

# HOSPITALITY & TOURISM (A.S.)



The Hospitality & Tourism program prepares you for entry-level positions in the travel services and hospitality industry within the local and global marketplace. In this interdisciplinary program global and sustainable perspectives will be emphasized. You will develop skills in communication, computer systems, customer and guest services, marketing, human relations, geography, supervision and management.

## PROGRAM REQUIREMENTS

- HTM-1030 - Introduction to Travel & Tourism *or*  
HTM-1010 - Survey of Hospitality & Tourism
- CIS-1041 - Microcomputer Applications I\*
- GEO-2020 - World Regions & Cultures\*
- COM-1030 - Intercultural Communication\*
- BUS-2230 - Principles of Marketing
- HTM-1040 - Introduction to Lodging & Resort Management *or*  
HTM-2030 - Adventure Travel & Recreation Planning
- HTM-2040 - Special Event & Tour Management
- XXX-XXXX - Study Abroad Course

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- HTM-2080 - The Business of Leisure: Hospitality & Tourism (capstone & internship)

### Electives – 9 credits

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- \_\_\_\_\_
- \_\_\_\_\_



## GENERAL EDUCATION REQUIREMENTS

### Core Competencies

- First Semester Seminar
  - Technological Literacy  
CIS-1041 - Microcomputer Applications I
  - Communication  
*Meets graduation standard in oral communication*  
COM-1030 - Intercultural Communication
  - English Composition
  - Mathematics
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- Research & Writing Intensive

### Areas of Inquiry

- Scientific Method
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- Human Expression
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- Human Behavior

### Integrative Approaches

- Global Perspectives & Sustainability  
GEO-2020- World Regions & Cultures
- Seminar in Educational Inquiry  
*Meets graduation standard in writing & information literacy*
- Quantitative Reasoning Assessment  
*Meets graduation standard in quantitative reasoning*

\* You may use a course to meet both a program requirement and a general education requirement; however, you may not use a single course to meet two general education requirements.

MINIMUM TOTAL CREDITS IN DEGREE: 60

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## Hospitality & Tourism Program Outcomes

Successful graduates will be able to:

- describe the geographic, economic, and cultural factors of tourism and how they influence hospitality, leisure, travel, and recreational activities;
- develop an understanding and appreciation of sustainability in tourism;
- demonstrate strong interpersonal skills pertaining to customer and guest services;
- display a high degree of visual literacy and proficiency with computer skills, including the use of application software such as word processing, reservation systems, spreadsheets, webpage design, and internet research;
- apply basic marketing and sales principles to the hospitality and tourism industry;
- develop a professional portfolio that documents a critical understanding of principles in human resources, leadership, and decision-making as applied to the business of leisure;
- complete the national TAP exam for travel industry professionals and other industry certifications connected with the American Hotel and Motel Association;
- demonstrate academic skills required of all CCV graduates, including competency in writing, information literacy, oral communication, quantitative reasoning; and
- identify their career and transfer options and assume a professional role in the workplace.

## How & Why Our Degree Works

The Hospitality & Tourism program is flexible, giving you the opportunity to specialize in the area of travel and tourism or in hospitality services. It also provides you with the professional qualifications for the industry, as well as a broad business and liberal arts foundation that will extend employment opportunities and contribute to career advancement.

Our program has several unique features including an opportunity to be paired with a mentor in the industry; development of your own professional portfolio for future employment; internship experiences; and a unique “guest” experience through a study abroad course of your choice taken during your study at CCV. Students who already have professional experiences in the tourism industry are encouraged to use our Assessment of Prior Learning (APL) process to request credits for learning already gained through such experience.

## Career & Transfer Options

As a hospitality & tourism professional, you will be working in a dynamic and growing industry that demands the leadership of professionally educated individuals. Graduates find positions in resorts and spas, restaurants, bed and breakfasts, travel agencies, car rental firms, campgrounds, cruise lines, forest and recreational management, hotels and motels, state and national parks, extended stay and retirement homes, railroads, amusement parks/attractions, in tour operations and as guides, tourist boards, airlines, country clubs, convention exposition, in event and meeting planning, and visitor’s bureaus. CCV’s associate degree will prepare you for transfer into Johnson State College’s four-year program in hospitality & tourism.

## COMBINE YOUR PROFESSIONAL EXPERIENCES IN THE FIELD WITH YOUR STUDIES AT CCV

CCV offers an assessment program for students who have gained college-level learning through professional experience, community involvement, or self-study. Interested students enroll in the three-credit Assessment of Prior Learning course at CCV to prepare a portfolio that describes and documents such learning. Portfolios are assessed by college faculty and college credits are awarded. These credits can be transferred to CCV, helping accelerate degree completion. For more information about the APL program, or other options to have already-gained knowledge assessed, speak to a CCV advisor or go to [www.ccv.edu/apl](http://www.ccv.edu/apl).

**For more information  
visit [www.ccv.edu](http://www.ccv.edu),  
call 800-CCV-6686 or  
your local CCV office.**

CCV is committed to non-discrimination in its learning and working environments for all persons. All educational and employment opportunities at CCV are offered without regard to race, color, gender, sexual orientation, religion, national origin, age, veteran status, or disability.