



Contact:

Cherie Colin
Director of Marketing,
Communications & Public Relations
(650) 738-4346
colinc@smccd.edu

FOR IMMEDIATE RELEASE

SKYLINE COLLEGE TO OFFER HOSPITALITY AND TOURISM MANAGEMENT PROGRAM THIS FALL

San Bruno, California – April 25, 2014 – Skyline College will add a Hospitality and Tourism Management Program to respond to expected growth in the industry beginning this Fall semester (August 2014) which will include stackable credentials, certificates and a CSU transfer program. Initially, educational tracks will be offered in the following areas, Lodging/Resort Management, Meeting and Event Management, Food and Beverage/Restaurant Management and Hospitality and Tourism Management. This is an exciting career pathway geared for individuals who enjoy constant change in the workplace and have a strong desire to give exemplary customer service.

Employment in the hospitality and tourism sector is projected to create 210,000 new jobs in California by 2017, an increase of 11.8 percent according to the Doing What Matters for Jobs & the Economy Sector Profile Fact Sheet generated out of the State Chancellor's office of the California Community College System. "Skyline College was interested in securing this grant in order to be a leader in the growing tourism industry which directly feeds the economy of the region," said Sarah F. Perkins, Ph.D, Vice President of Instruction at Skyline College. *Tourism generated \$106.4 billion in spending in California in 2012, an increase of 4.5 percent over 2011. *During 2012, travel spending in California directly supported 917,000 jobs, up 2.8 percent from 2011, while earnings increase 4.9 percent to \$32.3 billion.

*Source: <http://industry.visitcalifornia.com/Why-Travel-Matters/Must-Know-Research/>

-more-

This new program is possible as a result of the Bay Region Retail, Hospitality, and Tourism “Learn and Earn” grant awarded through the State Chancellor’s Office of California Community Colleges “Doing What Matters for Jobs and the Economy” Initiative. The college was awarded this grant in July 2013 and brought on Andrea Vizenor, who has extensive experience in Career and Technical Education and the Hospitality industry to serve as the Deputy Sector Navigator (DSN) for the Bay region.

The Bay region is defined as the area from Santa Rosa to Monterey. Vizenor is working on a regional level to:

- Partner with industry and assess the needs of the Retail, Hospitality, and Tourism Sector
- Evaluate training capacity within Bay Region Community Colleges to ensure programs are preparing individuals to meet the ever-changing needs of the sector, and advance programs
- Organize professional development opportunities for Bay Region Community College faculty and high school teachers where they will stay abreast of the latest skills, trends and emersion of industry.
- Facilitate activities with K12 to build awareness, align programs and strengthen career pathway options for students.
- Create opportunities for individuals to learn about the exciting career opportunities that exist in this sector and the many options available throughout the Bay Region.

As the program continues to grow, additional stackable credentials and certificates will be offered in the following areas: International Tourism, Sustainability in Food Service and Hospitality Marketing. For more information about the Bay Region: Retail, Hospitality and Tourism Initiative, contact Andrea Vizenor at (650) 738-7124 or vizenora@smccd.edu or view the following video -

<http://animoto.com/play/QzzlPGDVhN4IEfS78zpQ8g>.

Skyline College is an accredited, comprehensive California community college serving more than 10,000 students offering over 80 Associate Degree and Certificate programs. Located on a 111-acre campus overlooking the Pacific Ocean, Skyline College has offered world-class educational opportunities to residents from North San Mateo County and beyond since 1969. Part of the San Mateo Community College District, Skyline College strives to inspire a global and diverse community of learners to achieve intellectual, cultural, social, economic and personal fulfillment.