

Tourism, Hospitality and Event Management (THE)

Course information contained within the Bulletin is accurate at the time of publication in July 2024 but is subject to change. For the most up-to-date course information, please refer to the Course Catalog.

THE 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, SI

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

THE 1311. Business of Tourism, Hospitality and Event Management. 3 Credit Hours.

The nature, scope and significance of tourism, hospitality and event (THE) management: industry structure and key employee positions, role of THE in the local, national, and global economy, trends and issues, important organizations, important industry terminology.

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

THE 1501. Hospitality and Events Operations. 3 Credit Hours.

Hospitality and Event Operations will focus on an integration and application of planning, implementation, operation, and maintenance of accommodations, including hotels, convention properties, and resorts. The execution of events follows a very complex model with many moving parts. This course analyzes the process for executing an event from concept and pre-production to implementation and onsite logistics management and measurability. Students may not receive credit for both THE 1501 Hospitality and Events Operations and THM 3324 Hospitality Operations.

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

Pre-requisites: Minimum grade of C- in THE 1311.

THE 2251. 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 and beverage management are prioritized. Topics include designing a cost-efficient menu, menu psychology, cost control and basic financial analysis, beverage control, catering and event planning, customer service, food and beverage marketing, and employee management. Wine appreciation techniques and current food and beverage trends will be explored.

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

THE 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.

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

THE 3313. Hospitality Management Systems. 3 Credit Hours.

This course focuses on making the right 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 as well as human resource topics like organizational needs, motivation, and performance appraisals. Students will formulate and implement business plans and budgets and evaluate business performance utilizing a hotel simulation program in a team-based learning environment. This course particularly emphasizes the development of analytical decision-making and problem-solving skills.

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 STHM 3201.

THE 3314. Legal Issues in Tourism, Hospitality, and Events. 3 Credit Hours.

This course provides a comprehensive overview of laws and regulations governing the tourism and hospitality industry. Legal implications of civil laws, areas of tort, and contract law 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, lawyers, and event planners. Attention will be given to labor relations laws, Equal Employment Opportunity laws, including Title VII of the Civil Rights Act and the Americans with Disabilities Act, risk management, zoning, and unions.

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

THE 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 tourism, hospitality, and event management.

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.

THE 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.

THE 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.

THE 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.

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.

THE 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.

THE 3357. Sales and Revenue Generation in Events and Hospitality. 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 hospitality and event industry. Consideration of alternate revenue sources such as sponsorship, fundraising and ancillary incomes are a requirement for successful event execution. This course will educate and apply principles of alternate revenue development. Revenue sources including sponsorship, fundraising and ancillary income will be presented and discussed.

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

THE 3396. Marketing in Tourism, Hospitality, and Event Management. 3 Credit Hours.

An analysis of essential marketing principles as currently applied in the tourism, hospitality, and event 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 current marketing will also be examined. This writing-intensive course requires writing a marketing plan for a tourism, hospitality or event company.

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)

THE 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.

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

THE 4415. The Event Experience. 3 Credit Hours.

The meetings, conference and convention industry has long been recognized as a major market sector in the tourism and hospitality industry, and is one of the fastest growing sectors within the industry. This course will provide students insight into its complex and diverse nature as represented within the strategic operational aspects which includes, but is not limited to, the following: strategic meeting management, accommodation, food and beverage management, tourism destination marketing, technical services, risk management, technology and the US multicultural meetings market and project 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 THE 1501 and THE 3357.