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## 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. In addition to 525 hours of core classes, students may choose a concentration in travel or sales and marketing for the remaining 100 hours. There is an emphasis on tour planning, convention sales and service, event planning, California wine industry, international travel, geography, and airline reservations. Graduates qualify for positions as travel agents, reservationists, hotel front desk clerks in addition to numerous other positions in the travel and hospitality industry. Employable skills are in keeping with the mission of the College.

Students who choose the Travel Concentration will have four travel-related classes added to their core program. These classes will offer the travel students a focus on the most profitable segment of the industry, an opportunity to become a destination and a lifestyle specialist.

Students who choose the Hospitality Concentration will have four hospitality-related classes added to their core program. These classes will offer the hospitality students a focus on the sales and marketing division of the Hospitality Industry.

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

**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. The depth of knowledge in destination geography—location, service to the destination, attractions, and cultural events—as it relates to the travel and hospitality industry.
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. Familiarity with all aspects of the travel and hospitality industry and how they are all interrelated.
7. A broad understanding of business correspondence and word processing.
8. Solid knowledge of the Hawaiian Islands as a vacation destination, the luxury travel market, and the cruise industry industry. (Travel Concentration)
9. Understanding of supervising employees, marketing strategies as they relate to the hospitality industry, and the study of tourism. (Sales and Marketing Concentration)

**Diploma** awarded upon successful completion of all graduation requirements. In addition, certificates from the American Hotel & Lodging Association are awarded upon successful completion of the following exams, which are administered as part of the program's core class curriculum and are included in the tuition:

Convention Management and Service  
Hospitality Sales and Marketing  
Managing Front Office Operations.

## Tourism, Hospitality and Wine Industries (Accelerated)

### Program Outline: Requirements for Graduation

Class No.	Class Title	Hours	Qtr. Units
CM050A	Introduction to the Internet	25	1.0
CM060A	Internet Research for the Travel and Hospitality Industry	25	1.0
CM100	Computer Literacy	25	2.5
CM192A	Microsoft Office Professional: An Overview of Word and Excel	25	1.0
EN300A	Business Correspondence I	25	1.0
GB101	Career Transitions	25	2.5
HM105	Introduction to the California Wine Country	25	2.5
HM110	Convention Management	25	2.5
HM115	Meeting Planning	25	2.5
HM135	Event Planning for the Wine Country	25	2.5
TR137A	Tour Planning I	25	2.5
TR137B	Tour Planning II	25	1.0
TR138A	Guest Services I	25	2.5
TR138B	Guest Services II	25	1.0
TR145A	International Travel I	25	2.5
TR145B	International Travel II	25	1.0
TR146A	Sales for the Wine and Tourism Industry I	25	2.5
TR146B	Sales for the Wine and Tourism Industry II	25	1.0
TR147	Destinations "Europe" with Internet Applications	25	2.5
TR148	Destinations "Continental U.S.A.-Canada" with Internet Applications	25	2.5
TR149	Destinations "Hawaii- Caribbean-Bahamas- Bermuda" with Internet Applications	25	2.5
Total Core Classes:		525	40.5

### Travel Concentration

Class No.	Class Title	Hours	Qtr. Units
All Core Classes		525	40.5
TR244	Lifestyle Specialist	25	2.5
TR245	Travel Case Study	25	2.5
TR246	Destination Specialist	25	2.5
TR247	Cruise Lines International Association Certifications	25	2.5
Program Total:		625	50.5
Total Weeks/Quarters: 25/2.5			

The Travel Concentration includes three certificate classes:

- CLIA (Cruise Lines International Association)
- Lifestyle Specialist - Luxury Travel from The Travel Institute
- Destination Specialist - Hawaii from The Travel Institute.

### Sales and Marketing Concentration

Class No.	Class Title	Hours	Qtr. Units
All Core Classes		525	40.5
HM140	Tourism in the Hospitality Industry	25	2.5
HM145	Supervision in the Hospitality Industry	25	2.5
HM150	Marketing	25	2.5
HM155	Hospitality Case Study	25	2.5
Program Total:		625	50.5
Total Weeks/Quarters: 25/2.5			

The Sales and Marketing Concentration includes three certificate classes from the American Hotel & Lodging Association:

- Marketing in the Hospitality Industry
- Tourism in the Hospitality Industry
- Supervision in the Hospitality Industry.

These three certificates added to the certificates in the core program will give the students an additional certificate from the American Hotel and Lodging Association: area of Specialization-Sales and Marketing.