BTU | BUSINESS & TECHNOLOGY UNIVERSITY

HOSPITALITY AND TOURISM MANAGEMENT

Hospitality and Tourism Management

Course Description:

This course is designed to introduce students to the principles and practices of hospitality and tourism management. Topics covered will include tourism marketing, hospitality operations management, event planning, and destination management. Through a combination of lectures, case studies, and hands-on projects, students will develop the skills and knowledge needed to succeed in the hospitality and tourism industry.

Course Goals:

- Understand the principles and practices of hospitality and tourism management
- Develop the skills to analyze and evaluate tourism markets and trends
- Learn how to manage hospitality operations effectively
- Gain insights into the principles of event planning and execution
- Understand the role of destination management in the tourism industry

Course Outline:

Week 1: Introduction to Hospitality and Tourism Management

1. Overview of the hospitality and tourism industry
2. The role of hospitality and tourism in the economy
3. Trends and challenges in the hospitality and tourism industry

Week 2: Tourism Marketing

1. Understanding tourism markets and consumer behavior
2. Developing tourism marketing strategies
3. Measuring and evaluating tourism marketing effectiveness

Week 3: Hospitality Operations Management

1. Managing hotel and restaurant operations
2. Understanding hospitality technology and innovation
3. Ensuring quality customer service in hospitality operations

Week 4: Event Planning

1. Understanding the principles of event planning and execution
2. Developing event concepts and themes
3. Managing event logistics and operations

Week 5: Destination Management

1. Understanding the role of destination management organizations (DMOs)
2. Developing and implementing destination management strategies
3. Measuring and evaluating destination management effectiveness

Assessment and Evaluation:

- Participation and Attendance: 10%
- Homework Assignments: 30%
- Midterm Exam: 20%
- Final Exam: 40%

Required Readings:

1. Hospitality Strategic Management: Concepts and Cases by Cathy A. Enz
2. Tourism Marketing for Cities and Towns: Using Social Media and Branding to Attract Tourists by Bonita Kolb
3. Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events by Judy Allen
4. Destination Management and Marketing: Theories and Applications by Youcheng Wang and Abraham Pizam

Course Assignments:

1. Analyze a tourism market and develop a tourism marketing strategy
2. Conduct a hospitality operations audit and develop a plan for improvement
3. Plan and execute an event, including concept development, logistics management, and evaluation
4. Analyze a destination management organization and develop a destination management strategy

Classroom Policies:

- Attendance and participation are expected in every class.
- Late homework assignments will not be accepted without prior approval from the instructor. If you have an emergency or an unexpected situation that prevents you from completing an assignment on time, please contact the instructor as soon as possible.
- Academic dishonesty, including plagiarism and cheating, will not be tolerated and will result in a failing grade for the course. It is the responsibility of each student to ensure that their work is original and properly cited.
- Students are expected to treat each other and the instructor with respect and professionalism. Inappropriate behavior, including harassment and discrimination, will not be tolerated and may result in disciplinary action.
- Accommodations for students with disabilities are available through the Disability Services Office.

Course Resources:

Online resources, including articles, videos, and tutorials, will be assigned throughout the course.

Guest speakers from industry and academia will be invited to share their insights and experiences in hospitality and tourism management.

The course website will include links to hospitality and tourism industry resources and tools, such as industry associations, research reports, and databases.