

HOSPITALITY AND TOURISM MANAGEMENT (HTM)

HTM 150**INTRODUCTION TO HOSPITALITY AND TOURISM MANAGEMENT****3 UNITS**

Grade Only

Recommended Preparation: RDG 158 or equivalent or through the Southwestern College multiple measures placement processes.

Lecture 3 hours

Offered: FALL, SPRING

Introduces students to the hospitality and tourism industry. Explores the inner workings of the various components that comprise the industry--lodging, food service, transportation, travel, events, and entertainment. Focuses on actual industry examples, case studies, guest speakers, and site visits are used extensively. [D; CSU]

HTM 151**HOTEL AND LODGING MANAGEMENT****3 UNITS**

Pass/No Pass or Grade is Allowed

Recommended Preparation: RDG 158 or equivalent or through the Southwestern College multiple measures placement processes.

Lecture 3 hours

Offered: ALL

Explores hotel and lodging management, including the front office, rooms management, guest services, housekeeping, reservations, sales and marketing, human resources, food and beverage, engineering/maintenance, and security. Analyzes the interaction of key areas of hotel operations in relationship to customer service. [D; CSU]

HTM 156**FOOD AND BEVERAGE BUSINESS MANAGEMENT****3 UNITS**

Pass/No Pass or Grade is Allowed

Lecture 3 hours

Offered: ALL

Explores managerial processes related food and beverage business operations. Includes topics related to functions of management, marketing, menu development, legal considerations, facility design, labor and service standards. [D; CSU]

HTM 299**INDEPENDENT STUDY****1-3 UNITS**

Pass/No Pass or Grade is Allowed

Limitation on Enrollment: Eligibility for independent study.

Lecture 3 hours

Offered: ALL

Individual study or research in some area of hospitality and tourism management of particular interest to the student and not included in regular courses of the College. [D; CSU]