

HOSPITALITY MANAGEMENT (HOS)

HOS 100 (3 credit hours)

Introduction to Hospitality Management

Introduces an overview of the hospitality industry. Examines the historical perspective and tracks current events. Examines the structure of the industry including chains, franchising, ownership, and management. Explores the inner workings of various components of lodging, foodservice and entertainment organizations. Demonstrates real-world application through industry examples and case studies which are used extensively. Lecture: 3.0 credits (45 contact hours).

Attributes: Technical

Components: LEC: Lecture

HOS 160 (3 credit hours)

Security for the Hospitality Industry

Analyzes modern security concerns for the protections of assets unique to the hospitality industry, including loss prevention techniques and the application of law for lodging, retailing, clubs, restaurants, lounges and hospitality properties. Examines topics such as industrial safety, disaster control techniques, emergency action planning, and crisis communications. Lecture: 3.0 credits (45 contact hours).

Attributes: Technical

Components: LEC: Lecture

HOS 200 (3 credit hours)

Cultural Heritage Tourism

Examines the range of cultural and heritage assets that can become viable tourism attractions and looks at ways of linking quality cultural heritage tourism to community development from effective planning and marketing. Lecture: 3.0 credits (45 contact hours).

Attributes: Technical

Components: LEC: Lecture

HOS 210 (3 credit hours)

Front Office Operations

Identifies principles required to organize and operate hotel and motel front office guest needs, to have effective salesmanship, and to create procedures for different types of front office operations. Lecture: 3.0 credits (45 contact hours).

Attributes: Technical

Components: LEC: Lecture

HOS 282 (3 credit hours)

Tourism Marketing

Examines how and why tourists make destination choices, and learns how to develop a strategic marketing system that emphasizes your destination's distinctive appeal. Answers questions of how to assess visitor markets, gather and analyze data, reduce risk and gain competitive advantages, and turn analysis into sound decisions. Applies knowledge from case studies, and practical tips for stretching marketing dollars through better monitoring, cost controls, and evaluation. Lecture: 3.0 credits (45 contact hours).

Attributes: Technical

Components: LEC: Lecture