

HMT

Hospitality Management

HMT 120 INTRODUCTION TO HOSPITALITY MANAGEMENT AND TOURISM. (3)

A survey of the historical development and management structure of organizations that comprise the hospitality and tourism industry. The course format includes presentation by industry representatives, lectures and student led discussions.

HMT 210 HOTEL ROOMS DIVISION MANAGEMENT. (3)

A comprehensive study of the management principles which apply to the rooms division of a hotel property that includes front desk and housekeeper operations, reservations and billing, accounting procedures and public relations. Prereq: HMT 120. For Hospitality Management and Tourism majors only.

HMT 270 PRINCIPLES OF TRAVEL AND TOURISM. (3)

An introduction to the structure, operation and characteristics of domestic and international tourism. Topics include transportation modes, destination planning and marketing, wholesale and retail travel agent agreements; geographic, social and cultural aspects of tourism. Prereq: HMT 120. For Hospitality Management and Tourism majors only.

HMT 308 PRINCIPLES OF FOOD AND BEVERAGE. (3)

This course provides an overview of the principles of food and beverage concepts, menu development and food service operations in various segments of the hospitality and tourism industries. Food and beverage demonstrations and labs are included. A fee to cover materials and activities may be assessed from students. Lecture, two hours; laboratory, two hours per week. Prereq: HMT 120; DHN 241; Hospitality Management and Tourism Majors only.

HMT 320 HOSPITALITY AND TOURISM MARKETING. (3)

This course concentrates on the principles of marketing as they are applied to the hospitality industry. Problems and characteristics specific to the industry will be examined. Additionally this course will be a starting point for the development of a marketing feasibility study and comprehensive plan and strategy for marketing a hospitality operation. Prereq: HMT 120, HMT 210, HMT 270, HMT 308 and MKT 300. For Hospitality Management and Tourism majors only.

HMT 330 MEETINGS AND CONVENTION MANAGEMENT. (3)

This course highlights the importance, growth, and economic impacts associated with convention/trade shows to hotels, restaurants, visitors and convention centers, museums, airlines and local governments. Prereq: HMT 120, HMT 210, HMT 270, MKT 300. For Hospitality Management and Tourism majors only.

HMT 345 INFORMATION TECHNOLOGY IN THE HOSPITALITY INDUSTRY. (3)

This course discusses the strategic impact of information technology on the hospitality industry, describes basic functions found in IT applications in the hospitality industry, and devotes time to learning industry-specific applications as well as the Internet. Prereq: CS 101, HMT 120. For Hospitality Management and Tourism majors only.

HMT 350 REVENUE MANAGEMENT. (3)

This course explores the skills and role of revenue managers in hospitality management as well as discussing the benefits of revenue management practices and systems. Consideration is given to concepts such as pricing, value, forecasting, inventory, distribution and evaluation as it relates to maximizing revenue in hospitality. Prereq: HMT 120 and ACC 201. For Hospitality Management and Tourism Majors only.

HMT 359 HOSPITALITY AND TOURISM SPECIAL TOPICS (Subtitle Required) (1-3)

New issues or the in-depth study of issues relevant to hospitality and/or tourism will be offered through this course. Credit hours will vary. May be repeated to a maximum of six credit hours under different subtitles. Prereq: Consent of instructor.

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HMT 360 TOURISM PLANNING AND DEVELOPMENT. (3)

This course is designed to provide students with a thorough overview of tourism planning at the local, regional, national and international levels. It provides a variety of practical planning theories, procedures and guidelines to meet the diverse needs of travelers, destination communities, tourism and hospitality organizations, public, non-governmental organizations, and the private sector. The course will concentrate on developing student's competencies in the basic techniques of planning and developing sustainable tourism plans as well as procedures and guidelines to enable students to understand the tourism planning process and general surveys; tourist markets, facilities, services and infrastructure; planning analysis and policy formulation; development of design standards; environmental and socioeconomic considerations in tourism planning and tourism plan implementation. Prereq: HMT 120, HMT 210, HMT 270, MKT 300 and MGT 301 or consent of instructor.

HMT 395 HOSPITALITY AND TOURISM INDEPENDENT STUDY. (1-3)

Independent intensive work on specific topics in hospitality management or tourism. May be repeated to a maximum of six credits. Prereq: Consent of instructor.

HMT 414 ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY. (3)

This course examines the steps required to create a new company and implement a new business initiative utilizing customer development models, product development models, and the business model canvas. With a focus on hospitality businesses, students will be taught how to think like entrepreneurs and develop their soft skills to prepare for successful careers. Prereq: HMT 120 and MGT 301, or consent of instructor.

