

# HMGT - HOSP, HOTEL MGMT, TOUR (HMGT)

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## HMGT 201 Foundations of Hospitality, Hotel Management and Tourism

**Credits 3. 3 Lecture Hours.** Theoretical foundations of the hospitality, hotel management, and tourism profession; professional philosophy, present status, prospects for the future and the role of hospitality, hotel management, and tourism in modern society.

## HMGT 207 Interpretation of Natural and Cultural Resources

**Credits 3. 2 Lecture Hours. 2 Lab Hours.** Principles and methods of effective communication with the public at parks, cultural institutions and tourism destinations; application of guided techniques to connect audiences with meanings inherent in a resource.

## HMGT 210 Data-Driven Decision Making in Hospitality, Hotel, and Tourism Management

**Credits 3. 3 Lecture Hours.** Critical-to-quality metrics applied to decisions in Hospitality, Hotel, and Tourism management (HMGT) and techniques needed to inform management decisions in those agencies; future HMGT managers will learn how to acquire, and interpret data to monitor quality, improve processes, and inform decisions. **Prerequisites:** HMGT 201.

## HMGT 211 Experience Design and Implementation

**Credits 3. 3 Lecture Hours.** Planning, operations, administration and evaluation of experiences; includes creation and implementation of experiences and special events with budgeting, operational and venue logistics, marketing, fund raising, hospitality training and participant satisfaction.

## HMGT 223 Managing Hospitality and Tourism Organizations

**Credits 3. 3 Lecture Hours.** Management theory, best practices and functions associated within hospitality, hotel and tourism agencies; concepts and issues related to budgeting, financing, planning, organizing, leading, coordinating, controlling and staffing for profit, nonprofit and public organizations.

## HMGT 301 Recreation in American Culture

**Credits 3. 3 Lecture Hours.** Identify and examine the fundamental concepts of leisure and outdoor recreation and how they influence us as individuals, groups and society; critical factors such as self, family, lifespan, ecology, health, work patterns, communications, diversity, popular culture, and consumption are studied in relationship to past, present and future leisure patterns. **Prerequisite:** Junior or senior classification.

## HMGT 302 Application of Tourism Principles

**Credits 3. 3 Lecture Hours.** Tourism principles applied at local, regional and international levels; examination of the scale, scope and organization of the industry including marketing destinations and experiences; issues related to the economic, technological and political aspects of tourism.

**Prerequisite:** Junior or senior classification.

## HMGT 312 Managing Human Capital in Hospitality, Hotel Management, and Tourism

**Credits 3. 3 Lecture Hours.** Examination of best practices in managing human capital in hospitality, hotel management and tourism, agencies including sourcing, learning and development, employee relations and compensation and benefits. **Prerequisites:** HMGT 201; junior or senior classification.

## HMGT 314 Service Quality in Hospitality, Hotel Management, and Tourism

**Credits 3. 3 Lecture Hours.** Key concepts in managing service organizations and their operations to create value and satisfaction for employees and end users; service strategy, user experience and user interface design, conflict, recovery, and research; managing capacity and demand; overview of tools and skills to successfully manage customer interactions. **Prerequisites:** HMGT 201; junior or senior classification.

## HMGT 319 Event Management in Specialized Contexts

**Credits 3. 3 Lecture Hours.** Intermediate level applications of event management principles as they specifically relate to various event settings, purposes, and scales to include live music, festivals, cultural events, meetings, conventions, conferences, trade shows, incentive travel, non-profit fundraisers, wedding, life cycle events, sporting events, and other ancillary activities. **Prerequisites:** HMGT 211; junior or senior classification.

## HMGT 320 Event Management and Operations

**Credits 3. 3 Lecture Hours.** Principles and applications for effective planning and management of events; planning, promotion, operational logistics, sponsorship and evaluation. **Prerequisite:** Grade of C or better in HMGT 211; junior or senior classification.

