SIU CARBONDALE Southern Illinois University

Table of Contents

Hospitality, Tourism, and Event Management..... 1

Hospitality, Tourism, and Event Management

The mission of the Hospitality, Tourism, and Event Management undergraduate program is to prepare graduates for leadership positions in the hospitality industry through foundational knowledge of hospitality operations and business experiences that promote diversity, ethical responsibility, lifelong learning, and community engagement.

The mission is accomplished through teaching a combination of relevant 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.

Bachelor of Science (B.S.) in Hospitality, Tourism, and Event Management

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: (410) 226-5527).

A major in Hospitality, Tourism, and Event Management requires students to earn a minimum grade of C (a grade of C- is not sufficient) in each of the courses taken to satisfy the requirements for the Professional Core Requirement and the Hospitality, Tourism, and Event Management Core Requirements (as described below), and students must earn a minimum 2.0 grade point average for those major courses. All 300- and 400-level Hospitality, Tourism, and Event Management courses may be repeated for a grade only once.

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

Foodservice Management

- HTEM 206, HTEM 256, HTEM 360, HTEM 373, HTEM 460

Hotel Management

- HTEM 273, HTEM 325, HTEM 372, HTEM 465, HTEM 472

Destination Management

- HTEM 340, HTEM 351, HTEM 402, HTEM 435, HTEM 465

Additional Expenses

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.

B.S. Hospitality, Tourism, and Event Management Degree Requirements

Degree Requirements	Credit Hours	
University Core Curriculum Recommendations		39
Social Science: PSYC 102; Multicultural: HTEM 256		
Requirements for Major in Hospitality, Tourism, and Event Management		81
Professional Core Requirements	17	
ACCT 250 or HTEM 330; BUS 101; FIN 270 or FIN 280 or HTEM 440; CS 200B or ITEC 229; MKTG 304; CMST 382 or MATH 282 or MGMT 208 or SOC 308.		
Hospitality, Tourism, and Event Management Core Requirements	49	
HTEM 202, HTEM 206, HTEM 250, HTEM 273, HTEM 351, HTEM 360, HTEM 371A, HTEM 371B, HTEM 373, HTEM 380, HTEM 400, HTEM 435, HTEM 460, HTEM 461, HTEM 465, HTEM 470, and HTEM 472.		
Approved Electives	15	
Total		120

Hospitality, Tourism, and Event Management Minor

A minor in Hospitality, Tourism, and Event Management consists of a minimum of 15 semester hours, including HTEM 202 and either HTEM 250 (events) or HTEM 273 (hotels) or HTEM 351 (tourism) or a combination of HTEM 206 and HTEM 360 (foodservice). For the remaining hours, students can choose from the following list of HTEM courses: HTEM 206, HTEM 250, HTEM 273, HTEM 321, HTEM 325, HTEM 335, HTEM 340, HTEM 351, HTEM 360, HTEM 372, HTEM 373, HTEM 380, HTEM 402, HTEM 415, HTEM 435, HTEM 461, HTEM 465, HTEM 470, and HTEM 472. Students are encouraged to combine courses that represent their specific field of interest: hotel, foodservice, tourism, or event management. At least nine of the fifteen 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.

Undergraduate Certificate in Event Planning and Management

The Undergraduate Certificate in Event Planning and Management is meant to enhance the marketability of students who wish to pursue careers in meeting and special event planning and management. Enrollment in Hospitality, Tourism, and Event Management is not required to complete the certificate. While the certificate 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 Undergraduate Certificate 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 Carbondale. 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 435

Capstone Option for Transfer Students

The SIU Carbondale Capstone Option may be available to eligible students who have earned an Associate in Applied Science (A.A.S.) degree or the equivalent. The Capstone Option reduces the University Core Curriculum requirements from 39 to 30 hours, therefore reducing the time to degree completion. See the Capstone Option section for more information on this option.

Differential Tuition

The College of Business and Analytics assesses differential tuition for College of Business and Analytics majors. The College of Business and Analytics has a "minor program fee" for majors outside of the College of Business and Analytics that want to declare a minor through the College of Business and Analytics. The minor program fee is equal to 15% of 15 credit hours of applicable tuition for declared College of Business and Analytics minors.

