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### Hospitality, Tourism and Event Management

The mission of the Hospitality, Tourism and Event Management undergraduate program is to provide educational, research, and service activities with the goal of enabling students, as well as industry and community professionals, to function in an ever-changing environment. The program integrates many disciplines that address ongoing concerns and needs of the hospitality and tourism industry.

The mission is accomplished through teaching a combination of relevant hospitality theory and practical solution-based examples using appropriate current technology. The purpose is to develop industry professionals able to contribute, through employment and entrepreneurship, to the economic growth of the hospitality and tourism industry.

The Hospitality, Tourism and Event Management major is accredited by ACPHA (Accreditation Commission for Programs in Hospitality Administration, P.O. Box 400, Oxford, MD, 21654, Phone: 416-226-5527).

Students with special interests in Foodservice or Hotel Management can take specific classes in the following focus areas:

- Foodservice Management: HTEM 206, HTEM 256, HTEM 360, HTEM 373, HTE 460
- Hotel Management: HTEM 273, HTEM 325, HTEM 372, HTEM 465, HTEM 472

Students will be required to take field trips in those courses so designated with the expenses pro-rated for each student. Appropriate uniforms will be required of all students enrolling in those courses that involve preparation of food.

### Bachelor of Science Degree in Hospitality, Tourism and Event Management

Degree Requirements	Credit Hours
University Core Curriculum Recommendations	39
Humanities: PHIL 104; PHIL 105 Math: MATH 108 Social Sciences: PSYC 102; ECON 113 Multicultural: HTEM 256	
Requirements for Major in Hospitality, Tourism and Event Management	81
Professional Core Requirement	21
ACCT 220; ACCT 230; FIN 270; MGMT 202, MGMT 345; MKTG 304; QUAN 402 or ABE 318 or MATH 282 or PSYC 211 or SOC 308.	
Hospitality, Tourism and Event Management Core Requirement	46
HTEM 202, HTEM 206, HTEM 250, HTEM 273, HTEM 351, HTEM 360, HTEM 371A, HTEM 371B,	

Degree Requirements	Credit Hours
HTEM 373, HTEM 380, HTEM 400, HTEM 435, HTEM 460, HTEM 461, HTEM 465, and HTEM 470.	
Approved Electives	14
Total	120

## Hospitality, Tourism & Event Management Minor

A minor in Hospitality, Tourism & Event Management will consist of a minimum of 16 semester hours, including HTEM 202 and HTEM 206. Students can choose from the following list of HTEM core classes for the additional 12 hours to complete the minor: HTEM 250, HTEM 273, HTEM 330, HTEM 351, HTEM 360, HTEM 373, HTEM 380, HTEM 435, HTEM 461, HTEM 465, and HTEM 470. At least nine of the sixteen semester hours must be taken at Southern Illinois University Carbondale. An advisor must be consulted before declaring this field as a minor. A minor in HTEM requires students to earn a minimum grade of C in each of the hospitality courses taken to satisfy the requirements for their minor.

## Professional Development Sequence (PDS) in Event Planning and Management

The PDS is meant to enhance the marketability of students who wish to pursue careers in meeting and special event planning. Enrollment in Hospitality, Tourism and Event Management is not required to complete the PDS. While the PDS itself does not lead to a degree, courses can be counted as approved electives toward the Hospitality, Tourism and Event Management degree. Students not wishing to pursue a baccalaureate must complete the unclassified undergraduate application.

Requirements for PDS in Event Planning and Management -**18 Credit Hours**:

- HTEM 250
- HTEM 255
- HTEM 350
- HTEM 355
- HTEM 450
- HTEM 455

## Professional Development Sequence (PDS) in Food and Beverage Management

The PDS program is meant to boost job opportunities for students interested in management of food and beverage operations. The benefits of this program include opportunities to learn while working, to enhance participant knowledge, and improve opportunities in the work place. It facilitates prospective students to transfer earned program credits to pursue a B.S. degree in Hospitality, Tourism and Event Management at SIU. The additional advantage is an opportunity to obtain National Restaurant Association 'ManageFirst' certification. Students not wishing to pursue a baccalaureate must complete the unclassified undergraduate application.

