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## Tourism, Hospitality and Wine Industries

**Objective:** This short-term program provides the student with necessary skills to enter the hospitality industry. 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 750-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.

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 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. Familiarity with aspects of the travel and hospitality industry and how they are interrelated.
7. 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 and Marketing  
Certified Guest Service Professional.

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**Empire College**  
Business – Law – Technology – Medical

## Tourism, Hospitality and Wine Industries

(\*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. Units	Class No.	Class Title	Hours	Qtr. Units
CM050A	Introduction to the Internet	25	1.0	HM145	Supervision in the		
CM100	Computer Literacy	25	2.5		Hospitality Industry	25	2.5
CM127B	Introduction to Microsoft			HM150	Marketing	25	2.5
	Word I	25	1.0	HM155	Hospitality Case Study	25	2.5
CM186A	Microsoft Publisher	25	1.0	HM200	Spa: A Comprehensive		
CM192A	Microsoft Office Professional:				Introduction	25	2.5
	An Overview of Word and			HM205	Leadership and Management		
	Excel	25	1.0		in the Hospitality Industry	25	2.5
CM192B	Microsoft Office Professional:			HM210	Certified Guest Service		
	An Overview of Access and				Professional	25	2.5
	PowerPoint	25	1.0	MN230A	Corporate Travel Planning	25	2.5
EN100A	Business English IA -			MN331	Professional Portfolio Project	25	1.0
	Grammar	25	2.5	MN335A	Presentation Skills	25	2.5
EN100B	Business English IB -			TR137A	Tour Planning I	25	2.5
	Grammar	25	2.5	TR138A	Guest Services I	25	2.5
EN200A	Business English IIA -			TR138B	Guest Services II	25	1.0
	Punctuation	25	2.5	TR146A	Sales for the Wine and		
EN200B	Business English IIB -				Tourism Industries I	25	2.5
	Punctuation	25	2.5	TR146B	Sales for the Wine and		
GB101	Career Transitions	25	2.5		Tourism Industries II	25	1.0
HM105	Introduction to the				Total:	750	63.0
	California Wine Country	25	2.5		Total Weeks/Quarters:	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				
HM140	Tourism in the Hospitality						
	Industry	25	2.5				

**Keyboarding Speed Requirement: 30**