

Hospitality and Tourism Management

School of Social Sciences, Business and Humanities

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General Description:

Hospitality and tourism is a dynamic and growing industry in San Diego County with many opportunities and career paths for individuals who desire to advance and gain excellent positions in the field. While the field has many facets including recreation and entertainment, it is often divided into four key areas: event, and convention planning; travel and tourism; hotel operations; and culinary arts. The School of Business, Professional & Technical Education provides programs for employment training in all four areas at both the entry and management levels. Employment stability and wages vary within each area; however, the most lucrative positions can be found at the supervisory and managerial levels. These positions are often part of a career ladder which allows an entry-level employee to pursue additional education and training to gain positions of greater responsibility and higher wages. With this career ladder in mind, the School of Business, Professional & Technical Education has designed both a basic and an advanced certificate to allow students to enter or to advance in the industry. Our School has also designed an associate in science degree that will allow students to continue their studies with the goal of advancing even further within the industry.

In addition to these career training programs, a transfer program, Hospitality and Tourism Management, has been developed for students who desire to transfer to four-year institutions including San Diego State University at the local level, as well as other institutions at the state and national levels. Transfer students can work toward a bachelor's degree in hospitality and tourism, which is often required for top-level or high executive positions.

Career Options

Below is a sample of the career options available for the hospitality and tourism management areas. Most of these require a certificate or an associate in science degree. A few of the job titles that make up the hospitality industry include:

- Travel and Tourism—travel manager, transportation director, travel agent/consultant, tour guide, and travel entrepreneur
- Event and Convention Planning—event meeting and convention planner, and events manager/coordinator
- Hotel Operations—hotel operations assistant/manager, rooms division manager/lodge manager/coordinator
- Culinary Arts—chef's assistant, head chef, restaurant manager, catering manager, and food service manager

Employment can also be found in marketing agencies and organizations, cruise ships, bakeries, restaurants, catering establishments, hotels, convention and meeting centers, recreation and sports centers, and casinos. Opportunities are great for entrepreneurs who develop businesses in the specialty areas of the hospitality and tourism industry.

Degree/Certificate Options

Associate in Science Degree: Career/Technical

	Major Code
Hospitality: Culinary Arts—Food Services Management	A1821
Hospitality: Event and Convention Management	02994
Hospitality: Hotel Operations Management	02991
Hospitality: Travel and Tourism Management	02997

Certificates of Achievement

Hospitality: Culinary Arts—Food Services Management—Basic	A1822
Hospitality: Culinary Arts—Food Services Management—Advanced	A1823
Hospitality: Event and Convention Management—Basic	02995
Hospitality: Event and Convention Management—Advanced	02996
Hospitality: Hotel Operations Management—Basic	02992
Hospitality: Hotel Operations Management—Advanced	02993
Hospitality: Travel and Tourism Management—Basic	02998
Hospitality: Travel and Tourism Management—Advanced	02999

Consult with a counselor to develop a Student Education Plan (SEP), which lists the courses necessary to achieve your academic goal.



ASSOCIATE IN SCIENCE DEGREE

Hospitality: Culinary Arts—Food Services Management

Career/Technical (Major Code: A1821)

Prepares students with the expertise, commitment, and skills for management, marketing, and operations positions in the food service industry.

ACCT/	Hospitality Management Accounting	4
HTM 153		
BUS 140	Business Law/The Legal Environment of Business	3
BUS 142	Business Ethics—Corporate and Personal	1
BUS 147	Successful Selling Techniques	1
BUS 211	Communication in Business and Industry	3
	OR	
BUS 212	Business Communication	3
BUS 290–293		
	Work Experience in Business I–IV (2–4)	2
EVNT 155	Event Marketing	3
HTM 156	Restaurant and Food Service Management	3

Complete 12 units from Group A—Culinary or Group B—Baking and Pastry

Group A—Culinary

CA 170	Professional Cooking—Basic Skills (3)	
CA 171	Soups, Stocks, and Sauces (3)	
CA 172	Professional Cooking—Advanced Skills (3)	
CA 173	Professional Cooking—Cultural Foods (3)	
	OR	12

Group B—Baking and Pastry

CA 182	Introduction to Baking Skills and Culinary Arts (3)	
CA 184	Professional Baking and Production Basics (3)	
CA 185	Professional Pastry Design and Decorating (3)	
CA 186	Professional Baking and Pastry Production—Breads (3)	

Plus the required courses for the Hospitality:

Culinary Arts—Food Services Management—Basic certificate	19–20
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Total units 51–52

To earn an associate degree, additional general education and graduation requirements must be completed. See page 49.

