

**TRAVEL AND TOURISM
PROGRAM ADVISORY COMMITTEE MEETING
December 9, 2009
MINUTES**

MEMBERS PRESENT

Daphne Adkins - Texas Travel Center/ Daphne Tour & Travel
Bill Cornett - River Breaks Ranch
Jerry Holt – Convention and Visitor Council
Peggy Reed – Sysco West Texas
Maggie Vaughn – Drury Inn and Suites

Susan Burks – Amarillo College Business Management
David Hernandez – Amarillo College Business Division
Chuck King – Amarillo College Adjunct Instructor Food Service Management
Catheryne Lankford- Amarillo College Travel & Tourism Program
Anne Nail- Amarillo College Business Management

MEMBERS ABSENT

LeaAnn Fulton – Triple A Travel
Jamie Hamous – Continental Airlines
Barbara McWilliams – Ashmore Inn and Suites

WELCOME AND INTRODUCTIONS

The Travel and Tourism Advisory Committee met for a luncheon at 11:30 a.m. at Amarillo College in the Private Dining Room. Catheryne Lankford, Coordinator and Instructor for the Travel & Tourism Program, presiding, welcomed the committee members. Attendees introduced themselves and their current role in the tourism industry.

Catheryne Lankford and Anne Nail gave a brief overview and history of the Travel and Tourism Program, inception 1990, at Amarillo College. Jerry Holt reported on the current impact of tourism in our Panhandle area.

CAREER CLUSTERS

Catheryne Lankford gave an overview of Career Clusters, a career pathway concept, designed and mandated by the U.S. Department of Education and now adopted by all states including Texas. Texas calls the Career Pathway program “Achieve Texas.” There are sixteen designated industry clusters, Hospitality and Tourism among them. The purpose is to provide information to students at early ages regarding career opportunities available to them. Education curriculum at both the public school level and higher education are being examined to ensure a streamlined approach and produce a skilled workforce to meet the demands of society now and in the future.

Susan Burks reported that PRO, “Pursing Real Opportunities” is the local initiative related to Career Clusters. The Amarillo Economic Development Corporation (AEDC), the Amarillo Independent School District (AISD), and Amarillo College are participating in a collaborative effort with companies and industry in the community to help identify workforce labor shortages and how to effectively provide skilled workers to meet those shortages.

David Hernandez reported that Amarillo College is positioning organizational staff, academic programs, vocational programs, and marketing plans to aid in integrating the career cluster concept.

TRAVEL AND TOURISM PROGRAM TRANSITION TO BUSINESS MANAGEMENT

Anne Nail reported that a Food Service Management degree and certificates, complementary to Travel & Tourism, were recently added under the Business Management Department. She introduced Chuck King who is currently teaching the Food Service Management classes. Mr. King reiterated the restaurant industry need for Food Service Management in the community.

In light of the new Clusters concept, Catheryne Lankford recommended the current Travel and Tourism program would be more advantageously placed, both in marketing and meeting changing industry need, by merging into Business Management. She further proposed to the committee that the standing Hospitality Certificate, TRVM.CERT.HOSP be enhanced and renamed the Hospitality Management Certificate.

PROPOSED "NEW" HOSPITALITY MANAGEMENT CERTIFICATE

Catheryne Lankford asked for committee input on the suggested courses for the new Hospitality Management Certificate proposal as follows:

<u>Major Course Requirements</u>	<u>Credit Hours</u>
HAMG 1331 Introduction to Hospitality (formerly TRVM 1331)	3
TRVM 1300 Introduction to Travel and Tourism	3
TRVM 1308 Travel Destination (Eastern/Western Hemispheres)	3
BMGT 1171 Customer Service (formerly TRVM 1101)	1
HRPO 1311 Human Relations	3
BMGT 1301 Supervision	3
BMGT 1305 Communications in Management	3
BMGT 1371 Professional Image Development	<u>3</u>
Total Semester Hours	22

Jerry Holt suggested that a marketing or selling class be added to the courses listed. After further discussion it was agreed by the committee that Principles of Selling, as required in the Travel and Tourism Associate Degree, be added to the major course requirements. Daphne Adkins moved to add Principles of Selling (MRKG 2333) to the proposed Hospitality Management Certificate bringing the certificate requirements to 25 total semester hours. Peggy Reed seconded the motion. The motion was approved. Jerry Holt moved to approve the new 25 hour Hospitality Management Certificate. Peggy Reed seconded the motion. The motion was approved.

