

**Chemeketa Community College
Hospitality Management Program**

Program Outcomes

Students completing the Hospitality Management Program will demonstrate the knowledge, skills and attitudes to:

1. Certificate	<ol style="list-style-type: none"> 1. Apply marketing and sales, operations, and human resources functions and principles in the hospitality industry. 2. Establish the guest-host relationship inherent to the hospitality industry and the importance of quality customer service.
2. AAS	<ol style="list-style-type: none"> 1. Analyze an operation's financial statements, isolate potential problems, and identify appropriate corrective action to control and manage the critical revenue and cost centers. 2. Apply knowledge of the marketing function, including the interrelationships of the hospitality and tourism industries, and how it affects financial performance in the hospitality industry. 3. Apply professional market-appropriate guest service standards to deliver competitive guest experiences to diverse cultural groups. 4. Identify the various hospitality industry functions and their required procedural and legal techniques. 5. Discuss the importance of, and techniques for, maximizing hiring, training and development, and retention of hospitality employees.
3. Options	NA
4. Information Sources	<ol style="list-style-type: none"> 1. Council on Hotel, Restaurant and Institutional Education 2. Oregon Restaurant Association 3. Oregon Lodging Association 4. Oregon Tourism Commission 5. Hospitality Sales and Marketing Association International 6. American Society of Travel Agents 7. Chemeketa Community College - Hospitality Systems Management Regional Advisory Committee 8. Portland Oregon Visitors Association 9. Professional Association of Innkeepers International 10. Oregon Chapter - Meeting Planners International