

Tourism, Hospitality and Event Management AAS Program Learning Outcomes

1. Apply critical thinking skills as necessary to effectively function as an employee or entrepreneur in the tourism and hospitality industry.
2. Explain basic theories related to the hospitality industry (tourism, destination management, marketing, event planning, hotel operations and food and beverage management).
3. Apply various techniques common to the delivery of hospitality services industry (tourism, destination management, marketing, event planning, hotel operations and food and beverage management).
4. Communicate effectively in a variety of modes, utilizing technology as appropriate.
5. Utilize effective interpersonal communication techniques in a variety of individualized and group situations.
6. Work effectively as a contributing member or leader of a team.
7. Discuss in depth various current events and future trends (including sustainability) related to the hospitality industry.
8. Describe the global impact of various trends within the hospitality industry.
9. Identify and describe the impact of various historical events on the development of the modern hospitality industry.
10. Discuss the contributions and accomplishments of key hospitality industry pioneers.
11. Interpret basic financial statements used in the tourism and hospitality field.