SUSTAINABLE TOURISM AND HOSPITALITY (STH)

STH 102 Introduction to Tourism and Hospitality 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.

STH 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

STH 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.

STH 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

STH 251 Diversity and Equity in Hospitality and Tourism 3
Diversity and equity issues in hospitality and tourism management. Political, social, and cultural variables impacting hospitality supervision and human resources.

STH 300X Experimental Course 1-6
This number reserved for experimental courses. Refer to the Course Schedule for current offerings.

STH 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.

STH 311 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.

STH 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.

STH 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.

STH 331 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.

STH 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.

STH 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.

STH 354 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.

STH 400X Experimental Course 1-6
This number reserved for experimental courses. Refer to the Course Schedule for current offerings.

STH 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: STH 332 or MKT 320.

STH 417 Internship in Hospitality and Tourism Management 3
This internship enables STHP students to gain valuable work experience within the hospitality industry. 100 supervised clock hours required for completion of this 3-credit course.

Prerequisites: HTMT major.

STH 433 Meeting, Conference and Event Tourism 3
Explores community tourism management with a focus on destination event portfolios, including travel involving Meetings, Incentives, Conventions/Conferences, and Exhibits (MICE). Students learn to plan and execute MICE tourism and community event portfolio management.

STH 445 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.

STH 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, CTR 451.

STH 459 Independent Study in Sustainable Tourism and Hospitality 1-3
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.
**Sustainable Tourism and Hospitality (STH)**

**STH 473 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.

**STH 488 Special Topic in Resorts and Entertainment Attractions 3**  
A review of current trends and management topics related to entertainment attractions, including theme parks, spectator sports, theaters, concert venues, and resorts. This course includes practical experience with reflection and discussion.  
**Prerequisites:** Department approval.

**STH 491 Tourism and Hospitality 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 tourism and hospitality organizations.  
**Prerequisites:** HTMT major. Senior standing.