

## GVSU HOSPITALITY AND TOURISM MANAGEMENT COURSES OF INSTRUCTION

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**HTM 101 Introduction to Hospitality and Tourism.** Explores the hospitality and tourism industry, including, but not limited to: lodging, food and beverage, and meeting and event planning. This course enables students to explore a myriad of career options, see parts of the industry first hand, and begin to understand the dynamic global industry.

*Prerequisite or Co-requisite for most HTM courses. Three credits. Offered fall and winter semesters.*

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**HTM 175 International Food and Culture.** An exploration of world cultures via an examination of foods, focusing each semester on a different international cuisine. Demonstrates the ways in which intellectual, social, religious, political, economic, and geographic factors affect the development of regional cuisines. Exploration of culture and tastings of the region's food and beverage are included. Fulfills Cultures – World Perspectives.

*Prerequisite: None. Three credits. Offered fall and winter semesters.*

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**HTM 190 Field Preparation.** An orientation course preparing HTM majors and those who wish to minor in HTM by means of a cooperative education program for entry into the HTM work environment. This course must be taken prior to the student's registering for the first GVSU field experience.

*Prerequisite: None. One credit. Offered fall and winter semesters.*

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**HTM 202 International Tourism.** Introduction to international tourism focusing on the socioeconomic effects of international tourism along with the inherent public-private interaction. International tourism is more than a set of industries, but rather an activity that encompasses human behavior, uses of resources (public and private), and interaction with other people, economies, and environments. Fulfills Cultures – World Perspectives.

*Prerequisite: None, HTM 101 suggested. Three credits. Offered fall and winter semesters.*

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**HTM 213 Introduction to Food and Beverage Management.** An introduction to the operations, management and control of food and beverage organizations, with emphasis on operational efficiency, productivity, profitability and service.

*Prerequisite: HTM 101 (may be taken concurrently if junior standing). Three credits. Offered fall semester and winter semesters.*

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**HTM 222 Introduction to Lodging Management.** This course provides students with an introduction to lodging operations. Central components include guest service, front desk operations, housekeeping duties, basics of food and beverage, sales and marketing and facility engineering and maintenance.

*Prerequisite: HTM 101 (may be taken concurrently if junior standing). Three credits. Offered fall and winter semesters.*

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**HTM 235 Tourism and Recreation Management.** An introduction to the dynamic domestic (U.S.) tourism and recreation / leisure industries, focusing on its strong linkages to both non-profit and for profit oriented providers. Emphasis is given to entrepreneurship, economic development, sustainability, career opportunities and the management of organizations.

*Prerequisite: None. Three credits. Offered fall and winter semesters.*

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**HTM 237 Fundamentals of Recreation and Leisure Programming.** An analysis of concepts and principles of recreation and leisure services program development, with attention to examination of recreation activity taxonomies, methods of assessing needs, the process of program planning, and development and evaluation of a program plan. Includes principles of learning for adult and other age groups.

*Prerequisite: HTM 101. Three credits. Offered winter semester.*

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**HTM 240 Introduction to Meeting and Event Management** (formerly HTM 353). An introduction to the planning, implementation, and follow-up of professional meetings, events, conferences and conventions.

*Prerequisite: HTM 101 or permission. Three credits. Offered fall and winter semesters.*

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**HTM 242 Cannabis Regulations and Tourism.** In states which have legalized cannabis, reforms have sparked lively debates in the hospitality and tourism industry about the content of competing regulations. This course examines the impact of legalized cannabis upon various disciplines within the industry, including food service and lodging, tour operators, meeting and events, and various franchisees.

*Prerequisite: None. Three credits. Offered fall semester.*

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**HTM 250 Food Production and Kitchen Management** (formerly HTM 112). The application of managerial practices and processes to food preparation, production, safety and sanitation.

*Four credits. Offered fall and winter semesters.*

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**HTM 253 Convention Sales and Service.** An introductory course exploring sales in the convention and meetings industry from the supplier's perspective. Focus will be placed on examining the needs of the supplier's clientele base and the importance of service management skills. Students will demonstrate skills in selling, negotiating, marketing, planning, organizing and servicing.

*Prerequisite: HTM 101. Three credits. Offered fall and winter semesters.*

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**HTM 268 Adventure Tourism.** An introductory course exploring the rapidly growing and diverse market for activity-based tourism. This class reviews the provision, management and philosophy of outdoor activities and controlled adventure as well as identifying the motives and characteristics of the adventure traveler.

