

HTM 3101 Introduction to Hotel Management

3 Credits

Prerequisite: MKT 2280 Principles of Marketing

A study of fundamentals of Hotel Management embracing such topics as hotel structure and staff; receptions; public relations; other hotel services encompassing foods and beverage, housekeeping and engineering. It serves as the introductory course to the hotel management program.

HTM 3102 Introduction to Tourism Industry Management

3 Credits

Prerequisite: MKT 2280 Principles of Marketing

A study of all aspects of tourism demand and supply-element of tourism, as well, the model of consumer behavior and the decision-making process. The impacts of tourism will also be examined, together with the role and the importance of tourism planning in minimizing those impacts of tourism and developing strategies to ensure sustainable evolution. The course will cover ticketing process.

HTM 3103 Consumer Behavior in Hospitality and Tourism Industry

3 credits

Prerequisite: MKT 2280 Principles of Marketing

This is a study of the diversity of tourists and their consumer behavior. The course is based on the traditional, social and cultural backgrounds. Sociological and psychological factors, social groups, demographic variables, social strata and culture that form tourist attitudes, their consideration, purchasing behavior and consumption will be revealed. Furthermore, tourist behavior with qualitative and quantitative approaches to assure better understanding of the diversity of tourist behavior will be looked at. Moreover, different cases will be discussed in order to be able to understand and confront situations that happen in front.

HTM 3204	Human Resource Management in Hospitality and Tourism	3 credits
Prerequisites: HTM 3101 Introduction to Hotel Management HTM3102 Introduction to Tourism Industry Management		

This course is designed to provide the student with a broad yet in-depth overview of the policies, practices, and procedures that can be used to attract, select, develop, and retain quality employees. It includes consideration factors that influence HRM policies and practices. It also provides opportunities for the student to apply course topics to substantive situations to be faced as a future hospitality and tourism professional.

HTM 3205	Marketing for Hospitality and Tourism	3 credits
Prerequisites: HTM 3103 Consumer Behavior in Hospitality and Tourism Industry		

This course enables the student to apply the knowledge and skills acquired in Principles of Marketing and Consumer Behavior courses to the hospitality and tourism industry. It includes the evaluation of the industry, analyzing and developing marketing plans, and the application of the various promotional strategies and tools to achieve the organization's marketing objectives. It also covers the department's structure, functions, and responsibilities of key personnel.

HTM 3211	Food and Beverage Management	3 credits
Prerequisite: HTM 3101 Introduction to Hotel Management		

This course will cover the role and contribution of the Food & Beverage department, its structure, and functions and responsibilities of the key personnel. It includes an overview of the department's functions: purchasing, receiving, storing, food preparation, stewarding, planning the menu, food service and sales. Additional topics such as food sanitation, food quality and kitchen equipment will be discussed.

HTM 3212	Accommodation Management and Operations	3 credits
Prerequisite: HTM 3101 Introduction to Hotel Management		

This course covers all areas of room division. It includes front office operations, which covers discussions about reception, reservation, room sales, registration, cashier responsibilities and night-auditing. It covers functions and roles of the hotel housekeeping department and coordination with the front office department.

HTM 3221	MICE Management	3 credits
Prerequisites: HTM 3102 Introduction to Tourism Industry Management		

The study of convention and association management, emphasizing program planning, budgeting, marketing, public relations, food and beverage and hospitality planning, audiovisual and transportation coordination, exhibit sales and management, contract and lease negotiations and human resources.

HTM 3222	Attraction Tourism	3 credits
Prerequisite: HTM 3102 Introduction to Tourism Industry Management		

This course provides a lively and comprehensive introduction to the diversity and richness of the subject. The course considers tourism attraction issues from a wide, multi-disciplinary perspective, combining concepts, analysis and practice.

