

HOSPITALITY, TOURISM, AND EVENT MANAGEMENT

Lam Family College of Business

Dean: Dr. Eugene Sivadas

Hospitality, Tourism and Event Management Department

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Chair: Dr. Mehmet Ergul

Undergraduate Advisors: Aday, Ergul, Ferns, Johnson, Roe, Smith, Walls, Yang

Program Scope

The mission of the Hospitality, Tourism and Event Management department is to be a student-centered academic and professional environment dedicated to educating exceptional hospitality and tourism industry business leaders through experiential and personalized learning.

The program is designed to provide students with a core of business education and professional hospitality and tourism management knowledge. Students can choose to focus on an elective emphasis, including: hotel operations management; food and beverage management; conventions, meetings and event management, or tourism management. The department is committed to maximizing student exposure to industry leaders, career opportunities and student experiences involving notable hospitality companies. The Hospitality and Tourism Management department features the on-campus Vista Room, a student-run restaurant which serves as an experiential learning laboratory.

Career Outlook

The curriculum combines strengths in management with hands-on hospitality experience and internship opportunities in the hospitality industry. Completion of the core and elective courses provides students with a theoretical business background and professional knowledge to attain a top-level management position in the hospitality/tourism industry.

Certificate in Hospitality and Tourism Management

For more information contact the program director in the College of Professional & Global Education.

Award of the Certificate

Upon completion of the program, the College of Professional & Global Education is responsible for authorizing the issuance of the certificate on behalf of the Department of Hospitality and Tourism Management and in the name of San Francisco State University.

Professor

Mehmet Ergul (2006), *Professor in Hospitality, Tourism and Event Management*. Ph.D. Texas Tech University.

Colin Johnson (2008), *Professor in Hospitality, Tourism and Event Management*. Ph.D. Fribourg University, Switzerland.

Associate Professor

James Brian Aday (2014), *Associate Professor in Hospitality, Tourism and Event Management*. Ph.D. Texas Tech University.

Bo Ferns (2006), *Associate Professor in Hospitality, Tourism and Event Management*. Ph.D. Purdue University.

Susan Roe (2012), *Associate Professor in Hospitality, Tourism and Event Management*. Ph.D. University of Nevada, Las Vegas.

Ryan P. Smith (2017), *Associate Professor in Hospitality, Tourism and Event Management*. D.HTM The Hong Kong Polytechnic University.

Sybil S. Yang (2014), *Associate Professor in Hospitality, Tourism and Event Management*. Ph.D. Cornell University.

Major

- Bachelor of Science in Hospitality, Tourism, and Event Management (<https://bulletin.sfsu.edu/colleges/business/hospitality-tourism-management/bs-hospitality-tourism-management/>)

Minor

- Minor in Hospitality and Tourism Management (<https://bulletin.sfsu.edu/colleges/business/hospitality-tourism-management/minor-hospitality-tourism-management/>)

HTM 110 Introduction to Hospitality and Tourism Management (Units: 3)

Survey of trends and developments in the hospitality and tourism industry, including a total approach to lodging operations, global travel, tourism business, and food service establishments.

Course Attributes:

- Env. Sustain. & Climate Action
- Global Perspectives
- Social Justice

HTM 215 Service Leadership: Theory and Practice (Units: 3)

Prerequisite: Restricted to Lam Family College of Business majors and minors.

Integration of leadership theories, concepts, practices, and competencies to support leadership development within service/hospitality organizations. Application of these concepts to self-leadership development and creation of individual development plans for improving leadership skills and capabilities.

HTM 300GW Hospitality Tourism Management Business Communication - GVAR (Units: 3)

Prerequisites: Upper-division Hospitality, Tourism, and Event Management majors; GE Area 1A/A2.

Creating effective communication for hospitality businesses. Professional oral and written communication skills for managers' interactions with guests, employees, and colleagues. (Plus/minus A/B/+C/C/NC grading only; C-/CR not allowed)

Course Attributes:

- Graduation Writing Assessment

HTM 301 Food Science and Production (Units: 3)

Prerequisites: GE Areas 1A/A2*, 1B/A3*, 1C/A1*, and 2/B4* all with grades of C- or better or permission of the instructor.

Proper food preparation and baking are applied sciences. Understanding the fundamental scientific principles of biology and chemistry, as well as the science of food and cooking, will result in preparing appetizing food. Students will learn and use methods of scientific discovery/inquiry to better understand the molecular basis of and importance of science in food and cooking. Lecture, 2 units; laboratory, 1 unit. Extra fee required.

Course Attributes:

- 5UD: Science
- UD-B: Physical Life Science

HTM 324 Historical and Contemporary Aspects of Food, Beverage, and Culture in America (Units: 3)

Prerequisites: GE Areas 1A/A2*, 1B/A3*, 1C/A1*, and 2/B4* all with grades of C- or better or permission of the instructor.

