
Hospitality and Tourism Management

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In the College Business Administration and
the College Professional Studies and Fine Arts

Faculty

Hospitality and Tourism Management is administered by the Hospitality and Tourism Management Program Committee. The program draws on courses offered by the faculty in the following areas: Accountancy, Communication, Exercise and Nutritional Sciences, Finance, Hospitality and Tourism Management, Information and Decision Systems, Management, Marketing, Recreation, Parks and Tourism, and Theatre, Television, and Film.

Director: Winston (Professional Studies and Fine Arts, General)

Chair: Lamke (*Recreation, Parks and Tourism*)

Committee: Baker (Marketing), Beck (Recreation, Parks and Tourism), Capettini (Accountancy), Chung-Herrera (Management), Kalustian (Theatre, Television, and Film), LaMaster (Exercise and Nutritional Sciences), Mueller (Communication), Raafat (Information and Decision Systems), Sasidharan (Recreation, Parks and Tourism), Testa (Recreation, Parks and Tourism)

Offered by Hospitality and Tourism Management

Major in hospitality and tourism management with the B.S. degree in applied arts and sciences.

- Emphasis in hotel operations and management.
- Emphasis in restaurant operations and management.
- Emphasis in global tourism management.
- Emphasis in attractions, events, and convention management.

Admission to the Major

Since the hospitality and tourism management (HTM) major is a collaborative interdisciplinary degree involving the College of Business Administration and the College of Professional Studies and Fine Arts, students must apply to enter the University under the hospitality and tourism management premajor code (05080). Before enrolling in any upper division courses in business or hospitality and tourism management, students must advance to an upper division HTM major and obtain an HTM emphasis major code. To be admitted to an upper division HTM major emphasis, students must meet the following criteria:

- a. Complete with a grade of C or higher: Accountancy 201 and 202; Finance 240 (formerly 140); Information and Decision Systems 180 and 290; Economics 101 and 102; Hospitality and Tourism Management 201 and 223; Mathematics 120 (or other approved calculus course); and either Statistics 119 or Economics 201. These courses cannot be taken for credit/no credit (Cr/NC);
- b. Clear the lower division competency requirement in writing. Refer to Graduation Requirements section of this catalog for details;
- c. Complete a minimum of 60 transferable semester units;
- d. Have a cumulative GPA of 2.90 as calculated by SDSU;

e. Students who meet all requirements except the GPA may request to be placed on the waiting list. Students on the waiting list will be admitted on space-availability basis only. Contact the Hospitality and Tourism Management Program Office (PSFA 430) 619-594-4964, for more information; and

f. To gain entry into the major, students must fulfill the premajor requirements described in the catalog in effect at the time they declare the premajor at SDSU (assuming continuous enrollment).

To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

The Major

Hospitality and tourism management is an interdisciplinary major which culminates in a Bachelor of Science degree offered jointly by the College of Business Administration, a member of the American Assembly of Collegiate Schools of Business, and the College of Professional Studies and Fine Arts. This program provides students with a solid undergraduate program emphasizing basic business management principles and their specific application to the hospitality and tourism industry and its components that make up the industry. The program integrates a significant number of courses from diverse disciplines into a comprehensive theoretical and applied program necessary for success in the hospitality and tourism professions. The program is directed at management positions in the industry, positions that require a broad understanding of management and its application to the businesses and organizations that flourish in this sector of the international, national, state, and local economies.

Students select one of four emphasis areas for in-depth study; Hotel Operations and Management, Restaurant Operations and Management, Global Tourism Management or Attractions, Events, and Convention Management. With a solid core of business management courses and theoretical and applied study of the broad hospitality and tourism industry, students are educated to move readily into management positions in one of the state's, nation's, and world's fastest growing economic sectors. The hotel and restaurant emphases will prepare managers to effectively administer businesses that provide lodging and food services to business and leisure travelers and tourists. The global tourism management emphasis will educate graduates to work in the United States and abroad in developing and managing tourism enterprises that are economically viable as well as consistent with resources available to sustain the industry within regions and locales. And lastly, the emphasis in attractions, events and convention management is aimed at preparing individuals to successfully manage destination based agencies that attract and entertain guests in a host region (convention centers, bureaus, festivals, sporting events, etc.).

Internships

A significant portion of the student's educational program is dedicated to community-based learning components termed internships. Each student must complete two, 300+ hour internships in hospitality and tourism businesses. These experiential learning components enable students to apply their classroom education to real world experiences in actual businesses. The HTM Program has purposely entered into partnerships with San Diego's finest hospitality and tourism enterprises to provide students with specialized facilities and experiences that complete a well-rounded and comprehensive educational experience for graduation and entry into this rewarding profession.

