

Hospitality And Tourism Management

Department Information

Department of Hospitality and Tourism Management	(251) 461-1902
Chair	Robert J. Thompson
Assistant Professors	Green, Thompson
Instructors	Donaldson

Department of Hospitality and Tourism Management website
<http://www.htm@southalabama.edu>

Vision

Improve the well-being of people along the Gulf Coast by producing hospitality, tourism and ecotourism professionals who possess fiscal, social, environmental and professional competencies through education and training, job placement and partnerships.

Mission

To advance the people of the Gulf Coast, and the global community through the creation and dissemination of knowledge and experience anchored in sustainable and best practices in the hospitality, tourism and ecotourism sectors.

Goal

Provide graduates with career and life competencies for sustainable employment, local and global leadership, engaged citizenry and research opportunities.

Program Educational Objectives

Develop learner-focused pedagogies that:

- Prepare students for global hospitality, tourism and ecotourism careers from an interdisciplinary perspective.
- Provide students with observational, situational, experiential learning and research opportunities.
- Apply and infuse sustainable and best hospitality, tourism and ecotourism practices.

Areas Of Study

Hospitality and Tourism Management (BS)
 Minor in Hospitality and Tourism Management

Courses

Hospitality/Tourism Mgmt (HTM) (HTM)

HTM 200 Intro to Hosp & Tour Ind 3 cr

This course provides students with a comprehensive introduction to the many entities that make up the hospitality industry, such as hotels, restaurants, clubs, cruise lines, and casino hotels. Students will learn about hospitality careers, the importance of service, and how hotels and restaurants are organized, as well as an overview of today's hot issues, including ethical challenges and management concerns.

HTM 210 Food & Bev Serv Mngt 3 cr

This course focuses on the tools necessary for managing food service operations in today's aggressive business environment. Students learn how to position, manage, and leverage a successful food service operation - commercial and non-commercial - in a variety of venues. Using a menu-driven approach, the course examines a variety of management tools, best practices, and techniques.
Pre-requisite: HTM 200 Minimum Grade of D.

HTM 212 Food Sanitation and Safety 3 cr

In this course students are introduced to food safety principles and applications, the Hazard Analysis Critical Control Point System (HACCP), microbiology of food safety, infection control, and safety and environmental issues related to the foodservice and hospitality industry. Students completing the course are eligible to take the ServSafe exam offered by the National Restaurant Association.

HTM 220 Mtgs., Inc., Conv., Events 3 cr

This course will introduce students to multiple component of events management, including planning, marketing, ticketing, budgeting, operations, and evaluation. Students will engage in instruction, observation, and analysis in order to apply knowledge and theory to a specific event. The course will be delivered in a blended format.
Pre-requisite: HTM 200 Minimum Grade of D.

HTM 310 Global Leadership for HTM 3 cr

This course examines principles of visionary global leadership in the hospitality industry by exploring leadership concepts, theories and fundamentals. Students begin to define their leadership paradigms, and identify leadership strategies that ameliorate personal and professional success.
Pre-requisite: HTM 200 Minimum Grade of D.

HTM 312 Hospitality Service Culture 3 cr

This course explores the dimensions of successful service environments, comprised of various factors, including the values, beliefs, norms, rituals and practices, within hospitality organization. In this course, students will learn the value a customer-centric approach brings to an organization through the creation of a positive consumer experience. The course focuses on hospitality service culture and methods for implementation, management and improvements within the service delivery process by making customer care part of the organization's mission, vision, values and goals to garner a competitive advantage in the marketplace.

HTM 315 Hospitality/Tourism Marketing 3 cr

This course is designed to provide a broad overview of essential marketing, promotion, and sales principles currently applied in the tourism and hospitality industries. It provides an introduction to marketing theories, principles, and concepts, and an exploration of the role of marketing within a globalized hospitality organization. Students will identify marketing strategies, differentiate services marketing, explain the role of customer expectation, analyze market segments, evaluate target marketing, and demonstrate the ability to effectively communicate using audio visual materials. The focus is on achieving a competitive advantage in a global market. Students will also examine the trends, issues and problems influencing tourism and hospitality marketing in a dynamic intercultural environment.
Pre-requisite: HTM 200 Minimum Grade of D.

HTM 320 Destination Mgmt. & Marketing 3 cr

The purpose of this course is to equip students with an understanding of the principles of destination management and marketing. Techniques for soliciting a variety of markets, planning presentations, and assessing economic impact of bookings, along with the role of convention bureaus as a catalyst to regional economic development will be important components of this course. The internal operations of a destination marketing organization organization, including stakeholder care, financial management, human resources management, and governance will also be explored.
Pre-requisite: HTM 200 Minimum Grade of D.

HTM 330 Cruise Operations Management 3 cr

The course provides an introduction to the cruise market and the reasons for its significant growth. The principles, practices, and philosophies of cruising, along with cruise line employee roles and responsibilities are examined. Strategies for management and marketing are explored.

HTM 350 Hospitality HR Management 3 cr

This course is an introduction to hospitality management, including an overview of management in the hospitality industry and professional opportunities. The concepts and practices of hospitality management are examined and discussed. The scope and forms of hospitality organizations (e.g. food and lodging, resorts, tourism enterprises, conventions, events, attractions, etc.) are reviewed, as well as local and global trends within these organizations. Pre-requisite: HTM 200 Minimum Grade of D.

HTM 396 HTM Career Planning 3 cr

This course teaches students to perform a good-fit analysis by aligning career and employer choices with self-assessment, determine competencies gaps, and develop a strategic professional development plan. Three credit hours. Offered in web-enhanced and web-blended formats. Pre-requisite: HTM 200 Minimum Grade of D.

