Tourism and Hospitality Management (THM)

Course information contained within the Bulletin is accurate at the time of publication in August 2023 but is subject to change. For the most up-to-date course information, please refer to the Course Catalog.

THM 0877. Using Cultural Intelligence in a Globalized World. 3 Credit Hours.
Google "Cultural Intelligence" and you will see a common theme for all the search outcomes. Cultural Intelligence (CQ) is now considered the key intelligence to have in the rapidly globalizing and shrinking world! With technology pulling us all closer, cross-cultural communication is now the normal in both business and our leisure time. Accommodating those cultural differences is more challenging than it may seem, as culture is similar to an iceberg. Most of it exists under the surface, thus it is hard to comprehend if not impossible. How then can we succeed in these situations? One potential answer lies in the development and usage of our cultural intelligence. To truly become culturally intelligent, students of this course will come to first understand what culture is, and how unique social and geographical contexts spur the rise of cultural traits. Students will study and utilize Geert Hofstede's four cultural dimensions to further comprehend how culture colors our behaviors and perceptions of the world. With this foundational knowledge, students will then begin developing their understanding of the concept of cultural intelligence, how to train this skill and ultimately use it. Students will engage with numerous popular media and academic articles, as well as exciting educational approaches in their pursuit of developing their knowledge of cultural intelligence.

Course Attributes: GG

Repeatability: This course may not be repeated for additional credits.

THM 1311. The Business of Tourism and Hospitality. 3 Credit Hours.
The nature, scope and significance of the total field of tourism and hospitality; history and development, philosophies and theories, analysis of trends, issues and challenges.

Class Restrictions: May not be enrolled in one of the following Classes: Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

Repeatability: This course may not be repeated for additional credits.

THM 2311. Global Issues in Travel. 3 Credit Hours.
This course concentrates on international and global issues in travel. Problems and characteristics specific to the international aspects of the travel industry will be examined. By the end of the course students will develop a comprehensive understanding of the factors influencing international travel and through global travel patterns, the influence of politics, the impact of globalization, the role of sustainability, and the influence of culture. Students will improve their knowledge of world geography and international players through the exploration of developed and potential tourist areas. Contemporary issues, as they relate to social, cultural and economic trends, are also explored.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

Course Attributes: SI

Repeatability: This course may not be repeated for additional credits.

THM 2312. Tourism and Hospitality Sales. 3 Credit Hours.
The main objective of the course is to give a general overview of sales management discipline and its leadership role in the tourism and hospitality industry. The student will be exposed to the overall nature and dimensions of sales and sales management as it is relevant to and practiced by the tourism and hospitality industry. The student will be going through readings, assignments, interaction in group discussions and role-play, and a practical hands-on project that provides them with an opportunity to practice what they learn during the course.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

Repeatability: This course may not be repeated for additional credits.

THM 2313. Financial Issues in Tourism and Hospitality. 3 Credit Hours.
This course is designed to provide students with knowledge of the fundamental concepts and tools that represent the core of financial management. The course will particularly emphasize the financial function and issues in a hospitality organization and will provide the student with applications of financial concepts in the context of hospitality financial management.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C- in (BA 2104 or STHM 1115), (ACCT 2101, ACCT 2501, or ACCT 2901), and (ECON 1101 or ECON 1901)

THM 3311. Organization Management in Tourism and Hospitality. 3 Credit Hours.
This course provides the knowledge required to formulate and effectively manage the unique work context of tourism or hospitality operations. This course will take an organizational behavior approach, focusing on the individual, team, and organizational needs. Topics that will be covered include job performance and satisfaction; organizational commitment; attitudes, emotions, moods, and stress; motivation; personality; cultural value and diversity; leadership; organizational structure and culture. The goal of this course is to build transferable skills, promote critical thinking and strategic application of theories, and equip innovative leaders to transform the industry.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C- in (HRM 1101 or HRM 1901)

THM 3312. Strategic Decision Making in Tourism and Hospitality Management. 3 Credit Hours.
This course will focus on how to make good decisions to solve practical industry problems in tourism and hospitality settings. Topics will include understanding the processes, tools, data, and organizational environments necessary for effective decision making. The overall goal will be to help students understand how to make a system (whether a collection of employees, customers, equipment and technology, or business locations) work more effectively. Written and oral communication skills, as well as the use of data analysis software, will be stressed.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C- in BA 2104.