Hospitality: Event and Convention Management

Career/Technical (Major Code: 02994)

Prepares students with the expertise, commitment, and skills for management, marketing, and operations positions in the event and convention planning industry.

ACCT 101	Principles of Accounting I	4
BUS 140	Business Law/The Legal Environment of Business	3
BUS 142	Business Ethics—Corporate and Personal	1
BUS 147	Successful Selling Techniques	1
BUS 150	Principles of Management	3
BUS 210	Business English	3
BUS 211	Communication in Business and Industry	3
	OR	
BUS 212	Business Communication	3
BUS 290–293		
	Work Experience in Business I–IV (2–4)	2
CIS 92	Microsoft Office Suite (3)	3–4
	OR	
CIS 101	Introduction to Computers and Information Processing (4)	
CIS/LIB 151	Research Using the Internet	1
CA 183	Food Purchase and Control	2
EVNT 154	Introduction to Event and Convention Planning	3
EVNT 155	Event Marketing	3
EVNT 157	Corporate Event Project Management	3
HTM 150	Introduction to Hospitality and Tourism Management	3
HTM 156	Restaurant and Food Service Management	3
Total units		41–42

To earn an associate degree, additional general education and graduation requirements must be completed. See page 49.

Hospitality: Hotel Operations Management

Career/Technical (Major Code: 02991)

Prepares students with the expertise, commitment, and skills for management, marketing, and operations positions in the hotel/motel industry.

ACCT 101	Principles of Accounting I	4
ACCT/ HTM 153	Hospitality Management Accounting	4
BUS 140	Business Law/The Legal Environment of Business	3
BUS 142	Business Ethics—Corporate and Personal	1
BUS 147	Successful Selling Techniques	1
BUS 210	Business English	3
BUS 211	Communication in Business and Industry	3
OR		
BUS 212	Business Communication	3
BUS 290–293	Work Experience in Business I–IV (2–4)	2
CIS 92	Microsoft Office Suite (3)	3–4
OR		
CIS 101	Introduction to Computers and Information Processing (4)	3–4
CIS/LIB 151	Research Using the Internet	1
EVNT 154	Introduction to Event and Convention Planning	3
EVNT 157	Corporate Event Project Management	3
HTM 150	Introduction to Hospitality and Tourism Management	3
HTM 151	Hotel Operations and Rooms Division Management	3
HTM 156	Restaurant and Food Service Management	3
Total units		40–41

To earn an associate degree, additional general education and graduation requirements must be completed. See page 49.

Hospitality: Travel and Tourism Management

Career/Technical (Major Code: 02997)

Prepares students for entry-level management positions or advancement in the travel and tourism industry. Emphasis on management responsibilities including operations, marketing, and human resources related to the field.

ACCT 101	Principles of Accounting I	4
BUS 140	Business Law/The Legal Environment of Business	3
BUS 142	Business Ethics—Corporate and Personal	1
BUS 147	Successful Selling Techniques	1
BUS 150	Principles of Management	3
BUS 210	Business English	3
BUS 211	Communication in Business and Industry	3
OR		
BUS 212	Business Communication	3
CIS 92	Microsoft Office Suite (3)	3–4
OR		
CIS 101	Introduction to Computers and Information Processing (4)	3–4
CIS/LIB 151	Research Using the Internet	1
EVNT 155	Event Marketing	3
HTM 150	Introduction to Hospitality and Tourism Management	3
T&T 160	Travel Destinations—Western Hemisphere	3
T&T 162	Travel Destinations—Europe, Africa, and the Middle East	3
T&T 164	Travel Destinations—South Pacific, Asia, Orient	3
T&T 258	Worldwide Cruise Travel	3
T&T 260	Basic Computer Applications in Travel and Tourism	2
T&T 290–293	Cooperative Work Experience in Travel and Tourism I–IV (2–4)	2
Total units		44–45

To earn an associate degree, additional general education and graduation requirements must be completed. See page 49.



