

HOSPITALITY AND TOURISM MANAGEMENT (HTM)

HTM 102 Introduction to Hospitality and Tourism Management 3

Overview of the products, services and experiences provided by the various sectors of tourism and hospitality industries, including lodging, restaurants, attractions, destination management. Introduction to the roles of industry managers at all organizational levels.

HTM 103 Introduction to Esports Management 3

Overview of the Esports industry and the fundamentals of effective Esports management. Students will explore the history, growth, current management practices, stakeholders, and future of Esports. Students will explore career opportunities in Esports management.

HTM 200 Introduction to Sustainable Development 3

Explores the social, environmental, and economic dimensions of sustainable development; introduces sustainable development concepts and challenges; prepares students for the application of these concepts in functional business contexts.

MAC: MAC Global and Intercultural

HTM 201 Corporate Social Responsibility and Change Management 3

Students explore how stakeholders define, measure, and assign value to corporate efforts in social responsibility. Skill development in managing change and innovation, stakeholder partnerships, social media, and volunteerism.

HTM 231 Tourism, Cultures, and Places 3

A study of tourism as a vehicle for increasing understanding of cultural differences and spatial interaction within and between different ethnic, linguistic, and religious groups across the world.

MAC: MAC Global and Intercultural

HTM 250 Diversity and Equity in Hospitality, Tourism and Esports 3

Diversity and equity issues in hospitality, tourism and Esport management. Political, social, and cultural variables impacting hospitality supervision and human resources.

HTM 310 Hotel Operations 3

Exploration of lodging operations and management, which include hotels, resorts, cruise ships, and rentals. Topics include revenue-management, forecasting, budgeting, measuring operational and employee performance, ethics, sustainability and property management technology.

HTM 312 Hospitality Facilities Management 3

An overview of managing hospitality facilities such as restaurants, hotels, and attractions. Students learn to communicate functional goals from an operator's viewpoint such as operating costs for various types of facilities, types and characteristics of major building systems, and sustainable aspects of building equipment and management.

HTM 313 Revenue Management 3

Applies economic principles of demand and supply to hotel and resort revenue management; addressing sources of revenue, inventory control, pricing decisions, customer relationships, sustainability and strategic partnerships.

HTM 314 Sustainable Food and Craft Beverage 3

Explores the evolution of food and beverage as a commodity; ethical issues of industrializing and globalizing foodservice systems; strategies for successfully incorporating sustainability and ecogastronomy into commercial food and beverage operations.

HTM 332 Sustainable Destination and Experience Management 3

Introduction to the management of sustainable tourism destinations. Students will be exposed to the entire destination and experience management process including basic concepts, planning, development, management, and marketing of tourism experiences.

HTM 335 Sustainable Tourism and Transportation 3

Explores transportation networks utilized by the global tourism sector; their social, economic, and environmental dimensions, associated trends, associated negative impacts and resource usage, and opportunities for planning sustainable transportation networks.

Notes: Same as GES 331.

HTM 338 Global Franchising 3

This course introduces the student to opportunities in franchising including becoming a franchisee or franchisor.

Prerequisites: ACC 201 or ENT 200/FIN 200.

Notes: Same as ENT 338, BUS 338.

HTM 364 Restaurant Entrepreneurship 3

Students will explore the role of entrepreneurship in the hospitality and tourism industry, determine risks and rewards of self-employment, and develop business concepts based on the hospitality and/or tourism skill set.

Prerequisites: Junior or senior standing.

Notes: Same as ENT 354.

HTM 401 Hotel and Travel Services Sales and Marketing 3

Explores marketing of tourism and hospitality services with an emphasis on matching tourism and hospitality products to visitor demand, while achieving organizational sustainability objectives.

Prerequisites: HTM 332 or MKT 320.

HTM 419 Independent Study in Hospitality, Tourism and Esports 3

Independent research experience conducted by individual students under the supervision of a selected program faculty member.

Prerequisites: HTMT major and department approval.

Notes: May be repeated once for a total of 6 s.h.

HTM 427 Internship in Hospitality, Tourism and Esports Management 3

This internship enables HTMT students to gain valuable work experience within the hospitality, tourism or Esports industries. 100 supervised clock hours required for completion of this 3-credit course.

Prerequisites: HTMT major.

HTM 433 Esports, Meeting and Event Tourism 3

Explores community tourism management with a focus on destination event portfolios, including travel involving Esports, Meetings and Events. Students learn to plan and execute these events and develop a community event portfolio management.

HTM 442 Community-Based Sustainable Tourism Planning 6

Theory and practical applications of tourism planning, which includes market analysis, infrastructure proposal and development, and implementation strategies. International travel required.

Prerequisites: Minimum 2.0 GPA.

Notes: May be repeated once for credit.

HTM 451 Service Management 3

Integration of service systems management, human behavior, and marketing in the creation, delivery, and assurance of service quality and customer service.

Notes: Same as ENT 451.

HTM 474 Wine Appreciation for the Business Professional 3

Introduction to the wine industry. Topics include pairing of wine and food in hospitality venues, history, geography, economics, health, and legal issues associated with wine.

Notes: Same as ENT 473. Must be 21 years old or older.

HTM 488 Special Topic in Resorts and Entertainment Attractions 3

A review of current trends and management topics related to entertainment attractions, including esports, theme parks, spectator sports, theaters, concert venues, and resorts. This course includes practical experience with reflection and discussion.

Prerequisites: Department approval.

HTM 491 Hospitality, Tourism and Esport Strategic Management 3

A capstone case course where students utilize the integration of knowledge and skills, acquired throughout their course work, through the strategic management process to address issues facing hospitality, tourism and Esport organizations.

Prerequisites: HTMT major. Senior standing.