

Hospitality and Tourism Management

IN THE L. ROBERT PAYNE SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT
IN THE COLLEGE OF PROFESSIONAL STUDIES AND FINE ARTS

OFFICE: Professional Studies and Fine Arts 436B*
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*PSFA office locations are subject to change due to construction. Check the website at <http://psfa.sdsu.edu> for current office locations.

Faculty

Emeritus: Gattas

Director: Winston

Sycuan Institute on Tribal Gaming Chair: Spilde

Professors: Spilde, Testa

Associate Professor: Sipe

Assistant Professors: Cynn-Ponting, Dillette

Lecturers: Blake, Campbell, Corr, Cowden, De Beers, Defino, Galloway, Greenberg, Khaleghi, Martin

Director of The J. Willard and Alice S. Marriott Foundation

Student Center for Professional Development: Christina Jeffries

Offered by the L. Robert Payne School of Hospitality and Tourism Management

Master of Science degree in hospitality and tourism management.

Master of Science degree in meeting and event 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 meetings and events operations and management.

Emphasis in restaurant operations and management.

Emphasis in tribal gaming operations and management.

Certificate in meeting and event management
(refer to the *Graduate Bulletin*).

The Major

Hospitality and tourism management is an interdisciplinary major which culminates in a Bachelor of Science degree offered by 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 the following emphasis areas for in-depth study: Hotel Operations and Management; Meetings and Events Operations and Management; Restaurant Operations and Management; or Tribal Gaming Operations and 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 emphasis in meetings and events operations and 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.). The

tribal gaming emphasis prepares students to maximize the economic and social outcomes of tribal gaming facilities, which operate in a unique tribal government-owned business environment.

Advising

All students admitted to the university with a declared major in hospitality and tourism management must attend an advising meeting with the undergraduate advisers in the school every semester.

Impacted Program

The hospitality and tourism management (HTM) major is an impacted program. To be admitted to an HTM major emphasis, students must meet the following criteria:

- Complete with a grade of C (2.0) or better: Hospitality and Tourism Management 201, 219, 223, 250; Accountancy 201; Economics 101 and 102; Recreation and Tourism Management 290; Rhetoric and Writing Studies 290, and either Statistics 119 or Economics 201. These courses cannot be taken for credit/no credit (Cr/NC);
- Complete a minimum of 60 transferable semester units;
- Have a cumulative GPA of 3.0;
- 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 a case-by-case basis formulated around the program's exception policy. Contact the School of Hospitality and Tourism Management (PSFA-436B), 619-594-4964, for more information.

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).

Internships

A significant portion of the student's educational program is dedicated to community-based learning components termed internships. Prior to the first internship, students must complete 400 hours of work experience (see school adviser for details). 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.

Major Academic Plans (MAPs)

Visit <http://www.sdsu.edu/mymap> for the recommended courses needed to fulfill your major requirements. The MAPs website was created to help students navigate the course requirements for their majors and to identify which General Education course will also fulfill a major preparation course requirement.

Hospitality and Tourism Management Major

With the B.S. Degree in Applied Arts and Sciences
(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 major in hospitality and tourism management must be planned with an emphasis in hotel operations and management,

or meetings and events operations and management, or restaurant operations and management, or tribal gaming operations and management.

A minor is not required with this major. Preparation for the major courses may not be taken Cr/NC; the minimum grade in each class must be a C (2.0) or better.

Emphasis in Hotel Operations and Management

(SIMS Code: 663102)

Preparation for the Major. Hospitality and Tourism Management 201, 219, 223, 250; Accountancy 201; Economics 101, 102; Recreation and Tourism Management 290; Rhetoric and Writing Studies 290, and Statistics 119 or Economics 201. (30 units)

These prerequisite courses may not be taken Cr/NC. The minimum grade in each class is C (2.0) or better.

Graduation Writing Assessment Requirement. Passing the Writing Placement Assessment with a score of 10 or Recreation and Tourism Management 396W with a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

International Experience. All students in the Hotel Operations and Management Emphasis are required to complete an international experience requirement. To meet this requirement, students must complete one of the following with the approval and written consent of the undergraduate adviser. Scholarships are available. The international experience should meet the student learning outcomes of the emphasis.

1. International field trip;
2. International internship;
3. International student exchange;
4. CSU Study Abroad Program;
5. International professional engagement.

Major. A minimum of 46 upper division units to include Hospitality and Tourism Management 301, 320, 380, 398, 455, 480, 490, 491, 498; and two units of electives selected from Hospitality and Tourism Management 333, 430, 431, 433, 435, or Theatre 476; Business Administration 323, 350, 360, 370; Management 352; Recreation and Tourism Management 404, 470.

Emphasis in Meetings and Events Operations and Management

(SIMS Code: 663105)

Preparation for the Major. Hospitality and Tourism Management 201, 219, 223, 250; Accountancy 201; Economics 101, 102; Recreation and Tourism Management 290; Rhetoric and Writing Studies 290, and Statistics 119 or Economics 201. (30 units)

These prerequisite courses may not be taken Cr/NC. The minimum grade in each class is C (2.0) or better.

