
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 program. Graduates qualify for positions as reservationists, front desk clerks, planners, concierge, conference service managers, in addition to numerous other positions in the tourism 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.

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 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.

Empire College
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Empire College
Business – Law – Technology – Medical

Tourism, Hospitality and Wine Industries

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				
CMN127B	Introduction to Word I	24	1.0	HMN155	Hospitality Case Study	24	2.0
CMN186	Publisher	24	1.0	HMN200	Spa: A Comprehensive Introduction	24	2.0
CMN192A	Office: An Overview of Word and Excel	24	1.0	HMN205	Leadership and Management in the Hospitality Industry	24	2.0
CMN192B	Office: An Overview of Access and PowerPoint	24	1.0	HMN210	Certified Guest Service Professional	24	2.0
ENN100A	Business English IA - Grammar	24	2.0	HMN215A	Managing Food and Beverage Operations I	24	2.0
ENN100B	Business English IB - Grammar	24	2.0	HMN215B	Managing Food and Beverage Operations II	24	1.0
ENN200A	Business English IIA - Punctuation	24	2.0	MNN331	Professional Portfolio Project	24	1.0
ENN200B	Business English IIB - Punctuation	24	2.0	MNN335A	Presentation Skills	24	2.0
GBN101	Career Transitions	24	2.0	TRN137A	Tour Planning I	24	2.0
HMN105	Introduction to the California Wine Country	24	2.0	TRN137B	Tour Planning II	24	2.0
HMN110	Convention Management	24	2.0	TRN138A	Guest Services I	24	2.0
HMN115	Meeting Planning	24	2.0	TRN138B	Guest Services II	24	1.0
HMN135	Event Planning for the Wine Country	24	2.0	TRN146A	Sales for the Wine and Tourism Industry I	24	2.0
HMN140	Tourism in the Hospitality Industry	24	2.0	TRN146B	Sales for the Wine and Tourism Industry II	24	1.0
HMN145	Supervision in the Hospitality Industry	24	2.0		Total:	744	53.0
HMN150	Marketing	24	2.0		Total Weeks/Quarters:	36/3	

Keyboarding Speed Graduation Requirement:
 30 NWPM