Requirements for PDS program in Food and Beverage Management -**18 Credit Hours**:

- HTEM 206
- HTEM 335
- HTEM 360
- HTEM 373
- HTEM 380

- HTEM 460

## Hospitality, Tourism and Event Management Courses

**HTEM202 - Intro to Hospitality & Tourism** 202-3 Introduction to Hospitality and Tourism. Introduction to the diverse aspects of the hospitality and tourism industries and the interrelationships between them. Historical development of the industries, trends, current issues and career opportunities will be examined. Grade of C or better required.

**HTEM206 - Food Service Sanitation** 206-1 Food Service Sanitation. (Same as HND 206) Basic sanitation principles and application in food service. Employee sanitation training, sanitation standards and safety regulations in the food service will be part of the course. Upon completion of the course, students will be eligible for the sanitation certificate national exam. Grade of C or better required.

**HTEM250 - Intro Event Coordination** 250-3 Introduction to Professional Event Coordination. Examines the event planning and management process and will provide the skills and knowledge necessary to bring an event to life. Events of all types and sizes will be explored. Organization, implementation, and evaluation techniques will be analyzed. Grade of C or better required.

**HTEM255 - Corporate Events** 255-3 Corporate Event Planning. Focuses on the planning, production, and management of trade shows. Various aspects of production management will be discussed including facility management, risk management, transportation, marketing, and design principles. The role of the event planner and communication with event personnel and vendors will be examined. Grade of C or better required.

**HTEM256 - Multicultural Foods** 256-3 Multicultural Foods. (University Core Curriculum) Exploration and understanding of food patterns and cultures of countries and regions throughout the world. We will look at the symbolic value and meaning of food, and will scrutinize the relationship of food cultures to consumer behavior. Study in this course will explore the historical development of and current food cultures in Europe, Asia, Africa, the Middle East and the Americas. Study in this course will also explore the impact of food ways and food choices on health.

**HTEM273 - Hotel Administration** 273-3 Hotel Administration. Introduces students to the history of hotels and provides an extensive understanding of the structure of the lodging industry. Students study the various departments of a hotel, their functions and operations, and how this transforms into the overall aim to provide exceptional guest service. Restricted to HTEM major or consent of instructor. Grade of C or better required.

**HTEM302 - Dimensions of Tourism** 302-3 Dimensions of Tourism. In-depth examination of the components of the travel and tourism industry, motivators to travel, and the various market segments. Also covers analysis of the economic, social, cultural and environmental impacts to tourism. Prerequisite: HTEM 202 or consent of instructor. Grade of C or better required.

**HTEM325 - Resort Management** 325-3 Resort Management. Resort Management covers all facilities that provide recreation and entertainment in combination with lodging. Students study the popular resorts like mountain resorts, beach and marina resorts, golf, and tennis resorts, spas, and casinos, as well as other trending resorts like timeshares and cruise ships. This course provides a comprehensive look at how today's industry organizes, classifies, develops, markets, and manages these various properties.

**HTEM330 - Hosp Managerial Acct** 330-3 Managerial Accounting for the Hospitality Industry. Presents managerial accounting concepts and explains how they apply to the hospitality industry. The contents reflect the uniform system of accounts for the lodging and foodservice industries. Grade of C or better required. Prerequisite: HTEM 202, ACCT 220. Restricted to HTEM majors.

**HTEM335 - Beverage Management** 335-3 Beverage Management. Introduction to beers, wines and spirits. Legal responsibilities of alcohol service. Introduction to responsible beverage service and management. Grade of C or better required. \$40 Lab fee. Prerequisite: HTEM 202.

**HTEM340 - Social Media Tourism** 340-3 Social Media Communications in Tourism. This course will introduce students to the different social and new media platforms being used in marketing and communications within the tourism and related industries. Students will utilize the different platforms, and learn to integrate them appropriately into existing business models and communications strategies. Metrics, analytics, and optimization will be examined. Students will be required to maintain accounts with various social media platforms.

**HTEM350 - Event Entertainment** 350-3 Event Entertainment and Production. Focus on entertainment production and management for large and small events. Research and design techniques, as well as coordination of event entertainment will be explored. Grade of C or better required.

