

# HOSPITALITY AND TOURISM MANAGEMENT

Department Website ([https://www.sc.edu/study/colleges\\_schools/hrsm/study/areasofstudy/hrtm/](https://www.sc.edu/study/colleges_schools/hrsm/study/areasofstudy/hrtm/))

The School of Hospitality and Tourism Management offers two bachelor degree programs: a Bachelor of Science degree with a major in Hospitality Management and a Bachelor of Science in Tourism Management.

## Admissions Requirements

Admission for incoming freshmen to the School of Hospitality and Tourism Management conforms to the admissions requirements for the University of South Carolina. Transfer applicants from regionally accredited colleges and universities are required to have a minimum grade point average of 2.5 (on a 4.00 scale) on all college-level courses attempted.

## Programs

- Beverage Management Minor (<https://academicbulletins.sc.edu/undergraduate/hospitality-retail-sport-management/hotel-restaurant-tourism-management/beverage-management-minor/>)
- Hospitality and Tourism Management Minor (<https://academicbulletins.sc.edu/undergraduate/hospitality-retail-sport-management/hotel-restaurant-tourism-management/hotel-restaurant-tourism-management-minor/>)
- Hospitality Management, B.S. (<https://academicbulletins.sc.edu/undergraduate/hospitality-retail-sport-management/hotel-restaurant-tourism-management/hospitality-management-bs/>)
- Tourism Management, B.S. (<https://academicbulletins.sc.edu/undergraduate/hospitality-retail-sport-management/hotel-restaurant-tourism-management/tourism-management-bs/>)

## Courses

### HTMT 110 - Introduction to Hospitality Industry (3 Credits)

History, growth, developments, and future opportunities in the hospitality industry.

### HTMT 160 - Breads, Pastas and Sauces (1 Credit)

Hands-on training in the basic foundations of breads, pastas, and sauces. Basic bread types, pasta shapes, pasta sauces, food safety, and new techniques to create personalized dishes.

### HTMT 161 - Breakfast (1 Credit)

Hands-on training in the basic foundations of meal preparation, simple breakfast staples, egg cookery, alternative breakfasts, basic food safety, and new techniques to create personalized dishes.

### HTMT 162 - Cooking for Two (1 Credit)

Hands-on training in the basic foundations of cooking complete dinners for two people. Includes effective purchasing, appetizers, complete meals, proper table set-up, desserts, and special meal ideas.

### HTMT 163 - Desserts (1 Credit)

Hands-on training in the basic foundations of meal preparation, staple dessert items, basic food safety, and new techniques to create personalized dishes.

### HTMT 164 - Introduction to Healthy Mediterranean Cooking (1 Credit)

Basic elements of the traditional Mediterranean diet, cooking techniques, and how to cook and eat to stay fit and healthy.

### HTMT 165 - Introduction to Cooking (1 Credit)

Hands-on training in the basic foundations of meal preparation, cooking basics, simple sauces, complete meals, staple dessert items, basic food safety, and new techniques to create personalized dishes.

### HTMT 166 - Simply French (1 Credit)

Hands-on training in the basic foundations of meal preparation, French cooking basics, simple sauces, complete meals, staple dessert items, basic food safety, and new techniques to create personalized dishes.

### HTMT 167 - Simply Italian (1 Credit)

Hands-on training in the basic foundations of classical Italian dishes, including sauteing, frying, and braising, basic food safety, and new techniques to create personalized dishes.

### HTMT 168 - Tailgating 101 (1 Credit)

Hands-on training in the basic foundations of classic tailgating dishes, including grilling, frying, and braising, basic food safety, and new techniques to create personalized dishes.

### HTMT 169 - ServSafe Sanitation (1 Credit)

Food safety and sanitation in a commercial kitchen operation.

### HTMT 190 - Special Topics in Culinary Arts (1-3 Credits)

Special topics within the culinary discipline designed to give students a hands-on approach to learning special techniques, cooking styles and preparation, and practical application used in the foodservice industry. Content varies by title. May be repeated.

### HTMT 228 - Cost Controls in the Hospitality Industry (3 Credits)

This course is designed to give students a thorough understanding of the numerous ways hospitality managers can control costs. This does not mean just cutting costs but includes operational and budgetary policies which lead to intended results. Some of these planned procedures include forecasting, financial analysis, budgeting, storage, and purchasing.

### HTMT 230 - Hospitality Management (3 Credits)

Tools available to management and their utilization in the hospitality industry.

### HTMT 260 - Hotel Management (3 Credits)

Students will gain an overview of the hotel industry by exploring each of the major sectors of this industry including lodging, food & beverage, and housekeeping.

### HTMT 262 - Spa Management (3 Credits)

Basic introduction to the spa segment with an overview on establishing a spa business, operations and management, business skills, and knowledge of future trends in the industry.