Graduation Writing Assessment Requirement. Passing the Writing Placement Assessment with a score of 10 or Recreation and Tourism Management 396W with a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

International Experience. All students in the Meetings and Events Emphasis are required to complete an international experience requirement. To meet this requirement, students must complete one of the following with the approval and written consent of the undergraduate adviser. Scholarships are available. The international experience should meet the student learning outcomes of the emphasis.

1. International field trip;
2. International internship;
3. International student exchange;
4. CSU Study Abroad Program;
5. International professional engagement.

Major. A minimum of 46 upper division units to include Hospitality and Tourism Management 301, 330, 380, 398, 432, 480, 490, 491, 498; and two units of electives selected from Hospitality

and Tourism Management 333, 430, 431, 433, 435; Business Administration 323, 350, 360, 370; Management 352; Recreation and Tourism Management 404, 470.

Emphasis in Restaurant Operations and Management

(SIMS Code: 663103)

Preparation for the Major. Hospitality and Tourism Management 201, 219, 223, 250; Accountancy 201; Economics 101, 102; Recreation and Tourism Management 290; Rhetoric and Writing Studies 290, and Statistics 119 or Economics 201. (30 units)

These prerequisite courses may not be taken Cr/NC. The minimum grade in each class is C (2.0) or better.

Graduation Writing Assessment Requirement. Passing the Writing Placement Assessment with a score of 10 or Recreation and Tourism Management 396W with a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

Major. A minimum of 47 upper division units to include Hospitality and Tourism Management 301, 340, 380, 398, 455, 480, 490, 491, 498; and three units of electives selected from Hospitality and Tourism Management 342, 465; Business Administration 323, 350, 360, 370; Management 352; Recreation and Tourism Management 404, 470.

Emphasis in Tribal Gaming Operations and Management

(SIMS Code: 663106)

Preparation for the Major. Hospitality and Tourism Management 201, 219, 223, 250; Accountancy 201; Economics 101, 102; Recreation and Tourism Management 290; Rhetoric and Writing Studies 290, and Statistics 119 or Economics 201. (30 units)

These prerequisite courses may not be taken Cr/NC. The minimum grade in each class is C (2.0) or better.

Graduation Writing Assessment Requirement. Passing the Writing Placement Assessment with a score of 10 or Recreation and Tourism Management 396W with a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

Major. A minimum of 45 upper division units to include Hospitality and Tourism Management 301, 370 [or American Indian Studies 370], 371, 372, 373, 380, 398, 480, 490, 498; Business Administration 323, 350, 360, 370; Management 352; Recreation and Tourism Management 404, 470.

Courses (HTM)

Refer to Courses and Curricula and University Policies sections of this catalog for explanation of the course numbering system, unit or credit hour, prerequisites, and related information.

LOWER DIVISION COURSES

HTM 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.

HTM 219. Hospitality, Recreation, and Tourism Professions (3)

Prerequisite: Hospitality and Tourism Management 201 or Recreation and Tourism Management 101.

Investigation of professional identities through review of literature, collection of data, analysis, and synthesis of findings/results.

HTM 223. Hospitality Managerial Accounting and Controls (3)

Prerequisites: Hospitality and Tourism Management 201 or Recreation and Tourism Management 101 and Accountancy 201.

Utilization of accounting information in decision-making, planning, directing, and controlling in hospitality and tourism management. Integrates areas of managerial accounting and controls with applications in hospitality industry. Not open to students with credit in Accountancy 202.

Hospitality and Tourism Management

HTM 250. Hospitality Law (3)

Prerequisite: Hospitality and Tourism Management 201.

Hospitality law, legal, and policy areas arranged according to specific entities hospitality managers have primary relationships: guests, employees, third parties, and government.

HTM 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)

HTM 301. Service Leadership Development (2)

One lecture and two hours of activity.

Prerequisites: Hospitality and Tourism Management 201 and upper division major in hospitality and tourism management.

Service leadership theory and development in hospitality and tourism industry. Application of business models and industry metrics with focus on individual assessment and development of leadership competencies.

HTM 320. Hotel Management (3)

Two lectures and two hours of activity.

Prerequisite: Upper division major in hospitality and tourism management.

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.

HTM 330. Event and Meeting Industry (3)

Prerequisites: Upper division standing in hospitality and tourism management or another major approved by the school and consent of instructor.

History and motivation behind meetings, elements of events, event operations and project management, types of meetings and events and industry and economic models.

HTM 333. Weddings and Social Events (1)

Prerequisite: Hospitality and Tourism Management 330.

Cultural, social, economic, and other factors affecting planning and execution of weddings and other social events.

HTM 340. Restaurant Management (3)

Two lectures and three hours of laboratory.

Prerequisite: Hospitality and Tourism Management 301.

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.

HTM 342. Restaurant Marketing and Menu Management (3)

Prerequisites: Hospitality and Tourism Management 340 and Business Administration 370.