**HTEM351 - Destination Management** 351-3 Destination Management. Focuses on the public tourism business examining Chambers of Commerce, Convention and Visitors Bureaus, Tourism Marketing Offices at Regional, State, and Sub-regions levels, as well as, Public Lands and Tourism at Federal and State levels. Employment opportunities in Public Tourism will be presented. Grade of C or better required. Prerequisite: HTEM 202 or consent of instructor.

**HTEM355 - Sports Event Management** 355-3 Sports Event Management. Illustrates ways to create and implement successful sporting events and turn them into financially sound productions. Sporting events at all levels, from community to global, will be examined. Grade of C or better required.

**HTEM360 - Quantity Food Production** 360-4 Quantity Food Production. (Same as HND 360) Basic principles of foodservice management and its application to volume food production, menu development, food safety, procurement, kitchen equipment, customer service, marketing and finance will be covered during the semester. A basic cooking lab will provide hands-on experience in food preparation. A grade of C or better required. \$30 Lab fee. Prerequisite: HTEM 202, HTEM 206 or HND 206 or concurrent enrollment. Restricted to sophomore standing.

**HTEM361 - Hospitality Development** 361-3 Hospitality Development. Development issues in the hospitality industry. Case studies on purchase/construction issues, inflation and recession, fiscal management and expansion of hospitality firms. Family-owned and operated businesses and entrepreneurs will be addressed. Grade of C or better required. Prerequisite: HTEM 202.

**HTEM363 - Purchasing** 363-3 Purchasing Management in the Hospitality Industry. Managerial principles of purchasing in the hospitality industry, with emphasis on functions of purchasing agents, types of markets, and methods of purchasing. Grade of C or better required. Prerequisite: HTEM 202. Restricted to HTEM majors only or consent of instructor.

**HTEM364 - Quantity Food Principles** 364-4 Quantity Food Principles. Basic principles of foodservice management and its application to volume food production, menu development, food safety, procurement, kitchen equipment, customer service, marketing and finance will be covered during the semester. An online culinary lab will provide hands-on experience in food preparation. A grade of C or better required. Prerequisite: HTEM 202 and HTEM 206 or equivalent or concurrent enrollment. Restricted to sophomore standing. Restricted to students enrolled in online HTEM program.

**HTEM371 - Field Experience** 371-3 to 6 Field Experience. Opportunity for supervised learning experiences in the student's major. 1st and 2nd 400 hour internship experience. 6 month internship experience. Major requires 371. Restricted to Hospitality, Tourism, and Event Management majors only. Restricted to sophomore status. Special approval needed from the internship coordinator.

**HTEM371A - Internship** 371A-3 Field Experience A. Opportunity for supervised learning experiences in the student's major. 1st internship experience. Major requires 371. Prerequisite: HTEM 202, MGMT 202 with grades of C or better. Restricted to Hospitality, Tourism, and Event Management majors only. Restricted to sophomore status or higher. Special approval needed from the internship coordinator.

**HTEM371B - Internship** 371B-3 to 6 Field Experience B. Opportunity for supervised learning experiences in the student's major. 2nd internship experience. Major requires 371. Prerequisites: HTEM 202, MGMT 202 with grades of C or better. Restricted to Hospitality, Tourism, and Event Management majors only. Restricted to sophomore status or higher. Special approval needed from the internship coordinator.

**HTEM372 - Front Office Management** 372-3 Front Office Management. Principles and concepts of effective front office management in the lodging industry. Grade of C or better required. Prerequisite: HTEM 202 or consent of instructor.

**HTEM373 - Food & Labor Cost Control** 373-3 Food and Labor Cost Control. (Same as HND 373) Examination of the managerial responsibilities of the food and beverage manager in the hospitality operation. Management methods in budgeting, forecasting, cost control, and establishing operational policies and systems. A grade of C or better required. \$30 Lab fee. Prerequisite: HTEM 206 or HND 206 or concurrent enrollment. Restricted to sophomore standing.

**HTEM380 - Hospitality Human Resources** 380-3 Hospitality Human Resources. Study of practices related to management and development of human resources in the hospitality industry. Contemporary management issues specifically addressing employment sanitation standards, safety regulations in food service, and challenges in hospitality and tourism will be covered. Grade of C or better required. Prerequisite: HTEM 202.