*Prerequisite: None. Three credits. Offered fall and winter semesters.*

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**HTM 275 Culinary Tourism.** Engages learners in the process of understanding the rich and complex food traditions of the United States of America and how an understanding of these traditions contributes to the management of culinary tourism programs.

*Prerequisite: None. Three credits. Offered fall and winter semesters.*

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**HTM 281 Disney College Program I.** This course is complement to the experience while participating in the Walt Disney World/Land College Program. Central components include recognizing the need to network and exploring the "Wonderful World of Disney" so students learn how to provide better service to guests, and clarifying student career goals.

*Prerequisite: Permission of instructor. Two credits. Offered every semester.*

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**HTM 282 Disney College Program II.** This course is a complement to the experience while participating in the Walt Disney World/Land College Program. Central components include advanced implementation of Disney's successful guest service standards, identifying proven techniques and application of these techniques to other enterprises, as well as participating in service learning opportunities.

*Prerequisite: Permission of instructor. Two credits. Offered every semester.*

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**HTM 290 Field Experience I.** A semi-structured and supervised situation in which students receive basic training and directed work experience in selected entry-level positions consistent with their career preference. Emphasis on job competence and performance, professionalism and work relations. Management instruction in selected basic operational tasks will also be required.

*Prerequisite: HTM 190 and permission. Two credits. Offered every semester.*

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**HTM 318 Responsible Beverage Management.** A look at the responsibilities and demands made of the contemporary beverage manager and ways to address them. Attention will be given to legal aspects, liability, social concerns, product knowledge, controls and operations, and responsible service. Certification in a recognized server training program will be required.

*Prerequisites: HTM 213 and HTM 361. Three credits. Offered fall and winter semesters.*

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**HTM 323 Festival and Special Event Management.** This introductory course is a comprehensive overview of the theory and procedures associated with managing festivals and special events. The role of marketing and communication, environmental planning, creation of event strategies, governmental involvement and entrepreneurial perspectives of event management are augmented with experiential learning in a real-time regional festival or special event.

*Prerequisite: HTM 101. Three credits. Offered all semesters.*

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**HTM 330 International Event Management.** An overview of the theory and practices associated with managing a festival and special event in an international setting. The application of theoretical concepts allows students to better understand the festival and events industry, the complexity of designing, delivering, and evaluation of such experiences, and application of a festival/events model.

*Prerequisite: Permission of instructor. Three credits. Offered spring/summer semesters.*

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**HTM 333 Hospitality Facilities Management.** The management of the hospitality facility with emphasis on preventive maintenance, energy, sustainability and security.

*Prerequisite: HTM 101 or permission. Three credits. Offered fall and winter semesters.*

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**HTM 343 Human Resource Management.** A study of the relationship among work, human conduct, and human and organizational development fundamental to the service concern. A systems approach to staffing, training, scheduling, evaluating, and accounting for the human element in hospitality operations.

*Prerequisites: HTM 101 or permission; junior standing. Four credits. Offered fall and winter semesters.*

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**HTM 350 Banquet and Catering Management.** A course focused on the creative, logistical and business aspects of planning and implementing banquets and catered events.

*Prerequisite: HTM 213. Three credits. Offered winter semester.*

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**HTM 361 Hospitality Law and Legislation.** A study of hospitality and travel law, with emphasis on current legislative and lobbying activities. Consideration given to societal leverage in influencing and initiating legal and political activity and policy.

*Prerequisites: BUS 201. Three credits. Offered fall and winter semesters.*

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**HTM 368 Geotourism.** A study of geotourism, tourism that sustains or enhances the geographic character of a place. Topics include: community development, land use and planning, conservation of resources, tourist satisfaction and marketing, with the purpose of sustaining or enhancing the environment, culture, aesthetics, heritage, and the well-being of a places residents.

*Prerequisites: HTM 202 (recommended). Three credits. Offered fall and winter semesters.*

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**HTM 373 Hospitality Information Analysis.** A systematic approach to the gathering and analysis of data from operations. Structured to take the student from accounting system basics through the production of a variety of reports and budgets. Emphasis is on the utilization of the data for improved financial and objective-based pro-active decision-making.

*Prerequisites: CIS 150, ACC 213, HTM 213, HTM 222, and junior standing. Four credits. Offered fall and winter semesters.*

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**HTM 375 Hospitality and Tourism Research.** An examination of the relationship between generic theory and applied research in the hospitality and tourism industry. This course examines the purposes, applications, procedures, constraints and management of applied research. Examples of quantitative and qualitative research are compared and contrasted.

