
Tourism, Hospitality and Wine Industries (Accelerated)

Objective: This condensed program is designed exclusively for those students already possessing minimal clerical skills as determined by entrance requirements. Tour planning, convention sales and service, event planning, California wine industry, international and domestic travel planning, guest service and some business classes make up this 625-hour program. Graduates qualify for positions as reservationists, front desk clerks, planners, concierge, conference service managers, in addition to numerous other positions in the travel and hospitality industry. In keeping with the philosophy of the College, the emphasis in this program is placed on marketable skills.

Prerequisite: Net keyboarding speed of 30 WPM on a 5-minute timing and résumé outlining three years of office work experience.

Note: All units in this program are transferable to the Specialized Associate Degree – Office Administration (Guest Services) program.

Expected Educational Outcomes: Upon completing the Tourism, Hospitality and Wine Industries (Accelerated) program, students will have demonstrated:

1. An understanding of event planning and familiarity with the nature and scope of today's meetings and conventions market.
2. Basic knowledge of grape growing, vocabulary, and wine tasting skills.
3. Understanding of supervising employees, marketing strategies as they relate to the hospitality industry, and the study of tourism.
4. Ability to use reference sources available to the travel industry to complete itinerary planning such as: cruise travel, tour packages (both domestic and international), rail travel, hotels, and airline reservations.
5. Familiarity with sales techniques needed to work in the competitive environment of all areas of the hospitality and tourism industry.
6. A broad understanding of business English, business correspondence, word processing, and typing

The student is prepared to earn the following certificates and certifications from the Educational Institute of the American Hotel & Lodging Association (EI):

Certificates: Managing Front Office Operations*
Sales and Marketing for the Hospitality Industry*
Fundamentals of Destination
Management and Marketing
Spa: A Comprehensive
Introduction
Leadership and Management
in the Hospitality Industry*
Convention Management & Service*
Supervision in the Hospitality
Industry*
Marketing in the Hospitality
Industry.

Certifications: Area of Specialization -
Hospitality Sales
Marketing and Certified Guest
Service Professional.

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Empire College
Business – Law – Technology – Medical

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(*The American Council on Education's College Credit Recommendation Service (ACE CREDIT) has evaluated and recommended college credit for these 5 EI courses. The American Council on Education, the major coordinating body for all the nation's higher education institutions, seeks to provide leadership and a unifying voice on key higher education issues and to influence public policy through advocacy, research, and program initiatives. ACE CREDIT connects workplace learning with colleges and universities by helping adults gain access to academic credit at colleges and universities for formal courses and examinations taken in the workplace or other settings outside traditional higher education.

For the benefit of our students, EI participates in the American Council on Education's (ACE) Transcript Service. The ACE Transcript Service offers a lifelong record for students who have successfully completed our courses that have been reviewed by ACE CREDIT. This service enables adult learners to present a nationally recognized transcript to the college or university of their choice for the potential award of academic credit. For more information, visit the ACE CREDIT Transcript Service website at <http://www.acenet.edu/acecredit>.

Diploma awarded upon successful completion of all graduation requirements.

Program Outline: Requirements for Graduation

Class No.	Class Title	Hours	Qtr.		Class No.	Class Title	Hours	Qtr.	
			Units					Units	
CM050A	Introduction to the Internet	25	1.0		HM210	Certified Guest Service Professional	25	2.5	
CM100	Computer Literacy	25	2.5						
CM192A	Microsoft Office Professional: An Overview of Word and Excel	25	1.0		MN230A	Corporate Travel Planning	25	2.5	
CM192B	Microsoft Office Professional: An Overview of Access and PowerPoint	25	1.0		MN331	Professional Portfolio Project	25	1.0	
EN300A	Business Correspondence I	25	1.0		MN335A	Presentation Skills	25	2.5	
GB101	Career Transitions	25	2.5		TR137A	Tour Planning I	25	2.5	
HM105	Introduction to the California Wine Country	25	2.5		TR138A	Guest Services I	25	2.5	
HM110	Convention Management	25	2.5		TR138B	Guest Services II	25	1.0	
HM115	Meeting Planning	25	2.5		TR146A	Sales for the Wine and Tourism Industry I	25	2.5	
HM135	Event Planning for the Wine Country	25	2.5		TR146B	Sales for the Wine and Tourism Industry II	<u>25</u>	<u>1.0</u>	
HM140	Tourism in the Hospitality Industry	25	2.5			Total:	625	52.0	
HM145	Supervision in the Hospitality Industry	25	2.5			Total Weeks/Quarters:	25/2.5		
HM150	Marketing	25	2.5						
HM155	Hospitality Case Study	25	2.5						
HM200	Spa: A Comprehensive Introduction	25	2.5						
HM205	Leadership and Management in the Hospitality Industry	25	2.5						

Keyboarding Speed Requirement: 30