THM 3314. Legal Issues in Tourism and Hospitality. 3 Credit Hours.
A comprehensive overview of laws and regulatory agencies governing the tourism and hospitality industry. Legal implications of civil laws, areas of tort and contract will be discussed, along with the law and legal relationships that exist in the business context. Hospitality law, especially when dealing with customers and business contracts, will be the main focus. Issues will be discussed from the points of view of innkeepers, restaurateurs, travel agents, and event planners. Attention will be given to labor relations laws, the Americans with Disabilities Act, risk management, zoning, and unions.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits.

Repeatability: This course may not be repeated for additional credits.

THM 3320. Special Topics in Hospitality Management. 3 Credit Hours.
This course is designed to provide students with an in-depth analysis of the current issues facing hospitality management. The course will address some of the major issues currently facing tourism and hospitality managers in the areas of advertising, public relations, information technology, and management systems. The course will build on the competencies students have already developed in their earlier courses, which introduced them to the basics of marketing, management, and finance. Given their working knowledge, students will be called upon in class to identify potential solutions to current issues.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

Repeatability: This course may be repeated for additional credit.

THM 3321. Tourism Planning and Development. 3 Credit Hours.
An analysis of the socioeconomic planning process involved in developing tourism destinations in global, community, metropolitan, urban, and rural settings. Emphasis will be on policy and product development, regeneration and enhancement of facilities and services to meet the needs of tourists. Includes the adjustment process involved in integrating tourism into a developing economy, and the project management skills inherent in steering a development from inception to fruition. Extensive use is made of concepts from sociology, economics, political science, and business disciplines. Special readings from the current literature, case studies, guest speakers, and video cases will form an integral part of this course.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

Repeatability: This course may not be repeated for additional credits.

THM 3322. Destination Management Organizations. 3 Credit Hours.
This course is designed to provide a comprehensive understanding of the role, the scope and the business of destination marketing organizations. The course will also provide an overview on the history, development and future of destination marketing organizations in the United States and around the world. Trends, issues and challenges are discussed. Current and past managers of destination marketing organizations will be invited to provide first hand examples and deeper insights into destination marketing organizations, such as politics that govern relationships, funding, and marketing strategies.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

Repeatability: This course may not be repeated for additional credits.

THM 3324. Hospitality Operations. 3 Credit Hours.
Hospitality Operations will focus on an integration and application of planning, implementation, operation, and maintenance of accommodations, including hotels, motels, and resorts. The physical aspects, capital investments, layout, and design will be included with the operational component. The course will also provide students with guided learning and hands-on experience in using a property management system.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

Repeatability: This course may not be repeated for additional credits.

THM 3325. Food and Beverage Management. 3 Credit Hours.
A survey course in commercial food and beverage management. Key financial, marketing, and managerial metrics that underscore effective food service management are prioritized. Topics include designing a cost-efficient menu, menu psychology, cost control and basic financial analysis, beverage control, customer service, food and beverage marketing, and employee management. Wine appreciation techniques and current food and beverage trends will be explored.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

Repeatability: This course may not be repeated for additional credits.

THM 3327. Advanced Destination Marketing Systems. 3 Credit Hours.
Destination marketing has changed dramatically as the result of increasing competition and environmental change. This course takes a system approach and is designed to extend students' knowledge and experience in marketing to tourism and hospitality by first understanding the nature of competition within the tourism industry; second, by understanding the role of information technology; and third, by developing extensive analytical skills. NOTE: THM 3396 (formerly STHM 3396): Marketing in Tourism and Hospitality is strongly recommended prior to taking this course.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

Repeatability: This course may not be repeated for additional credits.

THM 3328. Gaming and Casino Management. 3 Credit Hours.
This course is an overview of the role gambling plays in today's society. The course's goal is to provide students with the background necessary to understand the gaming industry and its relationship to tourism, hospitality, recreation, and sports. Topics include the evolution of legal gaming, its management and regulation, the structure of the various gaming industries, and key terminology. Analysis of participation patterns and impacts of gambling, both positive and negative, on society will be addressed. An introduction to game rules and basic concepts from probability and statistics necessary to understand gambling operations will be discussed.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

Repeatability: This course may not be repeated for additional credits.

THM 3329. Revenue Management in Tourism and Hospitality Management. 3 Credit Hours.
In this course students will learn to identify and exploit opportunities for revenue optimization in different business contexts. Students will review the main methodologies that are used in each of these areas, discuss issues associated with different pricing strategies, and survey current practices in the industry. Within the broader area of pricing theory, the course places particular emphasis on tactical optimization of pricing and capacity allocation decisions, tackled using quantitative models of consumer behavior, demand forecasts and market segmentation.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

Repeatability: This course may not be repeated for additional credits.