*Prerequisites: HTM 101 and STA 215. Three credits. Offered fall and winter semesters.*

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**HTM 390 Field Experience II.** A second semi-structured and supervised situation in which students receive further training and directed work experience in selected positions consistent with their career preference. Emphasis on job competence and performance, professionalism and work relations. Management instruction in selected operational tasks will also be required.

*Prerequisite: 290 and permission. Two credits. Offered every semester.*

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**HTM 399 Independent Study.** The purpose of the HTM 399 (Independent Study) designation is to allow students to undertake a self-directed piece of research. If you have interest in a topic not covered by our curriculum, we can explore an independent research project. You determine with a faculty member the size of the project (in this case 3 credits) but the workload has to be equivalent to that invested in a regular class. For example, each credit hour undertaken amounts to approximately 45 hours of work (so a 3 credit would be 135).

*Prerequisite: Permission. Variable credit. Offered every semester.*

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**HTM 402 Tourism Policy Issues.** This course provides a comprehensive overview of the theories of tourism development as well as an analytical approach to worldwide development issues. The roles of stakeholders are evaluated and there is a focus throughout on the applied theoretical discussions regarding development and sustainable management of tourism destinations and attractions.

*Prerequisites: HTM 202 or Permission of instructor. Three credits. Offered winter semester.*

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**HTM 413 Advanced Food and Beverage Management.** This advanced course in food and beverage management builds on fundamentals acquired in prior food and beverage curriculum and internships. Central components include leadership theory; planning, control and analysis of food and beverage operations, and customer expectations and service. Examination of current trends will vary by semester.

*Prerequisites: CIS 150, HTM 250, and HTM 290. Four credits. Offered winter semester.*

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**HTM 422 Advanced Lodging Management.** This advanced course in lodging management builds on fundamentals acquired in prior lodging curriculum and field internship experience. Central components include multiple unit property management, franchising, budgeting and labor, environmental design, safety and security, risk management, leadership theory and ethics. Examination of current trends vary by semester.

*Prerequisites: HTM 222 and HTM 290. Three credits. Offered winter semester.*

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**HTM 437 Leadership in Recreation and Leisure.** Fundamentals of theoretical and applied leadership questions, major leadership theories and paradigms, identification of primary leadership antecedents and consequences, discussion of important measurement issues, comparing and effectiveness of the most influential leadership development strategies, and an experiential application of leadership theory in a recreation or leisure organization.

*Prerequisites: HTM 235 and HTM 237. Three credits. Offered fall semester.*

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**HTM 440 Advanced Meeting and Event Management.** This advanced course in the management of meeting and events builds on fundamentals acquired in prior sales and events curriculum and internships. Central components include leadership theory, ethics, program design and logistics for myriad events, destination marketing, event sponsorship and risk management. Examination of current trends vary by semester.

*Prerequisites: HTM 240, HTM 253 and HTM 290. Three credits. Offered fall semester.*

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**HTM 452 Hospitality and Tourism Marketing.** Applications of basic marketing principles and strategies to hospitality, tourism and leisure services. Discussions will define specific market segments and address the various marketing, promotional and communication mix tools available to the hospitality and tourism industry.

*Prerequisites: STA 215 and MKT 350. Three credits. Offered fall and winter semesters.*

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**HTM 480 Special Topics in Hospitality and Tourism Management.** A senior seminar designed to assess critical issues in hospitality and tourism and the impact of current events, trends, and developments on hospitality and tourism administration. Open to senior hospitality and tourism management majors and to others by permission of instructor. Offered on sufficient demand.

*Prerequisite: Permission. Three credits.*

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**HTM 490 Senior Internship.** A structured experience designed to provide management training and career direction in helping students articulate from academia into a management track or staff position in their chosen field.

*Prerequisites: HTM 290 and HTM 390 or their equivalents; senior standing; permission. Two credits. Offered every semester.*

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**HTM 495 Hospitality Administration (Capstone).** Capstone class providing a framework to view the discipline, industry, and management from a perspective incorporating the economic, social, cultural, environmental, political, technological, and physical aspects. Emphasis on a broad managerial perspective to critically assess the issues facing the profession.

*Prerequisites: HTM 343, HTM 375 and HTM 373. Three credits. Offered fall and winter semesters.*

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