**HTEM390 - Special Studies in HTEM** 390-1 to 4 Special Studies in Hospitality, Tourism, and Event Management. Enables students to pursue personal research interests in Hospitality, Tourism and Event Management related disciplines. Grade of C or better required. Prerequisite: HTEM 202. Restricted to juniors and seniors only. Special approval needed from the instructor.

**HTEM400 - Hospitality Seminar** 400-1 Hospitality Seminar. In this course, students will examine issues affecting hospitality, tourism, and event management professionals. A grade of C or better required. Prerequisite: HTEM 202 or equivalent with a grade of C or better. Restricted to junior and senior status. Not for graduate credit.

**HTEM415 - Gaming Management** 415-3 Gaming Management. Introduction to the main components involved in the management of gaming enterprises, including an overview of legalized casino gaming in the United States, profit structure of casinos, organizational structures, Louisiana gaming law, casino drop and count procedures, cage operations, suspicious activity reporting, slot and table games management, and race and sports book operations. Special emphasis to be placed on casino marketing and promotion of responsible gaming. Prerequisite: HTEM 202 with a grade of C or better.

**HTEM421 - Special Projects in HTEM** 421-3 to 6 Special Projects in Hospitality, Tourism, and Event Management. Provides students with an independent study opportunity for an in-depth study of topics or development of projects relating to their specific interest in the hospitality, tourism, and event management fields. The topic or project area will be selected from issues, problems or developments in the hospitality, tourism, and event management fields. Course can be repeated. Grade of C or better required. Prerequisite: HTEM 202. Special approval needed from the instructor.

**HTEM425 - Hospitality Externship** 425-3 Hospitality Externship. A hospitality externship is an experiential learning opportunity that gives the students a short practical experience in their field of study. The tour(s) incorporates visiting one or more areas in the hospitality industry-hotels, food and beverage, events, travel, tourism, and other areas. Students will be exposed to the working environment of the hospitality industry. Students will have the opportunity to shadow management professionals while in the workplace. Students will benefit by having an opportunity to pursue internships and job opportunities from the visited sites. Restricted to junior and senior HTEM majors only. The externship requires traveling to one or more hospitality industry destinations. The distance varies from 100 to 400 miles and could be for more than one day. \$50 travel fee could include covering the cost of one or more rental vehicles, hotel rooms, and any other related costs.

**HTEM435 - Hospitality Mktg Mgmt** 435-3 Hospitality Marketing Management. This course concentrates on marketing for hotels, restaurants and tourism-related entities. Industry specific problems and characteristics will be examined. Students will develop a comprehensive marketing plan. The starting point for the development of hospitality marketing strategy assumes basic marketing knowledge has been derived from completing a previous marketing course. The course is taught in a blended environment; students will attend class one day each week and view lectures and other material via SIU Online. A grade of C or better required. Prerequisite: HTEM 202 and MKTG 304 with grades of C or better.

**HTEM440 - Hospitality Risk Management** 440-3 Hospitality Risk Management. Introduction to risk management, security, liability and contract management applicable to the awareness and/or operations of hotels, restaurants and resorts. A grade of C or better required. Prerequisite: HTEM 202.

**HTEM445 - Sustainable Tourism** 445-3 Sustainable Tourism Planning and Development. This course focuses on sustainable tourism development as management of all resources in such a way that we can fulfill economic, social, and aesthetic needs while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems. Prerequisite: HTEM 202 or consent of instructor.

**HTEM450 - Event Marketing** 450-3 Event Marketing and Sponsorships. Strategic marketing and procurement of sponsors as they relate to events will be examined. Techniques related to association, corporation, and other special events will be analyzed and applied.

**HTEM455 - Event Risk Management** 455-3 Event Risk Management and Safety. Techniques used to reduce event risk and liability and increase safety for event attendees will be discussed. Crowd control, fire safety, attendee behavior, food and beverage safety, emergency medical services, among others, will be explored.

