

Blue Ridge Community & Technical College Tourism & Hospitality

November 6, 2025

Program Summary

Blue Ridge CTC's 30-credit Tourism & Hospitality Certificate equips students with practical skills in customer service, business, marketing, and event planning while emphasizing leadership and tourism's cultural and economic impact. Through hands-on internships, students gain experience managing people, processes, and guest experiences under pressure—skills that translate seamlessly to careers in hotels, restaurants, and travel services, as well as in business, education, healthcare, and other service-oriented fields.



Strengths & Noteworthy Practices

Blue Ridge CTC's Tourism & Hospitality Certificate was designed with the [Essential Employability Qualities](#) (EEQs) as a guiding framework, ensuring that every learning experience builds the professional and interpersonal strengths most valued in today's hospitality industry. Because the EEQs—such as communication, teamwork, and adaptability—are at the heart of effective guest service, they make this 30-credit certificate not only highly relevant to hospitality but also **exceptionally transferable** across industries that prize customer experience and problem-solving.

Students gain hands-on experience in event planning, tourism marketing, and customer relations while developing the confidence to manage people, processes, and experiences under pressure.

Assignments such as vendor interviews, hospitality case studies, and event design projects help students apply classroom learning to real-world scenarios.

A required internship gives students professional experience and feedback from employers, reinforcing both technical and interpersonal skills. The program also benefits from robust institutional career services and a growing employer advisory committee that ensures alignment with regional workforce needs. Altogether, this applied, EEQ-based approach positions graduates to thrive in hospitality—and to bring the same professionalism, initiative, and service mindset to any workplace.