CERTIFICATES

Hospitality: Culinary Arts—Food Services Management—Basic

Certificate of Achievement

Career/Technical (Major Code: A1822)

Prepares students with the expertise, commitment, and skills for entry-level operations positions in the food service industry.

ACCT 101	Principles of Accounting I	4
BUS 183	Business Mathematics	3
BUS 210	Business English	3
CA 181	Food Service Safety, Sanitation, and Nutrition	1
CA 183	Food Purchase and Control	2
CIS 92	Microsoft Office Suite (3)	3–4
	OR	
CIS 101	Introduction to Computers and Information Processing (4)	
HTM 150	Introduction to Hospitality and Tourism Management	3
Total units		19–20

Hospitality: Culinary Arts—Food Services Management—Advanced

Certificate of Achievement

Career/Technical (Major Code: A1823)

Prepares students with the expertise, commitment, and skills for management, marketing, and operations positions in the food service industry.

ACCT/	Hospitality Management Accounting	4
HTM 153		
BUS 140	Business Law/The Legal Environment of Business	3
BUS 142	Business Ethics—Corporate and Personal	1
BUS 211	Communication in Business and Industry	3
	OR	
BUS 212	Business Communication	
BUS 290–293	Work Experience in Business I–IV (2–4)	2
EVNT 155	Event Marketing	3
HTM 156	Restaurant and Food Service Management	3

Complete 12 units from Group A—Culinary or Group B—Baking and Pastry

Group A—Culinary

CA 170	Professional Cooking—Basic Skills (3)	
CA 171	Soups, Stocks, and Sauces (3)	
CA 172	Professional Cooking—Advanced Skills (3)	
CA 173	Professional Cooking—Cultural Foods (3)	
	OR	12

Group B—Baking and Pastry

CA 182	Introduction to Baking Skills and Culinary Arts (3)	
CA 184	Professional Baking and Production Basics (3)	
CA 185	Professional Pastry Design and Decorating (3)	
CA 186	Professional Baking and Pastry Production—Breads (3)	

Plus the required courses for the Hospitality: Culinary Arts—Food Services Management—Basic certificate 19–20

Total units 50–51

Hospitality: Event and Convention Management—Basic

Certificate of Achievement

Career/Technical (Major Code: 02995)

Prepares students with the expertise, commitment, and skills for entry-level operations positions in the event and convention planning industry.

[ACCT 7	Basic Business Bookkeeping (3)	
		OR	3–4
[ACCT 101	Principles of Accounting I (4)	
	BUS 210	Business English	3
[CIS 92	Microsoft Office Suite (3)	
		OR	3–4
[CIS 101	Introduction to Computers and Information Processing (4)	
	CIS/LIB 151	Research Using the Internet	1
	CA 183	Food Purchase and Control	2
	EVNT 154	Introduction to Event and Convention Planning	3
	EVNT 155	Event Marketing	3
	EVNT 157	Corporate Event Project Management	3
	HTM 150	Introduction to Hospitality and Tourism Management	3
Total units			24–26

Hospitality: Event and Convention Management—Advanced

Certificate of Achievement

Career/Technical (Major Code: 02996)

Prepares students with the expertise, commitment, and skills for management, marketing, and operations positions in the event and convention planning industry.

[ACCT 101	Principles of Accounting I	4
	BUS 140	Business Law/The Legal Environment of Business	3
	BUS 142	Business Ethics—Corporate and Personal	1
	BUS 147	Successful Selling Techniques	1
	BUS 150	Principles of Management	3
	BUS 210	Business English	3
[BUS 211	Communication in Business and Industry	
		OR	3
[BUS 212	Business Communication	
	BUS 290–293	Work Experience in Business I–IV (2–4)	2
	CIS/LIB 151	Research Using the Internet	1
[CIS 92	Microsoft Office Suite (3)	
		OR	3–4
[CIS 101	Introduction to Computers and Information Processing (4)	
	CA 183	Food Purchase and Control	2
	EVNT 154	Introduction to Event and Convention Planning	3
	EVNT 155	Event Marketing	3
	EVNT 157	Corporate Event Project Management	3
	HTM 150	Introduction to Hospitality and Tourism Management	3
	HTM 156	Restaurant and Food Service Management	3
Total units			41–42



Some courses within this program may require additional coursework that must be completed prior to enrollment in those courses. Please consult the individual course listings for prerequisites and any other limitations on enrollment.