**HTEM460 - Capstone** 460-4 Hospitality Management Capstone. The course includes practical experience in the operational administration of a hospitality service facility. Provides students an opportunity to exercise their ability and creativity to manage a hospitality event(s). The lab involves situations in which students fill the different roles involved with hospitality management. \$30 Lab fee. A grade of C or better. Prerequisites: HTEM 202, HTEM 206, HTEM 360, HTEM 373 with grades of C or better. Restricted to senior standing.

**HTEM461 - Service Organization & Mgmt** 461-3 Service Organization and Management. (Same as HND 461) Managerial aspects of the hospitality industry as related to provision of quality service. Organizational structures, management techniques, decision-making abilities, ethics, leadership, and human resource issues are examined. A grade of C or better required. Prerequisite: HTEM 202, HTEM 380 with a grade of C or better. Restricted to junior standing or consent.

**HTEM464 - Online Capstone** 464-4 Hospitality Capstone Online. Senior capstone course for Hospitality, Tourism, and Event Management majors. This course integrates HTEM courses into managerial and leadership practice within the hospitality, tourism, and events industry. Students will have opportunities to analyze hospitality issues, make business decisions, and solve practical problems. The course will culminate in the creation of an independently researched project or business development plan. Grade of C or better is required. Restricted to senior status and enrollment in the online HTEM program.

**HTEM465 - Convention Mgmt & Services** 465-3 Convention Management and Services. This course serves as a primer to the understanding of the role the meeting and convention planning business plays in hotel profitability. Students will explore successful procedures, practical insight, and foundational knowledge to succeed in convention management and services. Grade of C or better. Prerequisite: HTEM 202 with a grade of C or better.

**HTEM470 - Hospitality Facilities Mgmt** 470-3 Hospitality Facilities Management. The course provides a comprehensive survey to manage the physical plants of hotels and food service establishments by working with the engineering and maintenance divisions in an effective and efficient manner. Areas of emphasis will include maintenance, energy conservation, environmental impact, and facilities management, with specific issues such as maintenance needs as they affect operations, property expenditures and resources, and a balance between guest satisfaction and environmental sustainability being addressed. A grade of C or better required. Prerequisite: HTEM 202 or consent of instructor.

**HTEM471 - Field Seminar** 471-3 Field Seminar in International Hospitality and Tourism. Coursework and field study related to international hospitality and tourism related issues. Students will complete coursework on campus and then travel to international locations for scheduled visits with hospitality and tourism businesses and organizations. Students will complete additional coursework while abroad. Fees: cost of transportation, lodging, access fees and general costs related to delivery of the curriculum items that are in addition to on-site courses. Prerequisite: HTEM 202 with a grade of C or better. Restrictions: junior standing or higher; minimum GPA 3.0; or special approval required.

**HTEM472 - Revenue Management** 472-3 Revenue Management in the Hospitality Industry. Managing revenue is a vital aspect of the Hospitality industry. This important course in Revenue Management for the Hospitality Industry will help students understand how they can incorporate the principles of revenue management and best practices, as an integral and critical function in their hospitality establishment. The core of revenue management of a hospitality organization is to "charge the right price, to the right customer, for the right product, through the right channel, at the right time." This course will help students to develop, implement, evaluate and effectively manage revenues as a strategic management process. Prerequisites: ACCT 230, HTEM 273, and HTEM 372 with grades of C or better.

## **Hospitality, Tourism and Event Management Faculty**

**Banz, William**, Professor and Chair, Ph.D., University of Tennessee, 1995.

**Davis, Nicole L.**, Instructor, Ph.D., Southern Illinois University, 2009.

**Farrish, John**, Assistant Professor, Ph.D., University of Nevada Las Vegas, 2010.

**Griffin, W. Clarke**, Instructor, M.B.A., McKendree University, 2015.

**Karan, Ravi**, Instructor, M.S., Northumbria UK, 2006.

**Smith, Sylvia F.**, Associate Professor, Ph.D., University of Tennessee, 2007.

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### **Southern Illinois University**

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### **Catalog Year Statement:**

Students starting their collegiate training during the period of time covered by this catalog (see bottom of this page) are subject to the curricular requirements as specified herein. The requirements herein will extend for a seven calendar-year period from the date of entry for baccalaureate programs and three years for associate programs. Should the University change the course requirements contained herein subsequently, students are assured that necessary adjustments will be made so that no additional time is required of them.