## HMGT 331 Marketing in the Digital Age for Hospitality and Tourism

**Credits 3. 3 Lecture Hours.** Application of basic and digital tourism marketing principles and concepts in government, business, and social-cause contexts; situation analysis and operational evaluation; decision making in terms of product, place, price, and channel of distribution mixes for tourism attractions and services. **Prerequisite:** Junior or senior classification.

## HMGT 340 Global Communities & Diverse Populations in Hospitality and Tourism

**Credits 3. 3 Lecture Hours.** Global Communities & Diverse Populations in Hospitality and Tourism. Impact of ethnicity, gender, sexuality, age, socioeconomic factors, and disability on the preferences and experiences of people in the United States; implications of diversity on hospitality, hotel, and tourism, programs; topics include issues of inclusion, equity, marginalization and oppression, concepts of social justice, and strategies for serving global communities and diverse populations. **Prerequisite:** Junior or senior classification.

## HMGT 352 Hotel and Resort Operations

**Credits 3. 3 Lecture Hours.** Examination of the crucial elements involved in the successful operation of a hotel or resort and how they interrelate; analysis and application of management principles in the major departments of hotels and resorts to include rooms division, food and beverage, recreation, sales and marketing. **Prerequisites:** HMGT 201; junior or senior classification.

## HMGT 353 Food and Beverage Management

**Credits 3. 3 Lecture Hours.** Key principles and skills required in the effective management of food and beverage operations; topics include application of strategic, managerial and operational factors which characterize successful food and beverage operations within hotels and resorts; menu planning, food purchasing, receiving, preparation, serving and marketing; development of the industry; ethical obligations in the industry. **Prerequisites:** HMGT 352; junior or senior classification.

## HMGT 384 Junior Internship

**Credits 2. 2 Other Hours.** Practical experience working in a professional hospitality, tourism, recreation, or event management setting. **Prerequisites:** HMGT 201, HMGT 223, and HMGT 281; junior or senior classification.

## HMGT 401 Entrepreneurship in Hospitality, Tourism and Events

**Credits 3. 3 Lecture Hours.** Market and financial feasibility analysis; resource characteristics, location and market aspects of hospitality, tourism and event enterprises; sources of funding for facility development; approaches to marketing hospitality, tourism and event services; business plan development. **Prerequisites:** HMGT 223; junior or senior classification.

## HMGT 402 Planning and Design of Hospitality, Tourism and Recreation Places

**Credits 3. 2 Lecture Hours. 2 Lab Hours.** Analysis of the classification of areas according to primary function, location and clientele served; examination of basic park planning principles involving scale, circulation, function and spatial relationships; methodology for establishing planning goals, objectives and planning strategies. **Prerequisites:** HMGT 201; junior or senior classification.

## HMGT 411 Cruise Tourism

**Credits 3. 3 Lecture Hours.** Overview of cruise tourism; management of service sectors; understanding of cultural aspects of places traveled; cruise marketing/decision making; geography of cruising; youth programming; agri-tourism; identification of issues related to the economic, technological and political aspects of cruise tourism. **Prerequisite:** Junior or senior classification.

## HMGT 412 International Event Management

**Credits 3. 3 Other Hours.** Event execution and experience in a country other than the US; evaluation of venues, vendors, and other logistical and practical elements specific to the culture or country of study. **Prerequisites:** HMGT 211 or approval of instructor; junior or senior classification.

## HMGT 424 Event Management Capstone

**Credits 3. 3 Lecture Hours.** Practical application of event management principles through event execution; exploration and application of event design principles; demonstration of academic knowledge in management of events through certification and professional documentation of event coordination experiences. **Prerequisites:** Grade of C or better in HMGT 320; junior or senior classification.

## HMGT 426 Sustainable Tourism

**Credits 3. 3 Lecture Hours.** Sustainability-oriented approach to the development, planning and management of tourism destinations, attractions and events; dynamic characteristics of the complex tourism system; local to global scope of tourism-related impacts; key stakeholders and power relations; application of key principles of sustainable tourism development for destination resilience, community well-being and long-term sustainability of tourism destinations. **Prerequisites:** HMGT 302; junior or senior classification.

