

HOSPITALITY MANAGEMENT (HFT)

HFT 3003 Introduction to Hospitality and Tourism**Credit Hours:** 3

This course provides an overview of the hospitality and tourism industry, its development and growth, industry segments, trends, and current concerns. Students are introduced to career opportunities and skills essential for succeeding within specific hospitality disciplines.

HFT 3519 Convention Services and Event Management**Credit Hours:** 3

This course emphasizes the management of in-bound tourism operations with regards to meeting planning, convention services, convention center, and arena management.

HFT 3542 Event Management**Credit Hours:** 3

This course explores the multidisciplinary nature of events management and provides the student with the practical skills and professional knowledge to succeed in the events industry. It introduces core functional areas of event management such as marketing, finance, project management, strategy, operations, event design, and human resources in a vast array of different event settings from sports to political events.

HFT 3700 Tourism Management**Credit Hours:** 3

This course provides an overview of the tourism industry. Topics include the role of travel intermediaries, technology, transportation modes, accommodations, cruise lines, destinations, attractions, and food and beverage operations. The tourism industry is examined through the lens of business, specifically by considering the management, marketing, and finance issues most important to industry members.

HFT 3770 Cruise-line Operations and Management**Credit Hours:** 3

This course offers a comprehensive and contextualized overview of hospitality services for the cruise industry. Management issues including health, safety, and security, sustainability, environmental impacts of cruise operations, changing and emerging markets, professionalism and talent management, and innovation and digital technologies are explored.

HFT 3791 Social Event Planning**Credit Hours:** 3

This course provides an overview of the many facets of social event planning including birthdays, fundraisers, weddings, showers, silent auctions, and religious and multicultural celebrations. An introduction to core foundational elements including site selection, budgeting, promotion and design, best practices, sustainable processes, and risk management protocol are examined.

HFT 4735 Tourism Geography**Credit Hours:** 3

This course explores tourism demand, supply, organization, and resources for a comprehensive range of destinations. Geographic knowledge and principles to analyze the tourism appeal of destinations are examined.

HFT 4755 Theme Park & Attraction Management**Credit Hours:** 3

This course explores the imaginative world of themed, immersive, and consumer spaces. Students are introduced to topics including aspects of space, placemaking, elements of design, authenticity, branding, technology, interactivity, and change.

HFT 4757 Advanced Event & Exposition Management**Credit Hours:** 3

This course explores the event manager's role within the event management industry. Topics include project management regarding creation and development of large-scale events such as trade shows, expositions, exhibitions, festivals, conferences, ceremonies, weddings, formal parties, concerts, conventions, managing financial aspects of event management, the impact of events on built and natural environments, the role of volunteers in an event, risk management, and addressing challenges in planning and designing a venue.