IMPLEMENTATION AND MARKETING

Anne Nail reported that in order to become official, the new proposed certificate would need to be submitted to Academic Affairs by March 2010. Once approved, the new certificate would be available to the student Fall 2010. Catheryne Lankford said she would take the necessary action to implement the Hospitality Management Certificate as approved by the Advisory committee. She stated it was her long term goal to develop and offer the classes online.

ADJOURN

Catheryne Lankford thanked everyone for attending and the meeting was adjourned at 1:30 p.m.

Respectfully Submitted,

Susan Burks, Assistant Professor
Management Department, Amarillo College

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AGENDA

1. Welcome and Introductions

2. Career Clusters

Catheryne Lankford, "Overview"
Susan Burks, PRO meetings with AISD
David Hernandez, Clusters in Community College

3. Travel and Tourism Program transition to Business Management

New Programs: Food Service Management
Anne Nail, Business Management
Chuck King, FSM instructor

4. Proposed "New" Hospitality Management Certificate

Industry discussion for suggested courses:

Major Course Requirements

TRVM 1331: Introduction to Hospitality (Use HAMG rubric)
TRVM 1300: Introduction to Travel and Tourism
TRVM 1308: Travel Destination (Eastern/Western Hemispheres)
TRVM: 1101: Customer Sales and Service (Use BMGT rubric)
HRPO: 1311: Human Relations
BMGT 1301: Supervision
BMGT: 1305 Communications in Management
BMGT: 1373 Professional Image Development

Semester Hours.....22 Hours

5. Approval for the Hospitality Management Certificate

6. Implementation and Marketing

Anne Nail, Academic steps to integrate approved certificate
Catheryne Lankford, On- line course implementation Fall 2010

Travel and Tourism Advisory Meeting

Dr. Paul Matney, President Amarillo College
Jerry Moller, Acting Vice President/Dean of Instruction
David Hernandez, Chair, Business Division
Anne Nail, Chair, Business Management Department
Susan Burk, Assistant Professor, Business Management
Catheryne Lankford, Coordinator/Instructor Travel & Tourism
Chuck King, Adjunct instructor, Food Service Management
Paula Badger, Administrative Assistant, Business Division

Daphne Adkins, Director Texas Travel Center/Owner Daphne Tour & Travel
9700 East I-40
Amarillo, Texas 79118-6967 (335-1441)

Bill Cornett, Attorney, Owner River Breaks Ranch
612 South Van Buren
Amarillo, Texas 79101 (374-9498)

Lea Ann Fulton, Manager Triple A Travel
2607 Wolflin Village
Amarillo, Texas 79109 (354-8288 Ext 226)

Jamie Hamous, General Manager Continental Express Airlines
10801 Airport Blvd
Amarillo, Texas 79111 (335-2321)

Jerry Holt, Director Conventions and Visitors Bureau
P.O. Box 9480
Amarillo, Texas 79105 (342-2011)

Barbara McWilliams, Director of Sales Ashmore Inn and Suites
2301 I H 40 East
Amarillo, Texas 79104 (379-1234)

Peggy Reed, District Sales Manager, Sysco West Texas
4632 South Georgia
Amarillo, Texas 79110 (678-8899)

Maggie Vaughn, General Manager Drury Inn and Suites
8540 West Interstate 40
Amarillo, Texas 79121 (351-1111)