### HTMT 270 - Introduction to Food Production Management (3 Credits)

The basics of food production from storeroom to consumer. Various techniques of storage, preparation, merchandising, and menu-planning, as well as the many aspects of service. One lecture and three laboratory hours per week.

### HTMT 275 - Introduction to Beverage Management (3 Credits)

Introduction to Beverage Management, is an introductory course designed to give students a broad understanding of the beverage industry.

**HTMT 280 - Foundations of Tourism (3 Credits)**

Basic introduction to the social science of tourism in the US and the world, including definitional issues, motivations for travel, factors influencing demand-side and supply-side growth, the tourism product, market segmentation and marketing, socioeconomic, and ecological impacts, and destination life cycle dynamics. May not be used to satisfy Carolina Core requirements for HTMT majors.

**Carolina Core:** GSS

**HTMT 285 - Club Management (3 Credits)**

Unique problems and issues associated with private club management.

**HTMT 290 - Hospitality and Tourism Practicum (3,6 Credits)**

Supervised full-time work experience in an area of the hospitality and tourism industry, selected by the student and approved by the practicum coordinator. 400 hours required for 6 credit hours, 200 hours required for 3 credit hours.

**Graduation with Leadership Distinction:** GLD: Professional and Civic Engagement Internships

**Experiential Learning:** Experiential Learning Opportunity

**HTMT 328 - Sustainability in the Hospitality Industry (3 Credits)**

The basic fundamentals of sustainability throughout the hospitality industry will be explored. This includes the various segments ranging from hotels and resorts, foodservice, casinos, and cruise ships to the functional departments such as human resources or financial reporting.

**Prerequisites:** C or better in HTMT 110.

**HTMT 340 - Nutrition (3 Credits)**

The utilization of food by the body; menu planning and food production for institutions in relation to regular and modified diets.

**HTMT 344 - Human Resource Management in Hospitality, Retail, and Sport Management (3 Credits)**

Recruitment, selection, utilization, and development of human resources; role of supervisors in management and personnel administration.

**Cross-listed course:** RETL 344

**HTMT 350 - Beverage Marketing and Promotion (3 Credits)**

Study of marketing and sales practices within the overall beverage industry and impacts on consumer behaviors and consumption patterns.

**HTMT 351 - Hospitality Loyalty Strategy (3 Credits)**

Overview of the background, principles, and design functions associated with loyalty strategy within the hospitality and tourism industry from both a theoretical and practical perspective.

**Prerequisites:** C or better in HTMT 110 or HTMT 280.

**HTMT 355 - Physical Plant Design (3 Credits)**

Design, equipment, and maintenance of hospitality facilities.

**HTMT 357 - Hotel and Restaurant Law (3 Credits)**

A comprehensive overview of laws and regulatory agencies governing the lodging and food services industries.

**Prerequisites:** C or better in SPTE 240.

**HTMT 362 - Wedding Planning and Management (3 Credits)**

Sociocultural, political, economic, religious, and legal influences on wedding planning and business strategies will be explored as background to practices relevant to successful wedding planning and consultancy for diverse clients.

**HTMT 364 - Conference and Meeting Planning (3 Credits)**

Planning and managing conferences and meetings in the tourism industry.

**HTMT 370 - Restaurant Operations Management (3 Credits)**

Management techniques and operating problems in food service operations. One lecture and five laboratory hours per week.

**Prerequisites:** C or better in HTMT 270.

**HTMT 372 - Catering Management (3 Credits)**

Management techniques, including planning, production, and performance of off-premise catering.

**Prerequisites:** HTMT 270.

**HTMT 373 - Coffee, Tea, and Non-Alcoholic Beverages (3 Credits)**

Examination of coffee, tea, and other non-alcoholic beverages and how to build a successful non-alcoholic beverage program in a restaurant, bar or other hospitality operation.

**HTMT 375 - Wine, Beverage, and Culture (3 Credits)**

This course provides a broad base of knowledge, covering all commercially relevant beverages including origins, tradition and culture.

**HTMT 376 - Venue Food and Beverage Operations (3 Credits)**

Introduction to the principles of food and beverage in venue management and their operational applications.

**HTMT 381 - Travel and Destination Management (3 Credits)**

Describes role of travel agencies, tour operators, tour guides, transportation providers, and attractions as critical sectors within the travel industry.

**Prerequisite or Corequisite:** HTMT 280.

**HTMT 382 - Travel and Tourism Law (3 Credits)**

This course focuses on legal issues affecting the tourism industry, including international travel law, travel litigation, liability, and topics specific to travel agencies, carriers, attractions, and destinations.

**HTMT 383 - Ecotourism (3 Credits)**

Focuses on tourism that is nature-based and entails a learning component while being managed for environmental, economic, and sociocultural sustainability.

**Prerequisite or Corequisite:** HTMT 280.

**HTMT 384 - Cultural and Heritage Tourism (3 Credits)**

The effective presentation, development, management, and marketing of cultural and heritage tourist attractions, including battlefields, plantations, and pilgrimage sites.

