

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

## 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 Planning and Implementation of Events and Programs

**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 212 Resort Event and Program Planning

**Credits 3. 3 Lecture Hours.** Planning, operations, administration, implementation and evaluation of resort programs and events; includes 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 281 Career Planning in Hospitality, Hotel Management, and Tourism

**Credit 1. 1 Lecture 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 only.

## HMGT 300 Supervised Field Studies

**Credits 3. 3 Other Hours.** Survey and application of principles of tourism, hospitality and recreation; selected aspects of management in an operational setting. May be taken three times for credit. **Prerequisites:** Junior or senior classification or approval of instructor.

## 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 313 Managing for Service Quality in Events, Tourism and Recreation

**Credits 3. 3 Lecture Hours.** Tools and skills to successfully manage customer interactions in leisure contexts; creating value and satisfaction for guests and employees; managing capacity and demand; service strategy, guest experience design, conflict, recovery, and continuous improvement research. **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:** 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. **Prerequisites:** HMGT 211; junior or senior classification.

## HMGT 331 Marketing in the Digital Age for Hospitality, Hotel Management 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 333 Meetings, Incentives, Conventions, and Exhibitions

**Credits 3. 3 Lecture Hours.** Application of hospitality management principles to convention, incentive tourism and corporate meeting planning; key planning elements applicable to the Meetings, Incentives, Conventions, Exhibitions (MICE) industry on local, national and global scales; development of MICE careers. **Prerequisites:** Junior or senior classification.

## HMGT 336 Recreation Program Assessment and Evaluation

**Credits 3. 3 Lecture Hours.** Best practices for service and program assessment and evaluation practices in recreation and hospitality industries; quantitative and qualitative techniques; user needs assessments; introductory data analysis techniques; use of infographics, social math and other data reporting techniques. **Prerequisites:** HMGT 201, HMGT 211 and junior or senior classification.

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

**Credits 3. 3 Lecture Hours.** Global Communities & Diverse Populations in Hospitality, Hotel Management 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:** Junior or senior classification.

## HMGT 354 Restaurant Management

**Credits 3. 3 Lecture Hours.** Overview of management of all areas of restaurant business including back-of-house, front-of-house, development of a new restaurant business; legal considerations; managing staff; budget control. **Prerequisites:** HMGT 353; junior or senior classification.

## HMGT 380 Healthy Living and Recreation Environments

**Credits 3. 3 Lecture Hours.** Roles of parks and recreation within the healthy living paradigm; outcomes of recreation programs and places on overall quality of life, physical, mental, and social health of communities and community members; examination of key sociological concepts related to lifelong leisure skills, leisure across the lifespan, and quality of life as well as agency and community level concepts such as social and behavioral marketing, social ecological model, and participatory action research. **Prerequisites:** Junior or senior classification.

## HMGT 382 Sustainability and Place Management

**Credits 3. 3 Lecture Hours.** Exploration of parks and recreation as sustainable places; land access issues facing urban and sprawling communities and how modern-day park systems address land-use, repurpose land, and design and program spaces for park and recreation use with an emphasis on natural and environmental benefits; crucial components of land acquisition, classifications, operations, planning, and design concepts. **Prerequisites:** HMGT 201 and 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 or HMGT 411; 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 or HMGT 411; 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:** 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 430 Leadership Seminar in Hospitality and Hotel Management

**Credits 3. 3 Lecture Hours.** Overview of leadership styles, skills, roles, and functions of leaders of organizations; history and origins of leadership, theoretical approaches to leadership, and ethical issues facing contemporary leaders; moral and ethical responsibilities of leaders; awareness of individual styles of leadership. **Prerequisites:** HMGT 223; senior classification.

## HMGT 440 Global Engagement in Hospitality, Hotel Management and Tourism Studies

**Credits 2 to 6. 2 to 6 Other Hours.** Exploration of sustainable tourism destination management in a foreign country; conservation of natural and cultural resources balanced with hospitality infrastructure and visitor experience. May be repeated for credit. **Prerequisites:** Junior or senior classification or approval of instructor.

## 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, Hotel Management and Tourism

**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 or HMGT 446; 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 or HMGT 411; 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; junior or 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; HMGT 223 or HMGT 411; junior or senior classification.

## HMGT 470 Contemporary Hotel and Resort Development

**Credits 3. 3 Lecture Hours.** International contemporary trends including Integrated Resort and Mega Hotels to include accommodations, entertainment, event venues, theme parks, luxury management and retail facilities; course will address branding and market segmentation, and how those specific niches influence future development of hotels and resorts. **Prerequisites:** HMGT 352; 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 480 Hospitality Enterprises Practicum

**Credits 3. 3 Other Hours.** Practical experience working in a professional hospitality setting; offered on an individual basis. **Prerequisites:** HMGT 201, HMGT 281; 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.

## HMGT 485 Directed Studies

**Credits 0 to 4. 0 to 4 Other Hours.** For individual research by advanced undergraduates upon a broad range of subjects not included in established courses. **Prerequisite:** Junior classification or approval of department head.

## HMGT 489 Special Topics in...

**Credits 1 to 4. 1 to 4 Lecture Hours. 0 to 9 Lab Hours.** Selected topics in an identified area of hospitality, hotel, tourism, recreation and event management. May be repeated for credit.