SUSTAINABLE TOURISM/HOSPTLTY (STH)

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 topics.

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.
GE Marker: GN

STH 251 Multicultural Issues in Hospitality and Tourism 3
Multicultural and global issues in hospitality and tourism. Historical, socioeconomic, cultural, and linguistic variables impacting tourism and hospitality marketing, operations, and human resources. Study of selected Western and non-Western cultures.
GE Marker: GL

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 hotel management from a sustainability perspective. Topics include revenue-management, forecasting, budgeting, measuring operational and employee performance, ethics, and property management technology.
Prerequisites: ACC 201.

STH 311 Sustainable Food and 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 Greening Hotel Facilities 3
Focuses on the how and why of matching facility design to operational goals. Students learn to communicate functional goals from an operator's viewpoint to design and engineering professionals.

STH 313 Revenue Management 3
Applies economic principles of demand and supply to sustainable hotel and resort revenue management; addressing sources of revenue, inventory control, pricing decisions, customer relationships, and strategic partnerships.
Prerequisites: ECO 201, MAT 115 or higher.

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 Planning and Management 3
Introduction to the management of sustainable tourism destinations. Students will be exposed to the entire destination management process including basic concepts, planning, development, management, and marketing of sustainable tourism.

STH 338 Global Franchising 3
This course introduces the student to opportunities in franchising including becoming a franchisee or franchisor.
GE Marker: GL
Prerequisites: ACC 201 or ENT 200/FIN 200.
Notes: Same as ENT 338, BUS 338.

STH 354 Restaurant Entrepreneurship 3
Introduces the student to opportunities in franchising including becoming a franchisee or franchisor.
Prerequisites: STH 332 or MKT 320.

STH 358 Global Franchising 3
This course introduces the student to opportunities in franchising including becoming a franchisee or franchisor.
GE Marker: GL
Prerequisites: ACC 201 or ENT 200/FIN 200.
Notes: Same as ENT 338, BUS 338.

STH 361 Hospitality Marketing 3
Explores the social, environmental, and economic dimensions of marketing in the creation, delivery, and assurance of service quality and customer service.
Notes: Same as ENT 451, CTR 451.

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

STH 417 Internship in Hospitality and Tourism Management 12
This internship enables STHP students to gain valuable work experience within the hospitality industry. 480 supervised clock hours required for completion of this 12-credit course.
Prerequisites: STHP major.

STH 433 Business Tourism 3
This course explores business tourism with a particular focus on travel involving Meetings, Incentives, Conventions/Conferences, and Exhibits (MICE). It prepares students to plan and execute MICE tourism.

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: STHP major and department approval.
Notes: May be repeated once for a total of 6 s.h.

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 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: STHP major. Senior standing.