Hospitality: Hotel Operations Management—Basic

Certificate of Achievement

Career/Technical (Major Code: 02992)

Prepares students with the expertise, commitment, and skills for management, marketing, and operations positions in the hotel industry.

ACCT 101	Principles of Accounting I	4
BUS 210	Business English	3
CIS 92	Microsoft Office Suite (3)	3–4
	OR	
CIS 101	Introduction to Computers and Information Processing (4)	
CIS/LIB 151	Research Using the Internet	1
EVNT 154	Introduction to Event and Convention Planning	3
HTM 150	Introduction to Hospitality and Tourism Management	3
HTM 151	Hotel Operations and Rooms Division Management	3
HTM 156	Restaurant and Food Service Management	3
Total units		23–24

Hospitality: Hotel Operations Management—Advanced

Certificate of Achievement

Career/Technical (Major Code: 02993)

Prepares students with the expertise, commitment, and skills for management, marketing, and operations positions in the hotel/motel industry.

ACCT 101	Principles of Accounting I	4
ACCT/ HTM 153	Hospitality Management Accounting	4
BUS 140	Business Law/The Legal Environment of Business	3
BUS 142	Business Ethics—Corporate and Personal	1
BUS 147	Successful Selling Techniques	1
BUS 210	Business English	3
BUS 211	Communication in Business and Industry	3
	OR	
BUS 212	Business Communication	
BUS 290–293	Work Experience in Business I–IV (2–4)	2
CIS 92	Microsoft Office Suite (3)	3–4
	OR	
CIS 101	Introduction to Computers and Information Processing (4)	
CIS/LIB 151	Research Using the Internet	1
EVNT 154	Introduction to Event and Convention Planning	3
EVNT 157	Corporate Event Project Management	3
HTM 150	Introduction to Hospitality and Tourism Management	3
HTM 151	Hotel Operations and Rooms Division Management	3
HTM 156	Restaurant and Food Service Management	3
Total units		40–41

Hospitality: Travel and Tourism Management—Basic

Certificate of Achievement

Career/Technical (Major Code: 02998)

Prepares students with the expertise, commitment, and skills for entry-level operations positions in the travel and tourism industry.

BUS 210	Business English	3
CIS 92	Microsoft Office Suite (3)	3–4
	OR	
CIS 101	Introduction to Computers and Information Processing (4)	
CIS/LIB 151	Research Using the Internet	1
HTM 150	Introduction to Hospitality and Tourism Management	3
T&T 160	Travel Destinations—Western Hemisphere	3
T&T 164	Travel Destinations—South Pacific, Asia, Orient	3
T&T 258	Worldwide Cruise Travel	3
T&T 260	Basic Computer Applications in Travel and Tourism	2
Total units		21–22

Hospitality: Travel and Tourism Management—Advanced

Certificate of Achievement

Career/Technical (Major Code: 02999)

Prepares students with the expertise, commitment, and skills for management, marketing, and operations positions in the travel and tourism industry.

ACCT 101	Principles of Accounting I	4
BUS 140	Business Law/The Legal Environment of Business	3
BUS 142	Business Ethics—Corporate and Personal	1
BUS 147	Successful Selling Techniques	1
BUS 150	Principles of Management	3
BUS 210	Business English	3
BUS 211	Communication in Business and Industry	3
	OR	
BUS 212	Business Communication	
CIS 92	Microsoft Office Suite (3)	3–4
	OR	
CIS 101	Introduction to Computers and Information Processing (4)	
CIS/LIB 151	Research Using the Internet	1
EVNT 155	Event Marketing	3
HTM 150	Introduction to Hospitality and Tourism Management	3
T&T 160	Travel Destinations—Western Hemisphere	3
T&T 162	Travel Destinations—Europe, Africa, and the Middle East	3
T&T 164	Travel Destinations—South Pacific, Asia, Orient	3
T&T 258	Worldwide Cruise Travel	3
T&T 260	Basic Computer Applications in Travel and Tourism	2
T&T 290–293	Cooperative Work Experience Travel and Tourism I–IV (2–4)	2
Total units		44–45