

TRAVEL AND TOURISM: HOSPITALITY & EVENTS MANAGEMENT



HEGIS: 5011.10
SUNY CODE: 0680

This program prepares students for exciting careers in the travel and tourism industry and the hospitality and events planning field. Graduates are prepared to:

- Demonstrate an understanding of the meetings and convention industry
- Demonstrate knowledge of tour development, sales and operations
- Perform front-office functions for a resort, hotel, or other work areas of the industry
- Describe key marketing and promotion techniques for tourism
- Research and demonstrate an understanding of domestic and international destinations
- Plan and execute a convention, conference, or similar meeting

A hands-on internship experience is built into the program. Internships range from 60-120 hours and 3-6 credits. Sites include airlines, resorts, convention centers, event management companies, hotels, travel agencies, convention and visitors' bureaus, and Walt Disney World. Many of the courses are taught in the Travel Suite which features a mock airplane, hotel front desk and computer lab. Optional annual trips, conferences and tourism activities are available.

Career Opportunities/Transfer Information

Career opportunities exist in airlines, meeting planning, corporate travel management, tour operations, cruise lines, hotels and resorts, tour companies, tourist attraction facilities, car rental agencies and other related industries. While this program is designed to prepare students for entry-level positions, many students go on to four-year schools such as Rochester Institute of Technology, Niagara University, Johnson & Wales and SUNY Institute of Technology.

1st Year			
1st Semester	Credits	2nd Semester	Credits
EN 111 English I	3	TT 132 Worldwide Destinations and International Air Travel	3
FS 100 Freshman Seminar	1	TT 133 Land and Cruise Planning	3
IS 113 Keyboarding with Document Processing	2	TT 134 Hotel and Resort Operations	3
SS 172 Regional Geography	3	Liberal Arts Elective	3
TT 130 Introduction to the Hospitality and Tourism Industry	3	Mathematics Elective	3
TT 131 U.S. Destinations and Domestic Air Travel	3	Physical Education Activity	1
Physical Education Activity	1		
Total	16	Total	16
2nd Year			
3rd Semester	Credits	4th Semester	Credits
BU 221 Public Relations	3	EN 112 English II	3
BU 225 Customer Service Management	3	TT 235 Internship and Senior Seminar	3
TT 210 Convention Service Management	3	TT 240 Meeting, Conference and Event Planning	3
TT 211 Tour Operations and Packaging	3	Business Elective*	3
TT 212 Hospitality and Tourism Information Technology	3	Foreign Language OR	
Science Elective	3	Social Science Elective	3
Total	18	Total	15

*65 Credits Required
for the
Associate in Applied Science Degree*

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Students should consult with their academic advisor for appropriate course selections.

*Recommended Business Electives: BU 111, BU 112, BU 114 or BU 238.

For more information, contact the Business and Information Technology Division at (315) 866-0300 or toll free 1-888-GO-4-HCCC, ext. 8240.

**This program is Internet accessible and may be completed entirely online.
For more information access HCCC Internet Academy website: www.ia.herkimer.edu**

WALT DISNEY WORLD CONCENTRATION

Students may be selected through on-campus interviews for a spring semester fieldwork at a Walt Disney World resort, attraction or facility. Salary includes housing and transportation on Disney property. The program also includes management seminars, living and work experiences. HCCC will award six credits for Disney fieldwork for students in the fourth semester in the spring. Students should note a fifth semester may be required to complete this degree.