HTM 4106	Operations Management for Hospitality and Tourism	3 credits
Prerequisites: HTM 3202 Marketing for Hospitality and Tourism		

This course is an advanced introduction to the fundamentals involved in the management of contemporary private and public sector organizations. The central aim is to provide students with a theoretical framework for the analysis and understanding of service and hospitality operations. This course incorporates a broad overview of the service sector, food service and the hospitality industry, and their relationship with operations management.

HTM 4107	Hospitality and Tourism Information System	3 credits
Prerequisites: BIS 2180 Information Technology HTM 3212 Accommodation Management and Operations		

This course covers the latest information technology in the hospitality industry. This includes property management systems, restaurant management systems and airline management systems. Students will receive hands-on experience of new office software packages in the industry.

HTM 4108	Law in Hospitality and Tourism	3 credits
Prerequisite: HTM 3204 Human Resource Management in Hospitality and Tourism		

The course provides students with an integrated presentation of employment discrimination, tort, and contract concepts as they apply to the legal aspects of hospitality and tourism management. It will examine relevant national and international cases and statutes. The overall objective is to enable students to recognize, analyze and evaluate legal issues for the purpose of making and articulating appropriate decisions in the workplace.

HTM 4113	Food and Beverage Service and Operations	3 credits
Prerequisite: HTM 3211 Food and Beverage Management		

A study of the principles and techniques involved in food production. It includes the study of the kitchen organization, food and personal hygiene, kitchen equipment and utilities, basic food preparation methods, kitchen stewarding, sanitation food production control and standards, and kitchen terms. The course also covers the study of food and beverage operations, service principles and practices, types of table service of beverage, identification of service and restaurant equipment and supplies, effective employee recruitment and selection as well as strategies for orientation, training and evaluations, principles and application of menu planning, the operations of in-house and outside catering, as well as sales and cash control.

HTM 4114	Communication in Hospitality and Tourism	3 credits
Prerequisite: HTM 3101 Introduction to Hotel Management		

This course is designed to familiarize students with industry jargon and demonstrates how to communicate effectively with the hotel's internal and external customers.

HTM 4124	Tour Operations Management	3 credits
Prerequisites: HTM 3204 Human Resource Management in Hospitality and Tourism HTM 3222 Attraction Tourism		

110 coursedescription

This course describes all aspects of tourism and its distribution channel, operating characteristics of tour operators and travel agents and financial constraints of intermediaries operations. Including transportation in tourism industry will be considered.

HTM 4209	Seminar in Hospitality and Tourism	3 credits
Prerequisite:	HTM 4106 Operations Management for Hospitality and Tourism	

This course is designed to provide students with an opportunity to integrate experience form all areas of hospitality and tourism. The focus will be on the major problems facing management in today's industry through case study analysis and guest lecturers from various fields.

HTM 4210	Strategic Management in Hospitality and Tourism	3 credits
Prerequisites:	HTM 4106 Operations Management for Hospitality and Tourism HTM 4108 Law in Hospitality and Tourism	

This course contains coverage and analytical discussion of key areas of contemporary hospitality and tourism management: evaluation of the most important global trends in tourism, analysis of the impact of crucial environmental issues and their implications and the major factors affecting international tourism.

HTM 4215	Service Management in Hospitality	3 credits
Prerequisite:	HTM 4106 Operations Management for Hospitality and Tourism	

This course will introduce the students to quality service. Current issues include regarding quality service and the organizational and managerial implications. The focus will be on the issues and problems in the implementation of service management strategies.

HTM 4225	Planning and Development in Hospitality and Tourism	3 credits
Prerequisites:	HTM 3205 Marketing for Hospitality and Tourism HTM 4106 Operations Management for Hospitality and Tourism	

This is a study of all aspects of impact from obvious economic impact, socio-cultural and environment impacts. The different impacts of tourism development will be discussed followed with the notion of sustainable tourism and the possible strategies. These impacts lead to a study of components of the planning process and the role of communities and regions in tourism planning and development. The importance of integrated tourism planning and development will be analyzed.