The Hospitality Management and Tourism program focuses on the specialized knowledge needed for careers in the hospitality industry. The degree develops graduates who are consumer and technology focused within the service industry. Course work integrates hospitality marketing strategies, communications and financial management through a curriculum focused on management of facilities and operations that provide hospitality services to the public.

The curriculum challenges students to exercise an integration of creativity and business components for various tourism services such as, Food & Beverage, Lodging, Attractions, Convention and Meeting Planning, Non-Profit Management, and Special Event Coordinating. The hospitality and tourism industries are rapidly growing; as the United States’ second largest employer, a degree in Hospitality Management and Tourism provides many career opportunities for graduates.

Internships are a required component of the program, which can lead to permanent professional placement. The internship provides students with first-hand experience in hospitality and tourism related fields, allowing them to exercise classroom knowledge in a real-world setting. Visit us at: http://rtm-hes.ca.uky.edu/content/bachelor-science-hospitality-management-and-tourism

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Hospitality Management and Tourism • 2

Choose 12 hours from HMT major selections:
- DHN 340 Institutional Purchasing ................................................................. 3
- HMT 210 Hotel Rooms Division Management ............................................... 3
- HMT 270 Principles of Travel and Tourism ................................................... 3
- HMT 308 Principles of Food and Beverage
  or
  DHN 302 Principles of Food Preparation ........................................................ 3
- HMT 350 Revenue Management .................................................................... 3
- RTM 340 Professional Practice ....................................................................... 1
- RTM 345 Service Management ....................................................................... 3
- RTM 425 Human Resource Management ........................................................ 3
- RTM 499 Retailing and Tourism Management Internship ............................... 6
- DHN 342 Quantity Food Production ............................................................... 4
- FIN 300 Corporation Finance ........................................................................... 3
- MGT 301 Business Management .................................................................... 3
- MKT 300 Marketing Management ................................................................... 3

Subtotal: Major Core hours ........................................................................... 38

Plus additional upper-level credits to complete 45 hours of 300-400-500 level classes.

Subtotal: Major Requirements ........................................................................ 50

Electives
Electives should be selected by the student to lead to the minimum total of 120 hours required for graduation.

Subtotal: Minimum Elective hours ................................................................. 3

TOTAL HOURS: ......................................................................................... 120

2016-2017 Series