

June 15, 2006

06-114

AUTHORITY TO APPLY TO THE STATE BOARD OF
EDUCATION FOR APPROVAL OF THE FOLLOWING
ASSOCIATE OF APPLIED SCIENCE DEGREE AND
CERTIFICATE OF COMPLETION: HOSPITALITY,
TOURISM, RECREATION MANAGEMENT FOR
TILLAMOOK BAY COMMUNITY COLLEGE

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APPROVED BY:

Dr. Christine Chairsell, Vice President, Academic and
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Dr. Preston Pulliams, District President

REPORT

The certificate of completion and the Associate of Applied Science degree in Hospitality, Tourism, Recreation Management was developed jointly by Tillamook Bay Community College and workforce partners within Tillamook County. The process included input and advisement from the Portland Community College Subject Area Committee (SAC) in Business Administration. The PCC Business department will continue to have representation on the Subject Area Committee for the proposed Associate of Applied Science degree and the Certificate of Completion.

Students who successfully complete the program will develop skills and knowledge appropriate for employment in the hospitality and tourism industry, including food, recreation, travel or lodging venues. Instruction focuses on familiarizing students with marketing and sales, operations, and human resource functions and principles identified in the hospitality industry. Students will be required to demonstrate quality customer service skills and practices including the importance of and techniques for maximizing hiring and training, as well as the retention of employees. Additionally, students will develop proficiency in skills required for appropriate business communication and the professional skills needed to conduct business in the industry, as well as effective problem solving and human relations skills. Keeping business records, accurate financial statements and

application of technical and computer skills for business communication are an integral part of the program.

RECOMMENDATION:

That the College be authorized to apply to the State Board of Education for an AAS degree and a Certificate of Completion in Hospitality, Tourism, Recreation Management for Tillamook Bay Community College.