THM 3330. Special Topics in Destination and Event Management. 3 Credit Hours.
This course is designed to provide students with an in-depth analysis of the current issues facing destination and event management. The course will address some of the major issues currently facing tourism and event managers in the areas of advertising, public relations, information technology, and management systems. The course will build on the competencies students have already developed in their earlier courses, which introduced them to the basics of marketing, management, and finance. Given their working knowledge, students will be called upon in class to identify solutions to current issues.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may be repeated for additional credit.

THM 3396. Marketing in Tourism and Hospitality. 3 Credit Hours.
An analysis of essential marketing principles as currently applied in the tourism and hospitality industries. Concepts and tools in marketing research will be emphasized and practiced. The marketing mix will be evaluated in terms of specific applications set in both industry segments. Trends, issues and problems influencing tourism and hospitality marketing will also be examined. This writing-intensive course requires writing a marketing plan for a tourism or hospitality company.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Course Attributes: WI

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C- in (MKTG 2101 or MKTG 2901)

THM 4321. Hospitality Management Systems. 3 Credit Hours.
The hospitality organization's use a variety of information technologies to facilitate various business activities such as reservation, marketing, operations, and management, with a direct impact on revenues and market share. A perfect synergy between information systems and the hospitality industry requires decision-makers to not only understand the functionalities of advanced systems, but also be able to successfully interpret systems' analyses for their current management practices (e.g., yield management). Using an advanced lodging management system as an effective instructional tool, this course focuses on the fundamentals of management systems within the today's hospitality organizations in general and lodging operations in particular. Students will be exposed to industry examples, in-depth discussions, and simulation projects about how to strategically integrate system applications such as property management, reservation management, sales & marketing management, point of sales systems, and meeting space rentals, etc. within a hotel setting, as well as their impacts on organizations and the industry as a whole.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Co-requisites: STHM 4112.

Repeatability: This course may not be repeated for additional credits.

THM 4322. Designing Tourism Experiences. 3 Credit Hours.
This course presents an overview of the process of designing effective tourism hardware (attractions, etc.) and software (programs, special events, etc.). Students will learn how to define effective tourism experiences that add value to the visitor experience and how to measure and evaluate these experiences using both qualitative and quantitative methods. Furthermore, students will learn customer experience marketing and management principles to promote affinity and loyalty among tourism consumer groups.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

THM 4396. Hospitality Management Systems. 3 Credit Hours.
Hospitality organizations use a variety of information technologies to facilitate various business activities such as reservation, marketing, operations, and management, with a direct impact on the firm's financial outcomes such as revenues and market share. Effective implementation requires decision-makers to not only understand the functionalities of these advanced systems, but also be able to successfully interpret the systems' output (e.g., relying on daily reports to make pricing decisions). Using an advanced lodging management system as an instructional tool, this course explores the fundamentals of hospitality and lodging management systems. Through multiple industry examples and in-depth discussions, this writing intensive course requires students to work on several simulation projects focusing on strategically integrate system applications such as property management, reservation management, sales & marketing management, point of sales systems, and meeting space rentals within a hotel setting. The impact of these advanced systems on hospitality organizations and on the hospitality industry will be discussed as well.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Co-requisites: STHM 4112.

Course Attributes: WI

Repeatability: This course may not be repeated for additional credits.

THM 4397. Designing Tourism Experience. 3 Credit Hours.
This course presents an overview of the process of designing effective tourism hardware (attractions, etc.) and software (programs, special events, etc.). Students will learn how to define effective tourism experiences that add value to the visitor experience and how to measure and evaluate these experiences using both qualitative and quantitative methods. Furthermore, students will learn customer experience marketing and management principles to promote affinity and loyalty among tourism consumer groups. This writing intensive course requires the development of an experience design concept.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits.

Course Attributes: WI

Repeatability: This course may not be repeated for additional credits.

THM 4398. Contemporary Issues in Tourism, Hospitality and Event Management. 3 Credit Hours.
The nature, scope and significance of this capstone course is to review, discuss and analyze current issues in tourism, hospitality and event management. Students will utilize their knowledge and understanding from previous courses to address present-day topics that have various impact within the industry. Students will work in a variety of platforms to identify, address and potentially resolve these issues. Daily and weekly news sources serve as primary references for the content of this course.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits.
College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Co-requisites: STHM 4112.

Course Attributes: WI

Repeatability: This course may not be repeated for additional credits.

Pre-requisites: Minimum grade of C- in (STHM 3396 or THM 3396)