Southern West Virginia Community and Technical College
Hospitality and Tourism
Program Outcomes

1. Compare and contrast the nature and dynamics of the tourism and hospitality industry, including supply and demand, politics, and the environmental and cultural impacts of the industry at the community, state, and national levels.

2. Develop a toolbox of skills to implement plans, policies, and programs that will enable businesses to respond to planned and unplanned events.

3. Interpret the fundamental principles of essential hospitality and tourism business functions.

4. Demonstrate professional behavior and competencies in customer service.

5. Develop a range of leadership skills that will motivate others, lead changes, and resolve conflict.

6. Practice common industry skills.

7. Detail the legal and ethical issues that affect business owners in the industry.

8. Investigate predominant trends in the hospitality and tourism industry.