academic Thinking and Reading.....	3
SSP112	Effective Learning.....	3
WR115	Introduction to Composition	4

If you have any questions about the requirements, contact Counseling and Career Services at 503.399.5120 or Tourism and Travel program staff at 503.584.7540. Failure to be assessed may delay your entry into program classes.

Tourism and Travel Management

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, \$663; class fees, \$70; universal fee, \$450. 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 45 required credit hours with a grade of "C" or better in all Hospitality and Tourism Management (HTM) courses.

Course Term 1	Title	Credit Hours
HTM100	Hospitality and Tourism Industry	3
HTM114	Travel Destination Geography 1	3
HTM127	Selling in Hospitality and Tourism	3
HTM236	Tour Operations	3
MTH060	Introductory Algebra+ (or higher)	4



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Term 2	
HTM115	Travel Destination Geography 2..... 3
HTM143	Computer Reservation Systems 1..... 3
HTM237	Tourism Transportation: Cruise, Air, Rail..... 3
PSY104	Psychology in the Workplace+ (or higher)..... 4
WR121	English Composition-Exposition+ (or higher) 4

Term 3	
HTM116	Travel Destination Geography 3..... 3
HTM131	Customer Service Management 1..... 3
HTM208	Attractions and Entertainment..... 3
HTM223	Computer Reservation Systems 2..... 3

+Meets related instruction requirement, see page 43. For subject areas, see page 55.

Tourism and Travel Management

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, \$478; universal fee, \$270. 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 27 required credit hours with a grade of "C" or better in all Hospitality and Tourism Management (HTM) courses.

Course	Title	Credit Hours
Term 1		
HTM100	Hospitality and Tourism Industry..... 3	3
HTM127	Selling in Hospitality and Tourism..... 3	3
HTM236	Tour Operations..... 3	3
Term 2		
HTM103	Service Marketing: Fundamentals..... 3	3
HTM201	Customer Service Management 2..... 3	3
HTM235	Leadership in Tourism..... 3	3
Term 3		
HTM107	Hospitality Cost Control..... 3	3
HTM226	Event Management..... 3	3
HTM233	Strategies in Tourism and Destination Marketing.. 3	3

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, \$1,628; class fees, \$140; universal fee, \$920. 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, contact Counseling and Career Services at 503.399.5120 or call the HTM department at 503.584.7540. 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 92 credit hours with a grade of "C" or better in all Hospitality and Tourism Management (HTM) courses.

Course	Title	Credit Hours
Term 1		
HTM100	Hospitality and Tourism Industry..... 3	3
HTM114	Travel Destination Geography 1..... 3	3
HTM131	Customer Service Management 1..... 3	3
MTH060	Introductory Algebra+ (or higher)..... 4	4
Term 2		
HTM103	Service Marketing: Fundamentals..... 3	3
HTM115	Travel Destination Geography 2..... 3	3
HTM143	Computer Reservation Systems 1..... 3	3
PSY104	Psychology in the Workplace+ (or higher)..... 4	4
WR121	English Composition-Exposition+ (or higher)..... 4	4
Term 3		
HTM107	Hospitality Cost Control..... 3	3
HTM116	Travel Destination Geography 3..... 3	3
HTM127	Selling in Hospitality and Tourism..... 3	3
HTM223	Computer Reservation Systems 2..... 3	3
	Tourism and Travel Management elective*..... 3	3
Term 4		
HTM208	Attractions and Entertainment..... 3	3
HTM226	Event Management..... 3	3
HTM236	Tour Operations..... 3	3
SP218	Interpersonal Communication (or higher)..... 4	4
WR227	Technical Writing..... 4	4
Term 5		
HTM201	Customer Service Management 2..... 3	3
HTM206	Resort Management..... 3	3
HTM207	Gourmet Culture..... 3	3
HTM235	Leadership in Tourism..... 3	3
HTM237	Tourism Transportation: Cruise, Air, Rail..... 3	3
Term 6		
HTM125	Special Event Planning..... 3	3
HTM230	Hotel, Restaurant, and Travel Law..... 3	3
HTM233	Strategies in Tourism and Destination Marketing.. 3	3
HTM244	Hospitality and Tourism Management Practicum 1..... 4	4
	or	
HTM290	Operations Management..... 3	3
	Humanities/Fine Arts or	
	Science/Applied Science elective..... 3	3
*Tourism and Travel Management electives:		
HTM105	Food and Beverage Industry..... 3	3
HTM109	Front Desk Operations..... 3	3
HTM130	Beverages..... 3	3
HTM224	Catering Operations..... 3	3
HTM232	Menu Design..... 3	3