Restaurant marketing and menu design, menu research and development, and other marketing-related management functions.

HTM 370. Tribal Gaming: Cultural and Political Context (3) [ES] (Same course as American Indian Studies 370)

Prerequisite: Upper division standing.

Social and political context of American Indian tribal gaming, political relationships between federal and tribal governments, contemporary examples of tribal gaming, sociocultural and economic forces leading to gaming as strategy for economic development, and responses by non-Indian communities to tribal gaming.

HTM 371. Tribal Gaming: Casino Operations (3)

Prerequisite: Upper division standing.

Functional units of a casino and how they work together to create a viable business model. Economic and management issues in gaming industry, with emphasis on tribal applications.

HTM 372. Tribal Gaming: Legal and Regulatory Issues (1)

Prerequisite: Upper division standing.

Legal and regulatory structure of tribal gaming including Federal Indian Gaming Regulatory Act and California compacting process.

HTM 373. Tribal Gaming: Marketing and Public Relations (2)

Prerequisite: Upper division standing.

Key strategies, tactics, and techniques used by marketing and public relations professionals to fuel demand for tribal casino gaming. Customer relationship marketing (CRM), radio/TV/ print advertising, promotions, and guest incentives.

HTM 380. Hospitality Leadership Theory (1)

Prerequisite: Upper division major in hospitality and tourism management.

Key components of leadership behavior and practice.

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

Prerequisite: Hospitality and Tourism Management 301 and consent of internship coordinator. A minimum of 400 hours of prior documented hospitality work experience.

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

NOTE: Only students who have been approved for placement by internship coordinator may enroll in this course.

HTM 430. Specialty Event Management (2)

One lecture and two hours of activity.

Prerequisite: Hospitality and Tourism Management 330.

Special events planning and execution.

HTM 431. Convention Services for Hotels (2)

Prerequisites: Hospitality and Tourism Management 301 and 330.

Planning, developing, and implementing hotel meeting and convention services.

HTM 432. Project Management for Events (3)

Two lectures and two hours of activity.

Prerequisite: Hospitality and Tourism Management 330.

Defining and evaluating success and engagement, financial planning, project management, registration and ticketing, return on investment, site selection and physical design, and time tracking.

HTM 433. Destination Management Services (2)

Prerequisite: Hospitality and Tourism Management 431.

Destination management companies including incentive travel and marketing techniques, structure, governance, business, and services operations.

HTM 435. Sporting Events and Festival Management (3)

Prerequisite: Hospitality and Tourism Management 431.

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

HTM 453. Hospitality Sales and Marketing (2)

Prerequisites: Hospitality and Tourism Management 201, 320; Business Administration 370.

Sales functions and management skills required of hospitality companies. Tactics and techniques used to reach target audiences.

HTM 455. Hospitality Financial Management (3)

Prerequisite: Business Administration 323.

Managerial insights and techniques for understanding, evaluating, and managing hospitality industry financial information and making sound decisions.

HTM 456. Hotel Revenue Management (2)

Prerequisite: Hospitality and Tourism Management 320.

Revenue management in hotel industry including marketplace intelligence, forecasting, pricing, and revenue optimization techniques.

HTM 465. Hospitality Technology (1)

Prerequisite: Hospitality and Tourism Management 490.

Operative characteristics of extant hospitality industry technology; techniques for evaluating investments in new technology solutions.

HTM 480. Leadership and Coaching in Hospitality (3)

Prerequisites: Hospitality and Tourism Management 301 and 380.

Development of interpersonal communication, coaching, and training skills to maximize employee performance in a service setting.

HTM 490. Strategic Management in Hospitality and Tourism (3)

Prerequisites: Hospitality and Tourism Management 398, 480, and Business Administration 370.

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.

HTM 491. Leadership and Self Development in Hospitality (2)

Prerequisites: Hospitality and Tourism Management 301, 480, and upper division standing in hospitality and tourism management.

Capstone leadership course. Advanced leadership topics and completion of student leadership portfolios.

HTM 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.

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

Prerequisites: Hospitality and Tourism Management 398 and Business Administration 350, Management 352. Food handler certification required for restaurant majors.

Experience in a hotel, restaurant, tribal casino, or tourism site in student's chosen emphasis at a university approved site. Minimum of 300 hours of quality work at site required during semester in addition to completion of site project.

HTM 499. Special Study (1-3)

Prerequisite: Consent of special study adviser.
Individual study. Maximum credit six units.

UPPER DIVISION COURSE

(Also Acceptable for Advanced Degrees)

HTM 596. Selected Topics in Hospitality and Tourism Management (1-3)

Prerequisite: Upper division or graduate standing.

Selected topics in hospitality, tourism, and/or tribal gaming management. May be repeated with new content and approval of instructor. See *Class Schedule* for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree. Credit for 596 and 696 applicable to a master's degree with approval of the graduate adviser.

GRADUATE COURSES

Refer to the *Graduate Bulletin*.