
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 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 as well as sales and marketing positions in any 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 – 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. Familiarity with aspects of the travel and hospitality industry and how they are interrelated.
7. Knowledge of how food service professionals create and deliver guest-driven service, enhance value and build guest loyalty, and promote repeat business.
8. A broad understanding of business English, business correspondence, word processing, and typing.

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Empire College
Business – Law – Technology – Medical

Tourism, Hospitality and Wine Industries (Accelerated)

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
Managing Service in Food & Beverage Operations

Certifications: Certified Guest Service Professional.

Diploma awarded upon successful completion of all graduation requirements.

Program Outline: Requirements for Graduation

Class No.	Class Title	Qtr.		Class No.	Class Title	Qtr.	
		Hours	Units			Hours	Units
CMN100	Computer Literacy	24	1.0	HMN210	Certified Guest Service Professional	24	2.0
CMN192A	Office: An Overview of Word and Excel	24	1.0	HMN215A	Managing Food and Beverage Operations I	24	2.0
CMN192B	Office: An Overview of Access and PowerPoint	24	1.0	HMN215B	Managing Food and Beverage Operations II	24	1.0
ENN300A	Business Correspondence I	24	1.0	MNN331	Professional Portfolio Project	24	1.0
GBN101	Career Transitions	24	2.0	MNN335A	Presentation Skills	24	2.0
HMN105	Introduction to the California Wine Country	24	2.0	TRN137A	Tour Planning I	24	2.0
HMN110	Convention Management	24	2.0	TRN137B	Tour Planning II	24	2.0
HMN115	Meeting Planning	24	2.0	TRN138A	Guest Services I	24	2.0
HMN135	Event Planning for the Wine Country	24	2.0	TRN138B	Guest Services II	24	1.0
HMN140	Tourism in the Hospitality Industry	24	2.0	TRN146A	Sales for the Wine and Tourism Industry I	24	2.0
HMN145	Supervision in the Hospitality Industry	24	2.0	TRN146B	Sales for the Wine and Tourism Industry II	24	2.0
HMN150	Marketing	24	2.0		Total:	624	44.0
HMN155	Hospitality Case Study	24	2.0		Total Weeks/Quarters:	30/2.5	
HMN200	Spa: A Comprehensive Introduction	24	2.0		Keyboarding Speed Graduation Requirement:		
HMN205	Leadership and Management in the Hospitality Industry	24	2.0		30 NWPM		