

# HOSPITALITY AND TOURISM MANAGEMENT (HTM)

## HTM 51092 HOSPITALITY AND TOURISM MANAGEMENT PROFESSIONAL PRACTICUM 3 Credit Hours

(Repeatable for credit) Supervised professional experience in the hospitality and-or tourism industry including operations such as restaurants, hotels, clubs, resorts, theme parks and casinos. Minimum of 405 hours in the field.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** Practical Experience

**Contact Hours:** 27 other

**Grade Mode:** Satisfactory/Unsatisfactory-IP

## HTM 53025 HOSPITALITY MARKETING 3 Credit Hours

Application of marketing principles, practices and theories relevant to hospitality organizations. Internet marketing in hospitality. Case studies drawn from the hospitality industry are incorporated.

**Prerequisite:** Graduate standing and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

## HTM 53027 HOSPITALITY HUMAN RESOURCE MANAGEMENT 3 Credit Hours

Application of human resource management principles, practices, theories and legal issues relevant to hospitality organizations. Hospitality management focused case studies and current controversies are incorporated.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

## HTM 53029 HOSPITALITY FINANCIAL POLICY 3 Credit Hours

Developing financial analysis skills and decision making capabilities for short-and long-term financial management problems in the unique setting of service industries with a specific focus on hospitality organizations, restaurants, clubs and resorts, through case analysis.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

## HTM 53030 FOOD SERVICE SYSTEMS MANAGEMENT 3 Credit Hours

(Slashed with HEM 43030)(Cross-listed with NUTR 43030 and NUTR 53030) Food service systems management, including systems theory; menu planning and evaluation; procurement; food production systems; sustainability; layout and design basics. Management concepts in non-commercial food service, including financial control, marketing, quality, management, leadership and human resources.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

## HTM 53035 HOSPITALITY SERVICE QUALITY MANAGEMENT 3 Credit Hours

Tourism and hospitality are service industries. A significant element in these industries is management of the service encounters which will be the focus this course. In order to provide a comprehensive, inter- and multi-disciplinary view, the course will be constructed in three modules. The first module will present the characteristics and dynamics of the service encounter. The second module will focus on successful service encounters (service quality) and its outcome (customer satisfaction). The third module will present the dynamics of service failure and service recovery. The three modules of this course will provide an opportunity to understand the dynamics of the service encounter, to manage service quality and to learn how to identify service failure and plan for service recovery.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

## HTM 53040 STRATEGIC HOTEL MANAGEMENT 3 Credit Hours

The hotel manager's role as a strategic thinker is emphasized. Techniques such as co-alignment model, brand strategy, competitor analysis, market research, risk management and finance options are used to develop strategic plans in hotels.

**Prerequisite:** Graduate standing.

**Schedule Type:** Laboratory, Lecture, Combined Lecture and Lab

**Contact Hours:** 2 lecture, 2 lab

**Grade Mode:** Standard Letter

## HTM 53043 HOSPITALITY MEETINGS MANAGEMENT 3 Credit Hours

Exploration of the unique issues associated with managing hospitality meeting and event planning. Emphasis on management of social association and corporate events, weddings, reunions, award banquets, receptions and annual meetings held in hospitality venues requiring food and beverage and/or lodging.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

## HTM 55047 GLOBAL ISSUES OF TOURISM TRADE 3 Credit Hours

(Slashed with RPTM 45047) An examination of international and intercultural changes due to travel and tourism, particularly in economic, social and environmental areas. The studies include theories and cases and form the basis upon which a sustainable tourism policy is developed. The goal of the course is to prepare students for a leadership role in tourism policy making. The course has an emphasis on reading and discussion.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

## HTM 56000 TOURISM DEVELOPMENT AND RECREATIONAL TRAVEL 3 Credit Hours

(Slashed with RPTM 46000) Investigation of travel and tourism development using an interdisciplinary social science approach.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**HTM 61098 RESEARCH IN HOSPITALITY MANAGEMENT 1-15 Credit Hours**

(Repeatable for credit) Research for master's-level graduate students. Credit earned may be applied toward meeting degree requirements if school approves.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** Research

