

**Chemeketa Community College  
Tourism & Travel Program**

**Program Outcomes**

Students completing the Tourism and Travel Certificate and AAS Degree Program will demonstrate the knowledge, skills and attitudes to:

<b>1. Certificate</b>	<ol style="list-style-type: none"> <li>1. Demonstrate effective customer service and selling techniques using tourism industry technology systems and applications</li> <li>2. Use the key tourism industry elements, including global travel destinations and the distribution process in international tourism, to promote travel products and services to potential clients.</li> </ol>
<b>2. AAS</b>	<ol style="list-style-type: none"> <li>1. Coordinate hospitality and tourism components in a single, inter-related system to service visitors including meeting, trade show and convention groups in destination.</li> <li>2. Demonstrate a working knowledge of the destination marketing function and how it affects the destination's tourism economy.</li> <li>3. Apply relevant technology, record keeping and basic financial knowledge and skills, including cost control techniques, to the operation of a tourism organization</li> <li>4. Accurately prepare and organize travel documents and packages for clients, including the issuance of routine travel tickets using internet, vendor computer networks and web-based e-commerce applications</li> </ol>
<b>3. Options</b>	

**4. Information  
Sources**

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**