Advising

All students admitted to the University with a declared major in hospitality and tourism management are required to attend an advising meeting with the undergraduate advisers during their first semester on campus.

Hospitality and Tourism Management Major

**With the B.S. Degree in Applied Arts and Sciences
(Premajor Code: 05080) (Major Code: 05081)**

All candidates for a degree in applied arts and sciences must complete the graduation requirements listed in the section of this catalog on "Graduation Requirements."

A minor is not required with this major. Hospitality and Tourism Management majors may not complete a minor in the College of Business Administration. Preparation for the major courses may not be taken Cr/NC; the minimum grade in each course must be a C.

Emphasis in Hotel Operations and Management

Preparation for the Major. Hospitality and Tourism Management 201, 223; Accountancy 201, 202; Economics 101, 102; Finance 240; Information and Decision Systems 180, 290; Mathematics 120 or 150; and Statistics 119 or Economics 201. (33-35 Units)

Upper Division Writing Requirement. Passing the Upper Division Writing Examination or completing one of the approved writing courses with a grade of C (2.0) or better.

Major. A minimum of 48 upper division units to include Hospitality and Tourism Management 398, 421, 425, 427, 450, 460, 490, 498; Communication 307*; Finance 323; Information and Decision Systems 302; Management 350, 352; Marketing 370; Recreation 304, 470.

Emphasis in Restaurant Operations and Management

Preparation for the Major. Hospitality and Tourism Management 201, 223; Accountancy 201, 202; Economics 101, 102; Finance 240; Information and Decision Systems 180, 290; Mathematics 120 or 150; and Statistics 119 or Economics 201. (33-35 Units)

Upper Division Writing Requirement. Passing the Upper Division Writing Examination or completing one of the approved writing courses with a grade of C (2.0) or better.

Major. A minimum of 48 upper division units to include Hospitality and Tourism Management 398, 421, 425, 450, 460, 490, 498; Communication 307*; Finance 323; Information and Decision Systems 302; Management 350, 352; Marketing 370; Nutrition 303*, 303L*; Recreation 304, 470.

Emphasis in Global Tourism Management

Preparation for the Major. Hospitality and Tourism Management 201, 223; Accountancy 201, 202; Economics 101, 102; Finance 240; Information and Decision Systems 180, 290; Mathematics 120 or 150; and Statistics 119 or Economics 201. (33-35 Units)

Upper Division Writing Requirement. Passing the Upper Division Writing Examination or completing one of the approved writing courses with a grade of C (2.0) or better.

Major. A minimum of 48 upper division units to include Hospitality and Tourism Management 398, 411, 450, 460, 490, 498; Communication 307*, and 371 or Management 357; Finance 323; Information and Decision Systems 302; Management 350, 352; Marketing 370; Recreation 304, 470, and 477 or Hospitality and Tourism Management 413.

Emphasis in Attractions, Events, and Convention Management

Preparation for the Major. Hospitality and Tourism Management 201, 223; Accountancy 201, 202; Economics 101, 102; Finance 240; Information and Decision Systems 180, 290; Mathematics 120 or 150; and Statistics 119 or Economics 201. (33-35 Units)

Upper Division Writing Requirement. Passing the Upper Division Writing Examination or completing one of the approved writing courses with a grade of C (2.0) or better.

Major. A minimum of 48 upper division units to include Hospitality and Tourism Management 398, 431, 433 or 435, 450, 460, 490, 498; Communication 307*, Finance 323; Information and Decision Systems 302; Management 350, 352; Marketing 370; Recreation 304, 470, 475.

* Prerequisites waived for this course.

Courses (HTM)

LOWER DIVISION COURSES

201. Introduction to Hospitality and Tourism Management (3)

Hospitality and tourism industry with focus on basic management theories and principles as they apply to hospitality and tourism; basic structure, organization, and management of industry components and the services/products they deliver.

223. Hospitality Managerial Accounting and Controls (3)

Prerequisites: Accountancy 201 and 202.

Integrates areas of managerial accounting and controls with applications in hospitality industry. Internal control and cost management, operations budgeting, occupancy projections and pricing decisions, credit policy and cash flow, and investment decision-making.

296. Experimental Topics (1-4)

Selected topics. May be repeated with new content. See Class Schedule for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree.

UPPER DIVISION COURSES (Intended for Undergraduates)

398. Internship I in Hospitality and Tourism (3) Cr/NC

Prerequisite: Completion of 15 upper division units in hospitality and tourism management major.