Hospitality, Tourism, and Event Management Courses

HTEM202 - Introduction to Hospitality & 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. Credit Hours: 3

HTEM206 - Food Service Sanitation 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. Credit Hours: 2

HTEM210 - Cooking Fundamentals This course is designed to develop basic cooking skills for personal interest. Focus is on correct equipment usage, safety in a home kitchen, and preparation of common foods. Proper attire will be required. Cooking lab fee: $30. Credit Hours: 3

HTEM250 - 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. Credit Hours: 3

HTEM255 - Virtual Event Management The planning and management of virtual and hybrid events will be examined. Key differences between live and virtual events will be discussed. Students will gain experience with a variety of technology and platforms used to implement virtual and hybrid events. Topics include event design, development of strategic content, monetization, audience engagement, and event evaluation. Credit Hours: 3

HTEM256 - 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. Credit Hours: 3

HTEM273 - 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. Credit Hours: 3

HTEM321 - Introduction to Brewpub Management This course focuses on the retail side of craft brewpub management from pubs to tap/tasting rooms. Students will learn hospitality best practices enhancing customer experience in a brewpub setting. Topics will include: beer styles, food pairing, event marketing, and brewpub management. Credit Hours: 3

HTEM325 - 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. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 3

HTEM330 - 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. Prerequisite: HTEM 202 and ACCT 250 with grades of C or better. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 3

HTEM335 - Beverage Management Introduction to beers, wines and spirits. Legal responsibilities of alcohol service. Introduction to responsible beverage service and management. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. $40 Lab fee. Credit Hours: 3

HTEM340 - Digital Media Communications in Tourism This course will introduce students to digital media and artificial intelligence (AI) being used in marketing and communications within the tourism and related industries. Students will utilize the different tool 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 personal accounts with various social media and generative AI platforms. Credit Hours: 3

HTEM350 - 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. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 3

HTEM351 - 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. Prerequisite: HTEM 202 with a grade of C or better or consent of instructor. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 3

HTEM355 - 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. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 3

HTEM360 - 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. Residential students will be assessed a cooking lab fee not to exceed $30. Online students will not be assessed a cooking lab fee and will be expected to pay for their own cooking lab materials. Prerequisite: HTEM 202 and HTEM 206 with grades of C or better or concurrent enrollment. Restricted to 2nd Year standing or higher. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 4

HTEM361 - 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 entrepreneurships will be addressed. Prerequisite: HTEM 202 with a grade of C or better. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 3

HTEM363 - 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. Prerequisite: HTEM 202 with a grade of C or better. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 3

HTEM364 - Quantity Food Principles Basic principles of foodserve 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. Prerequisite: HTEM 202 and HTEM 206 or equivalent with grades of C or better, or concurrent enrollment. Restricted to 2nd Year standing or higher. Restricted to students enrolled in online HTEM program. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 4

HTEM371 - Field Experience Opportunity for supervised learning experiences in the student's major. 1st and 2nd 400 hour internship experience. 6 month internship experience. Restricted to 2nd Year status or higher. Special approval needed from the internship coordinator. Restrictions: College of Business and Analytics majors. Credit Hours: 3-6

HTEM371A - Internship A Opportunity for supervised learning experiences in the student's major. First internship experience. Prerequisite: HTEM 202 with a grade of C or better. Restricted to Third Year student status or higher. Special approval needed from the internship coordinator. Restriction: HTEM majors. Credit Hours: 3

HTEM371B - Internship B Opportunity for supervised learning experiences in the student's major. 2nd internship experience. Prerequisite: HTEM 202, HTEM 371A, MGMT 202 with grades of C or better. Restricted to 2nd Year status or higher. Special approval needed from the internship coordinator. Restrictions: College of Business and Analytics majors. Credit Hours: 3

HTEM372 - Front Office Management This course examines the principles and concepts of effective front office management in the lodging industry. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 3

HTEM373 - Food and Labor Cost Control 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. Prerequisite: HTEM 206 with a grade of C or better or concurrent enrollment or instructor approval. Restricted to 2nd Year standing or higher. Credit Hours: 3

HTEM380 - 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. Prerequisite: HTEM 202 with a grade of C or better. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 3

HTEM390 - Special Studies in Hospitality, Tourism, and Event Management Enables students to pursue personal research interests in Hospitality, Tourism and Event Management related disciplines. Prerequisite: HTEM 202 with a grade of C or higher. Restricted to 3rd Year and 4th Year students only. Special approval needed from the instructor. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 1-4

HTEM391 - Event Management Lab The purpose of this course is to provide students an opportunity to gain practical experience in managing live and virtual events. Students will be responsible for planning and implementing events, working with clients, and helping with various events on campus and in the community. Course may be repeated in subsequent semesters. Prerequisite: HTEM 250 with a grade of C or better or permission from instructor. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 3

HTEM400 - Hospitality Seminar In this course, students will examine issues affecting hospitality, tourism, and event management professionals. Prerequisite: HTEM 202 or equivalent with a grade of C or better. Restricted to 3rd Year and 4th Year status. Not for graduate credit. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 1

HTEM402 - Dimensions of Tourism In-depth examination of the components of the travel and tourism industry, motivators to travel and the various market segments will be explored. The economic, social, cultural and environmental impacts to tourism will be analyzed. Prerequisite: HTEM 202 or REC 302 or equivalent. Must be enrolled in one of the following Majors: Accounting (ACCT), Business and Administration (BNAD), Business Analytics (BSAN), Economics (ECON), Econometrics and Quantitative Economics (EQE), Finance (FIN), Hospitality, Tourism, & Event Management (HTEM), Management (MGMT), Marketing (MKTG), Public Administration (PADM), Business Undecided (UNBA), Recreation Professions (REC). Credit Hours: 3