## HMGT 442 International Perspectives in Hospitality, Tourism and Events

**Credits 3. 3 Lecture Hours.** Transnational tourism and hospitality; cross-cultural consumption of experiences; differences and similarities in cultural norms, exceptions, rules and preferences; global perspective from a hospitality and tourism lens to explore culture, language, customs, religion, politics, leisure, business, law, gastronomy and environment. **Prerequisites:** HMGT 201 and HMGT 340; junior or senior classification.

## HMGT 446 Information and Communication Technology in Hospitality, Tourism and Recreation

**Credits 3. 3 Lecture Hours.** Information and communication technologies in the hospitality, tourism, recreation, and event management fields; analysis of technology adoption and how technology is used for knowledge management, support, collaboration, communication, accounting, reservations and scheduling, forecasting, and payments. **Prerequisites:** HMGT 211 and HMGT 223; junior or senior classification.

## HMGT 449 Tourism Capstone

**Credits 3. 3 Lecture Hours.** Application of theoretical frameworks and tourism management concepts to a project with a participating company; strategic analysis of company structure and needs; research of areas and markets; analysis and presentation of findings in accordance with project objectives. **Prerequisites:** HMGT 302, HMGT 320, and HMGT 401; senior classification.

## HMGT 450 Financing Hospitality, Hotel, and Tourism Services

**Credits 3. 3 Lecture Hours.** Exploration of financial vehicles for funding hospitality, hotels and tourism organizations and services. **Prerequisites:** HMGT 223; junior or senior classification.

## HMGT 451 Law, Negotiation, and Risk Management in Hospitality, Tourism and Recreation

**Credits 3. 3 Lecture Hours.** Evaluation of laws and lines of legal inquiry related to work in hospitality, events, tourism, youth, and recreation settings; skills related to contract negotiation and review; elements of contracts and completion of agreements. **Prerequisites:** HMGT 201; junior or senior classification.

## HMGT 452 Strategic Management for Hospitality and Tourism

**Credits 3. 3 Lecture Hours.** Fundamentals of strategic management in hospitality and tourism contexts using theoretical frameworks and practical applications; three phases in the strategic management process – planning, implementation and evaluation will be examined; critical evaluations of the long-term strategic issues affecting hospitality and tourism enterprises. **Prerequisites:** HMGT 201; senior classification.

## HMGT 465 Revenue Management

**Credits 3. 3 Lecture Hours.** Demand-based pricing system employed in the hospitality and tourism industry coupled with information technology resulting in long term strategic impacts; role and function of revenue manager as the key executive responsible for managing the pricing and supply policies in hotels and airlines. **Prerequisites:** HMGT 352; junior or senior classification.

## HMGT 467 Seminar for the Visitor Economy

**Credits 3. 3 Other Hours.** Overview of micro, meso, and macro-economic effects of tourism related enterprises on the visitor economy; challenges facing managers in relation to the visitor economy, whether local, state, regional, national or global; impacts and opportunities for various tourism sectors. **Prerequisites:** HMGT 201; junior or senior classification.

## HMGT 476 Leadership for Outdoor Recreation

**Credits 3. 3 Lecture Hours.** Leadership principles related to outdoor recreation; classroom instruction and experiential learning; skills training through field trips; risk management planning, environmental education, group facilitation, and trip planning. **Prerequisite:** Junior or senior classification.

## HMGT 481 Seminar

**Credit 1. 1 Other Hour.** Development of knowledge and skills necessary for employment in hospitality, hotel management and tourism; career preparation and job search strategies, professionalism, networking and opportunities for advanced education; preparation for internship and post-graduation positions. **Prerequisites:** HMGT majors; junior or senior classification.

## HMGT 484 Internship

**Credits 3. 3 Other Hours.** Practical experience working in a professional hospitality, hotel management, tourism, event management or recreation setting; offered on an individual basis. May be repeated for credit. **Prerequisites:** HMGT 340 and HMGT 384; junior or senior classification.