***HMT 420 BEER, WINE, AND SPIRITS TOURISM PRINCIPLES AND PRACTICE. (3)**

This course introduces students to the intersection of tourism and the production of beer, wine, and spirits. The course focuses on the history, culture, and economic value from tourism on communities in which beverages are produced. The course has a global focus and also pays special attention to bourbon-related tourism in Kentucky. Includes guest speakers, field trips, and a project. Three class meeting times may need to be extended to accommodate field trips. Prereq: 21 years old and permission of the instructor.

HMT 470 HOSPITALITY AND TOURISM LAW AND ETHICS. (3)

Students are introduced to the principles of law and their application in the hospitality industry. The focus of the course is on the rights and obligations of hotel, restaurant and travel business managers and professionals in their dealings with customers and other business. Prereq: HMT 120, HMT 210, HMT 270. For Hospitality Management and Tourism majors only.

HMT 486 HMT STUDY TOUR. (3)

A domestic or foreign study tour to include investigation of interests related to hospitality management and tourism. Professional visits are planned according to particular itineraries. Application and payment dates are determined each semester by the instructor. This course may be repeated one time if tour destinations are different. Prereq: Priority is given to majors and upperclassmen. All students are subject to instructor approval.

HMT 560 ADVANCED SEMINAR IN LODGING AND TOURISM. (3)

This course is a review and application of the principles of hospitality (specifically lodging) and tourism learned in pre-requisite courses. Theory and principles will be applied to decision-making in the hospitality and tourism industry while emphasizing features and characteristics of the industry. Current issues of relevance pertaining to the industry will be discussed to highlight their importance to the industry. Prereq: HMT 120, HMT 210, HMT 270, MKT 300, MGT 301. Restricted to upper-division HMT undergraduates, RTM graduate students or consent of instructor.

HMT 570 EVENT PLANNING AND COORDINATION. (3)

This course will provide the theoretical and practical foundations for effective twenty-first century event management. Students will learn how to research, design, plan, coordinate, and evaluate professional events. Specifically, this course deals with the horse industry activities in the state of Kentucky. Prereq: HMT 308 or MAT 237.

HMT 580 TRENDS ANALYSIS FOR THE HOSPITALITY INDUSTRY. (3)

The course is designed to acquaint the student with the major trends occurring in the hospitality industry and to develop analytical skills required to interpret them. Throughout the course, the student should be able to identify trends; their timing; the causal effects they have on organizations; the actual probability of their occurrence; and impact they will have on the organization. Prereq: Graduate student status or HMT 120, HMT 210, HMT 270 and HMT 308.

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HMT 588 STRATEGIC MANAGEMENT IN THE HOSPITALITY AND FOOD SERVICE INDUSTRY.

(3)

A course requiring students to use integrative skills to evaluate theories and applications regarding decision making, strategic planning and management concepts specific to hospitality and food service organizations. Prereq: Graduate student status or HMT 120, HMT 210, HMT 270, HMT 308, MGT 301 and MKT 300.

HMT 646 ADVANCED INFORMATION TECHNOLOGY IN THE HOSPITALITY INDUSTRY.

(3)

This course will engage students in the latest technology used by the hospitality industry for advancement of human, material and financial resources. Strategies and applications using technology to gain competitive advantage will be investigated. Students should be able to examine the problems of technology in the hospitality and tourism industries and to provide solutions. Prereq: Admission to the graduate program.

HMT 694 STRATEGIC PLANNING IN HOSPITALITY, LODGING AND TOURISM.

(3)

This course is designed to shape students' understanding of strategic planning as it relates to hospitality, lodging, and tourism. The concepts utilized to accomplish this objective represent several discipline areas such as: organizational theory, strategic management, and the function of management. Prereq: Admission to graduate program.

HMT 759 SPECIAL TOPICS IN HOSPITALITY MANAGEMENT AND TOURISM.

(3)

Advanced work on a specific topic in hospitality management and tourism. May be repeated for a maximum of twelve credits under different subtitles. Prereq: Graduate standing.

HMT 781 ADVANCED TRENDS ANALYSIS IN HOSPITALITY AND TOURISM.

(3)

The student will investigate the major trends occurring in the hospitality, lodging, and tourism industry and develop analytical skills required to interpret them. Throughout the course, the student should be able to identify trends; their timing; the causal effects they have on organizations; the actual probability of their occurrence; and impact they will have on the organization. Prereq: Admission to graduate program.

HMT 785 INDEPENDENT STUDY IN HOSPITALITY MANAGEMENT AND TOURISM.

(1-6)

Problems involving independent library, studio, and/or laboratory study conforming to the student's special interest under the direction of an appropriate faculty member having proficiency in the selected area selected. May be repeated up to a maximum of six credits under different subtitles. Prereq: Nine credit hours of graduate study, consent of instructor, contractual agreement.