Entry level experience in a hotel, restaurant, or tourism agency at a university approved site. Minimum 300 hours of quality work at agency required during semester and completion of agency-based project.

411. Global Tourism Issues (3)

Prerequisite: Credit or concurrent registration in Hospitality and Tourism Management 490.

Global perspectives of tourism development with emphasis on natural resource characteristics, their sustainability to generating tourist flow, concepts of ecotourism, adventure travel, visitor safety and security, and minimal impact, including economic, cultural, and socio-psychological factors.

413. Cultural Tourism (3)

Two lectures and two hours of activity.

Prerequisite: Credit or concurrent registration in Hospitality and Tourism Management 490.

Relationship and effect of culture on travel and tourism experiences and impact and effect of tourism on cultures. Heritage tourism, travel globalization, cross-cultural understanding, and cultural resource attractions.

421. Restaurant Development and Operations (3)

Two lectures and three hours of laboratory.

Prerequisite: Credit or concurrent registration in Hospitality and Tourism Management 490.

Restaurant and food service principles to operations of casual and fine dining restaurants with emphasis on cost/volume/profit relationships, forecasting demand and market share, market niche/positioning, sanitation and safety, scheduling, quality management, customer service, technology, and ambience/environment.

425. Property Management in Hospitality and Tourism (3)

Prerequisite: Credit or concurrent registration in Hospitality and Tourism Management 490.

Development, planning, and maintenance of hospitality facilities. Real estate economics, income generation, lease and management contracts, building operations, project development sequencing, conceptual and space planning, financing, asset management, industry practices, renovation, and public relations.

427. Hotel Operations and Management (3)

Two lectures and two hours of activity.

Prerequisite: Credit or concurrent registration in Hospitality and Tourism Management 490.

Hotel management and operations to include room reservations, housekeeping, front desk management, concierge, sanitation, safety, security, and bellstand. Revenue management, forecasting, measuring performance, transient versus group displacement, service quality, pricing and inventory management, ethics.

431. Convention and Meeting Management (3)

Two lectures and two hours of activity.

Prerequisite: Credit or concurrent registration in Hospitality and Tourism Management 490.

Conference, convention, and meeting industry. Planning, developing, marketing, and implementing meeting and convention services with emphasis on staffing, budgeting, and logistics.

433. Destination Management Services (3)

Prerequisite: Credit or concurrent registration in Hospitality and Tourism Management 490.

Role of convention and visitors bureaus and destination management companies in attracting visitors to an area and providing services at a destination including economic impact of visitor markets, incentive travel, marketing techniques, structure, and governance of businesses and services.

435. Sporting Events and Festival Management (3)

Prerequisite: Credit or concurrent registration in Hospitality and Tourism Management 490.

Organization and administration of attraction-based events focusing on scheduling, financing, budgeting and revenue distribution, logistics, planning techniques, marketing, contracts, and staging considerations.

450. Venture and Entrepreneurial Management in Hospitality and Tourism (3)

Prerequisites: Finance 323, Information and Decision Systems 302, Management 350, and Marketing 370.

Initiating, expanding, purchasing, and consolidating hospitality and tourism businesses; examination of entrepreneurial approach including concepts, theories, techniques, and practices of managerial innovation/implementation; analysis of entrepreneurial skills.

460. Legal and Policy Issues in Hospitality and Tourism (3)

Prerequisite: Management 352.

The law as it relates to hospitality and tourism with emphasis on legal/policy matters dealing with disabled and accessibility, consumer issues, safety and risk management, discrimination, business regulation, e-commerce, and ethical practices in the industry.

490. Strategic Management in Hospitality and Tourism (3)

Prerequisite: Hospitality and Tourism Management 450.

Problems and issues of strategic planning in hospitality and tourism businesses including methods, techniques, and models used to identify strategic issues and generate future-oriented action plans to implement change.

496. Experimental Topics (1-4)

Selected topics. May be repeated with new content. See Class Schedule for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree.

498. Internship II in Hospitality and Tourism (3) Cr/NC

Prerequisite: Hospitality and Tourism Management 398 and completion of six units in hospitality and tourism management major emphasis area.

Advanced experience in a hotel, restaurant, or tourism agency in student's chosen emphasis at a university approved site. Minimum of 300 hours of quality work at agency required during semester in addition to completion of agency-based project.

499. Special Study (1-3) I, II

Prerequisite: Consent of special study adviser.

Individual study. Maximum credit six units.