HTEM415 - 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. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 3

HTEM421 - 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. Prerequisite: HTEM 202 with a grade of C or better. Special approval needed from the instructor. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 3-6

HTEM425 - 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 3rd Year and 4th Year students. 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. Restrictions: College of Business and Analytics majors. Credit Hours: 3

HTEM435 - Advanced Hospitality Marketing This applied course concentrates on marketing for hotels, restaurants and tourism-related entities. Students will work with a business client to 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. Prerequisite: HTEM 202, MKTG 304 or equivalent, and HTEM 351 with grades of C or better. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 3

HTEM440 - Hospitality Risk Management Introduction to risk management, security, liability and contract management applicable to the awareness and/or operations of hotels, restaurants and resorts. Prerequisite: HTEM 202 with a grade of C or better. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 3

HTEM445 - 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 with a grade of C or better or consent of instructor. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 3

HTEM450 - 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. Credit Hours: 3

HTEM451 - Festival Management Explore strategic planning, logistics, and marketing of local and community festivals. Develop memorable experiences that resonate with audiences and leave a lasting impact. Gain hands-on experience by assisting in the planning activities for festivals held at SIU Touch of Nature. Prerequisite: HTEM 202 or REC 302 or equivalent. Must be enrolled in one of the following Majors: Accounting (ACCT), Business and Administration (BNAD), Business Analytics (BSAN), Economics (ECON), Econometrics & Quantitative Economics (EQE), Finance (FIN), Hospitality, Tourism, & Event Management (HTEM), Management (MGMT), Marketing (MKTG), Public Administration (PADM), Business Undecided (UNBA), Recreation Professions (REC). Credit Hours: 3

HTEM452 - Advanced Festival Management Live entertainment event design including technology, marketing operations, sponsor and vendor relations, and risk management. Overall visitor experience will be explored through an event evaluation. Gain hands-on experience by planning and managing festivals held at SIU Touch of Nature. Prerequisite: HTEM 202 or REC 302 or equivalent. Must be enrolled in one of the following Majors: Accounting (ACCT), Business and Administration (BNAD), Business Analytics (BSAN), Economics (ECON), Econometrics & Quantitative Economics (EQE), Finance (FIN), Hospitality, Tourism, & Event Management (HTEM), Management (MGMT), Marketing (MKTG), Public Administration (PADM), Business Undecided (UNBA), Recreation Professions (REC). Credit Hours: 3

HTEM455 - 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. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 3

HTEM460 - Hospitality Management Capstone 4th Year 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 industries. 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. Restrictions: 4th Year standing, HTEM majors only. Grade of C or better is required. Credit Hours: 3

HTEM461 - 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. Prerequisite: HTEM 202, HTEM 380 with a grade of C or better. Restricted to 3rd Year standing or consent. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 3

HTEM464 - Hospitality Capstone Online 4th Year 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. Restricted to 4th Year status and enrollment in the online HTEM program. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 4

HTEM465 - Convention Management and Service This course serves as a primer to the understanding of the role that meetings and conventions play in hotel profitability. Students will explore planning, procedures, practical insight, and foundational knowledge to succeed in convention management and services. Prerequisite: HTEM 250 with a grade of C or better. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 3

HTEM470 - 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. Prerequisite: HTEM 202 with a grade of C or better or consent of instructor. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 3

HTEM471 - 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: 3rd Year standing or higher; minimum GPA 3.0; or special approval required. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 3

HTEM472 - Revenue Management in Hospitality Managing revenue is a vital aspect of the hospitality industry. This course explores the principles of revenue management and best practices as an integral and critical function in a 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 250 or HTEM 330 or equivalent, HTEM 273 or equivalent with grades of C or better. Restrictions: College of Business and Analytics majors or minors, or see a College of Business and Analytics advisor. Credit Hours: 3

Hospitality, Tourism, and Event Management Faculty

Davis, Nicole, Professor of Practice, Hospitality, Tourism, and Event Management, Ph.D., Southern Illinois University, 2009; 2004. Food history, mid-west foodways and cuisine, social media in tourism, education technology, and destination marketing.

Farrish, John, Associate Professor, Hospitality, Tourism, and Event Management, Ph.D., University of Nevada Las Vegas, 2010; 2015. Food and labor cost control, facilities management, food and beverage management, human resources in tourism and hospitality.

Karan, Ravi, Associate Lecturer, Hospitality, Tourism, and Event Management, MBA Northumbria University, 2006; 2012. Hotel, resort management, and beverage management

Smith, Sylvia, Professor, Hospitality, Tourism, and Event Management, Ph.D., University of Tennessee, 2007; 2013. Local food systems, food safety and sanitation, fermentation, sensory evaluation.

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