Historical and contemporary approaches to ethnic food and beverages that affect eating habits in the U.S. Social, economic, psychological, and other influences affecting food, beverages, and culture.

Course Attributes:

- 4UD: Social/Behavioral Science
- UD-D: Social Sciences

HTM 351 Asian Food, Culture, and Hospitality (Units: 3)

Prerequisites: GE Areas 1A/A2*, 1B/A3*, 1C/A1*, 2/B4*, and E* all with grades of C- or better or permission of the instructor.

Asian cultures and food preferences as they relate to eating habits. The influences of social, economic, and religious factors. Asian foods as herbs and medicinal uses. Etiquette and cultural aspects of dining preferences for pleasurable eating.

Course Attributes:

- 3UD: Arts or Humanities
- UD-C: Arts and/or Humanities
- Am. Ethnic & Racial Minorities

HTM 357 Food Systems and the Environment (Units: 3)

Prerequisite: GE Area E.

The farm-to-table movement is used as a lens to explore sustainability, how food systems interact and develop, and how that influences what we eat. Examine how food moves through the supply chain from purveyor to customer and how the Bay area is a major influence. Includes a weekly kitchen lab for learning the techniques of Plant Based Cooking. (Plus-minus letter grade only)

Course Attributes:

- Env. Sustain. & Climate Action

HTM 400 Wine Appreciation (Units: 3)

Prerequisites: Restricted to upper-division standing; GE Areas 1A/A2*, 1B/A3*, 1C/A1*, 2/B4* all with grades of C- or better or permission of the instructor.

The history, geography, economics, health, and legal issues of wine. Exploration of the enology of wine, where students will be required to examine and determine the best wine grown in certain regions based upon their "terroir" (climate, soil, and terrain).

Note: Students under 21 years of age may not taste wine or other alcoholic beverages and may not attend the field trip to a winery (if applicable). An alternative assignment for these students will be required, which will consist of an evaluation of the major wine-growing regions of the world. Extra fee required.

Course Attributes:

- 5UD: Science
- UD-B: Physical Life Science
- Env. Sustain. & Climate Action

HTM 421 Food, Wine, and Culture in California (Units: 3)

Prerequisites: GE Areas 1A/A2*, 1B/A3*, 1C/A1*, and 2/B4* all with grades of C- or better or permission of the instructor.

The cultural and historical heritage of the food and wine industries in California, ethnic preferences for food and wine as they relate to immigration patterns, and cultural aspects of dining preferences for pleasurable eating in California.

Course Attributes:

- 4UD: Social/Behavioral Science
- UD-D: Social Sciences

HTM 424 Tourism Management (Units: 3)

Prerequisites: Restricted to upper-division standing; GE Areas 1A/A2*, 1B/A3*, 1C/A1*, and 2/B4* all with grades of C- or better; or permission of the instructor.

A comprehensive look at the business of the global travel and tourism industry by examining the various components of tourism such as economic, social, environmental, and political, their functions, and their commercial significance in today's marketplace.

Course Attributes:

- 3UD: Arts or Humanities
- UD-C: Arts and/or Humanities
- Am. Ethnic & Racial Minorities
- Social Justice

HTM 425 The Business of International Tourism (Units: 3)

Prerequisites: GE Areas 1A/A2*, 1B/A3*, 1C/A1*, and 2/B4* all with grades of C- or better or permission of the instructor.

Multi-cultural and cross-cultural aspects of the business of international tourism outside the U.S.A. Explore international tourism challenges today and in the future from managerial and travelers' perspectives. The growth of tourism and the way it may affect the future of the world economy.

Course Attributes:

- 4UD: Social/Behavioral Science
- UD-D: Social Sciences
- Global Perspectives

HTM 457 Restaurant Operations (Units: 3)

Prerequisite: Restricted to upper-division standing.

An immersive experience in restaurant operations including aspects of kitchen organization, service styles, and inventory management. Food production, vendor relations, and customer service will be experienced with a focus on maximizing efficiency and profit while maintaining brand and concept integrity. Extra fee required.

HTM 458 Hospitality Tourism Management Revenue and Cost Control (Units: 3)

Prerequisites: Restricted to Hospitality, Tourism, and Event Management majors and minors; ACCT 101*.

Application of basic accounting techniques in the hospitality industry. Financial statement analysis, evaluation of investment decisions, and review of financial statements in hotels, food services, and convention and event management establishments. (Plus-minus letter grade only)

HTM 515 Hospitality and Tourism Management Internship (Units: 3)

Prerequisites: Restricted to senior Hospitality, Tourism, and Event Management majors and Hospitality and Tourism Management minors; faculty approved 50 hours of professional development; or permission of the instructor.

Coordinated hospitality training combines practical experience with didactic academic analysis. Principles, theory, and standard practices applied to operational situations.

Course Attributes:

- Internship Component Req./Opt.

HTM 531 Hospitality Services Management (Units: 3)

Prerequisites: Restricted to upper-division Hospitality, Tourism, and Event Management majors; HTM 110; or permission of the instructor.