**Contact Hours:** 1-15 other

**Grade Mode:** Standard Letter

**HTM 61099 MASTERS PROJECT IN HOSPITALITY MANAGEMENT 2-6 Credit Hours**

(Repeatable for credit) Completion and successful defense of master's project. Master's project students must register for a total of 6 credit hours, 2-6 in a single semester; distributed over several semesters if desired.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** Research

**Contact Hours:** 2-6 other

**Grade Mode:** Satisfactory/Unsatisfactory-IP

**HTM 61199 THESIS I 2-6 Credit Hours**

(Repeatable for credit) Thesis students register for a total of 6 credit hours, 2 to 6 hours in a single semester, distributed over several semesters if desired.

**Prerequisite:** Graduate standing; and special approval.

**Schedule Type:** Masters Thesis

**Contact Hours:** 2-6 other

**Grade Mode:** Satisfactory/Unsatisfactory-IP

**HTM 61299 THESIS II 2 Credit Hours**

(Repeatable for credit) Thesis II students must continue registration each semester until all degree requirements are met.

**Prerequisite:** HTM 61199; and graduate standing.

**Schedule Type:** Masters Thesis

**Contact Hours:** 2 other

**Grade Mode:** Satisfactory/Unsatisfactory-IP

**HTM 63022 CURRENT ISSUES IN HOSPITALITY AND TOURISM MANAGEMENT 3 Credit Hours**

Current research and management issues in hospitality operations are explored through the peer-reviewed and professional literature. Management or revenue topics with implications for hospitality managers are included.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**HTM 63024 MANAGEMENT OF FOOD AND NUTRITION SERVICES 3 Credit Hours**

Management issues in healthcare, food and nutrition services, child nutrition programs and other noncommercial food services will be examined. The impact of quality standards, public policy and current societal trends upon management of noncommercial operations will be studied.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter

**HTM 63091 RESEARCH SEMINAR 1 Credit Hour**

(Repeatable for credit) Presentation and discussion of research and projects by students and faculty. 1 credit hour to be applied toward degree requirements.

**Prerequisite:** Graduate standing.

**Corequisite:** SPAD 63098 or SPAD 63199 or SPAD 63299 or HTM 61098 or HTM 61199 or HTM 61299.

**Schedule Type:** Seminar

**Contact Hours:** 1 other

**Grade Mode:** Standard Letter

**HTM 63095 SPECIAL TOPICS IN HOSPITALITY MANAGEMENT 1-3 Credit Hours**

(Repeatable for credit) Specialized offering of a major topic within hospitality management.

**Prerequisite:** Graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 1-3 lecture

**Grade Mode:** Standard Letter

**HTM 64099 HOSPITALITY AND TOURISM MANAGEMENT CAPSTONE 3 Credit Hours**

This capstone course provides a comprehensive view of the business setting of hospitality and tourism organizations. The course includes a review of the competitive business environments, competitive advantage, above-average performance and competitive strategies as they pertain to hospitality and tourism management. The course will highlight current strategic issues in hospitality and tourism management referring to the most recent literature (practitioners' literature and academic journals). The course concludes with a capstone group case analysis of a business problem in hospitality and, or tourism.

**Prerequisite:** HTM 56000 or HTM 53025; and MIS 64005 or RMS 65510; and HTM 63022, HTM 65041 and HTM 65047; and graduate standing.

**Schedule Type:** Project or Capstone

**Contact Hours:** 3 lecture

**Grade Mode:** Satisfactory/Unsatisfactory

**HTM 65041 TOURISM AND HOSPITALITY REVIEW 3 Credit Hours**

Reviews academic tourism and hospitality literature to provide students with a theoretical and empirical understanding of the tourism phenomenon. Issues include tourist motivations; the social, cultural and environmental impacts of tourism; tourism and development; and the impact of hospitality services on tourism.

**Prerequisite:** HTM 56000; and graduate standing.

**Schedule Type:** Lecture

**Contact Hours:** 3 lecture

**Grade Mode:** Standard Letter