HTM 397 Study Abroad - Culinary 3 cr

This course is designed to engage students in active learning related to international culture, cuisine, and culinary practice in settings outside the United States. Through participation in the course, students will explore the culture of the host country, cuisine as it is related to the culture, and common food preparation and service practices. Activities include readings, lectures, discussions, reflective journaling, tours, observations, and active engagement in food preparation and service.

HTM 398 Study Abroad - Intl Hosp Mgt 3 cr

This course is designed to engage students in active learning related to international hospitality management in settings outside the United States. Through participation in the course, students will explore the culture, management practices, and service standards in the host country related to the hospitality industry. Activities include readings, lectures, discussions, reflective journaling, tours, and observations.

HTM 400 Legal Issues in HTM 3 cr

This course will provide a comprehensive study of the legal aspects of the hospitality industry with an emphasis on compliance and prevention of liabilities. The course is not intended to replace the legal services of an attorney, but rather provide an overview of common legal issues in the field of hospitality and tourism management. 3 credit hours. Blended or online. Pre-requisite: HTM 200 Minimum Grade of D.

HTM 410 Sustainable and Eco-Tourism 4 cr

Examine the interaction of ecotourism with social, natural and cultural environments as well as the impacts of ecotourism on the environment and global societies. Pre-requisite: HTM 200 Minimum Grade of D. HTM 200 can be taken concurrently with this course.

HTM 435 Quality Service Management - W 3 cr

This course is designed to prepare students to understand, challenge, and refine the principles of guest-services management in an organization. Theories and concepts of service will be explored with emphasis on identifying customer preferences and a systematic process for organizations to design service delivery systems and implement a successful quality service environment that consistently meets and exceeds customer expectations. This course is a designated writing intensive course (W) and all major writing assignments must be satisfactorily completed in order to receive credit for the course. Prerequisites: EH 102 or EH 105, or placement; HTM 200 Introduction to Hospitality and Tourism Management. Pre-requisite: (EH 102 Minimum Grade of C or EH 105 Minimum Grade of C) and HTM 200 Minimum Grade of D.

HTM 440 Lodging Management 3 cr

This course is an exploration of issues facing the hotel and lodging industry. The goal of the course is to prepare students for the hospitality industry with a specific focus on the hotel industry. It will introduce students to multiple components of lodging management, including: sales and marketing; front office, housekeeping, maintenance and accounting departments; food and beverage operations for full-and limited-service hotels; safety and securing; careers in the lodging industry. Students will engage in instruction, observation, and analysis in order to apply knowledge and theory to specific hospitality lodging situations. The course will be delivered in a blended format or online format. Pre-requisite: HTM 200 Minimum Grade of D.

HTM 445 HTM Financial Reporting 3 cr

This course is designed to provide hospitality and tourism students with a solid foundation of accounting concepts and methods of financial analysis that is required to be successful in the hospitality industry. The course provides students with a fundamental understanding of using numbers to operate various departments and analyze management reports and financial statements. Pre-requisite: HTM 200 Minimum Grade of D.

HTM 450 Non-Traditional Lodging 3 cr

This course will provide students with an in-depth study into the unique world of "non-traditional" lodging, the condominium resort and vacation ownership industry and other forms of non-traditional lodging. The course focuses on the hospitality aspects of the condominium resort, vacation ownership industry, and recreation and park lodging, and specifically on how non-traditional lodging operations differ from traditional lodging operations such as hotels, motels, and resorts. Pre-requisite: HTM 200 Minimum Grade of D.

HTM 490 Special Topics 1 TO 4 cr

This course is designed as an educational tool for college students to develop a theoretical understanding of the concept of servant leadership as it applies to the hospitality and tourism management industry, and to acquire and apply fundamental hospitality and tourism workplace competencies through "real-world" experiential learning activities that include "earning the right to lead" through engagement and visible leadership. Students will complete online learning modules related to theory and practice while also engaging in experiential learning activities in a hospitality organization.

HTM 494 Directed Studies 1 TO 4 cr

Directed study on a topic of special interest or significance in the field of hospitality and tourism management. Course requirements can be met through research, reading, writing, or lab activities, as approved by the department chair and supervising instructor. May be taken for 1-4 credit hours. May be repeated, if content varies, for up to six hours of credit. Prerequisites: Junior or Senior standing and approval of department chair and supervising instructor.

HTM 496 Internship I Capstone Exp - W 3 cr

This pre-internship course examines the impact of business environments on personal and career effectiveness in the Hospitality field. Topics include effective business communication, ethical decision making, and leadership development.

Co-requisite: HTM 498

Pre-requisite: EH 102 Minimum Grade of C or EH 105

Minimum Grade of C and HTM 200 Minimum Grade of D.

HTM 200 can be taken concurrently with this course.

HTM 498 Internship II 3 cr

This Internship II course provides students an opportunity to receive supervised, relevant, and practical experience in work that is related to the objectives of the Hospitality and Tourism Management (HTM) program.

Co-requisite: HTM 496

Pre-requisite: EH 102 Minimum Grade of C or EH 105

Minimum Grade of C and HTM 200 Minimum Grade of D.

Faculty

DONALDSON, AMANDA B.

Instructor

BS, University of Alabama

MS, University of Alabama

THOMPSON, ROBERT J.

Assistant Professor

BFA, University of Southern Miss

MBA, University of Guelph

PHD, University of Southern Miss