Service management and marketing concepts in hospitality service organizations, e.g., hotels, restaurants. Development and execution plans in a service economy. Nature and characteristics of services that need to be managed and marketed due to their intangible core and more conscious aspects of service quality. (Plus-minus letter grade only; CR/NC not allowed)

HTM 557 Restaurant and Catering Management (Units: 3)

Prerequisites: HTM 110, HTM 357, and HTM 457.

Standards and theories dealing with restaurant and catering operations including marketing strategies; food purchasing, production and financial management; sanitation, safety and facility management in restaurants; menus and information system management; beverage and catering management. Required field experience accompanies lectures. (Plus-minus letter grade only)

HTM 560 Hospitality Human Resource Management (Units: 3)

Prerequisite: Upper-division standing or permission of the instructor.

Policies and practices in hospitality human resources management. Functions of the personnel department in planning, recruiting, selection, performance appraisal, information systems, and recent legal issues. (Plus-minus letter grade only)

HTM 561 Hotel Operation Management (Units: 3)

Prerequisites: Restricted to upper-division Hospitality, Tourism, and Event Management majors and Hospitality and Tourism Management minors; HTM 110; or permission of the instructor.

Principles, practices, and operation of hotel facilities; operating strategies, reservation systems and operation, housekeeping, accounting, and income control. (Plus-minus letter grade only)

HTM 562 Advanced Studies in Global Hotel Operations Management (Units: 3)

Prerequisites: Restricted to senior Hospitality, Tourism, and Event Management majors; HTM 110, HTM 300GW, and HTM 561.

Examination of complex issues facing the global hotel industry managers and leaders, contemporary operational issues and situations, problem-solving methods, and development and implementation of strategic solutions.

HTM 576 Meeting Planning and Convention/Event Management I (Units: 3)

Prerequisite: HTM 110 or permission of the instructor.

Comprehensive examination of the business strategies for meetings, conferences, and conventions, and exhibition management including the roles of catering and banquet event management, environmental impacts, and people involved in the businesses that comprise this industry.

Course Attributes:

- Env. Sustain. & Climate Action

HTM 577 Meeting Planning and Convention/Event Management II (Units: 3)

Prerequisites: Restricted to upper-division Hospitality, Tourism, and Event Management majors and Hospitality and Tourism Management minors; HTM 110 and HTM 576.

Comprehensive business strategies of event planning to the design and execution of meetings, conferences, and catered events. Focus on every technique and tactic in the meeting manager's skill set, including design, project management, site selection and development, catering and banquet management, sales, budgeting, safety and security, environmental sustainability, and entertainment. Provides hands-on opportunities.

HTM 578 Hospitality and Tourism Management Sales and Marketing (Units: 3)

Prerequisite: HTM 110 or permission of the instructor; enrollment priority given to HTM majors.

Basic elements and concepts of hotel sales and marketing. Problems and characteristics specific to the hotel industry. Sales and marketing process, marketing research, buyer behavior, product strategy, channels of distribution, promotional activity, and pricing decisions.

HTM 590 Integrated Seminar in Hospitality, Tourism, and Event Management (Units: 3)

Prerequisites: Restricted to senior Hospitality, Tourism, and Event Management majors; MKTG 431* and HTM 531*.

Integration of disciplines within hospitality and tourism management. Application of theoretical knowledge and trends. Development of conceptual, analytical, decision-making, and evaluative skills. (Plus-minus letter grade only)

HTM 595 Selected Topics in Hospitality Administration (Units: 3)

Prerequisite: Restricted to upper-division Hospitality, Tourism, and Event Management majors or permission of the instructor.

Major issues facing the hotel industry. Strategies to minimize or maximize the issues. Topics to be specified in the Class Schedule. May be repeated when topics vary. (Plus-minus ABC/NC, CR/NC allowed)

Topics:

1. Hospitality Leadership and Theory

HTM 699 Independent Study (Units: 1-3)

Prerequisite: Permission of the instructor, adviser, and department chair. Open only to upper-division students who have demonstrated the ability to do independent work.

Intensive problem analysis under the direction of a faculty member.

HTM 831 Services Operations Management (Units: 3)

Prerequisite: Restricted to graduate Business students; graduate students in other majors with the permission of the Faculty Director of Graduate Programs.

Examination of managerial services and quality services delivery to consumers across industry sectors. Service strategy is analyzed with an emphasis on customer expectations, process flow improvement, and managing capacity. (Plus-minus letter grade only)

HTM 860 Strategic Human Resources Management (Units: 3)

Prerequisite: Restricted to graduate Business students; graduate students in other majors with the permission of the Faculty Director of Graduate Programs.

Examination of concepts, framework, and skills essentials to leveraging the human capital in a service business where employees are critical to operational success. Issues will be investigated from both a strategic and tactical level. (Plus-minus letter grade only)