**Prerequisite or Corequisite:** HTMT 280.

**HTMT 386 - Tourism Festival Planning and Management (3 Credits)**

Planning, marketing, sponsorship, budgeting, management, impacts, and evaluation of successful and sustainable special tourism festivals are discussed from both a theoretical and practical perspective.

**Prerequisite or Corequisite:** HTMT 280.

**HTMT 387 - Cruise Ship Industry (3 Credits)**

Organization, market segmentation, marketing, design, anatomy of experience, environmental and social impacts, health and safety, and trends within cruising.

**Prerequisite or Corequisite:** HTMT 280.

**HTMT 388 - Resort Development and Management (3 Credits)**

Examines effective practices in the sustainable planning, development, and management of resorts and spas, including host community relations, social effects, design, marketing, operations, finance, and recreation programming.

**Prerequisite or Corequisite:** HTMT 280.

**HTMT 389 - International Tourism Field Experience (3 Credits)**

An experiential field trip where students evaluate selected tourism issues and products in an international destination.

**Prerequisite or Corequisite:** HTMT 280.

**HTMT 390 - Special Topics in HTMT (3 Credits)**

Concepts, issues, and trends in the hospitality and tourism industry.

**HTMT 399 - Independent Study (1-6 Credits)**

Contract approved by instructor, advisor, and department head is required for undergraduate students.

**HTMT 410 - HTMT Current Issues (3 Credits)**

Issues and problems concerning the hospitality industry.

**HTMT 421 - Hospitality Financial Management (3 Credits)**

Financial decision making including ratio analysis, asset management, leverage, short, intermediate, and long-term financing in the hospitality industry.

**Prerequisites:** C or better in RETL 262.

**HTMT 428 - Sustainable Foodservice Systems (3 Credits)**

Factors affecting the food supply in the United States and world. The class will explore the economic, political, legal, and societal forces affecting the distribution system of our food supply.

**Prerequisites:** HTMT 228.

**HTMT 440 - Services Management for Hospitality and Tourism (3 Credits)**

Management issues pertinent to quality service delivery in hospitality and tourism organizations.

**HTMT 450 - Hospitality and Tourism Marketing (3 Credits)**

Application of marketing principles and promotional techniques to the hospitality and travel industry.

**HTMT 455 - Hospitality Sales Management (3 Credits)**

Basic sales management policies and procedures within the hospitality industry with emphasis on sales planning, preparation, presentations and client contact within hospitality organizations.

**Prerequisite or Corequisite:** HTMT 260.

**HTMT 470 - Current Issues in Nutrition (3 Credits)**

Basic nutrition concepts as a foundation to address nutrition, health trends, concerns, and current nutritional issues in the modern world.

**Prerequisites:** C or better in HTMT 340.

**HTMT 473 - Club Cuisine and Service (3 Credits)**

Advanced topics in the management of production and service techniques for private clubs.

**Prerequisites:** HTMT 270, HTMT 285.

**HTMT 474 - Distilled Spirits for the Hospitality Industry (3 Credits)**

Study of production methods, styles, regions of distillation, standards of identity, sensory evaluation, and proper procedures for serving distilled spirits.

**Prerequisites:** Students must be 21 years or older to enroll in this course.

**HTMT 475 - Wines and Spirits in Food Service Establishments (3 Credits)**

Management overview and operating problems of beverages in the hospitality industry.

**Prerequisites:** Students must be 21 years or older to enroll in this course.

**HTMT 476 - Craft Beer (3 Credits)**

Study of craft beer through exploration of current trends, countries of origin, beer styles, flavor profiles, food flavor pairings and best business practices.

**Prerequisites:** Students must be 21 years or older to enroll in this course.

**HTMT 481 - Analytical Techniques in Tourism and Hospitality (3 Credits)**

Examination and application of analytical and research methods to tourism and hospitality problems.

**Prerequisites:** STAT 201 or equivalent.

**Graduation with Leadership Distinction:** GLD: Research

**HTMT 482 - Sustainable Tourism Planning and Policy (3 Credits)**

Principles and practice of tourism planning fostering sustainable tourism development at international, national, state, regional, local and site levels.

**HTMT 483 - Tourism Economics (3 Credits)**

Macro- and microeconomic dimensions of tourism are considered in relation to the demand and supply of tourism products at the national, state, regional, and local levels.

**Prerequisites:** ECON 224.

**HTMT 485 - Sustainable Tourism (3 Credits)**

Principles and practices of environmental, economic, and sociocultural sustainability in tourism are described and analyzed.

**HTMT 490 - Strategic Hospitality Management and Leadership (3 Credits)**

Students utilize knowledge gained from previous coursework combined with contemporary strategic management and leadership practices to identify, analyze, and solve problems in the highly competitive and dynamic hospitality business environment.

**Prerequisites:** C or better in MGMT 371.

**HTMT 495 - Hospitality and Tourism Internship (6 Credits)**

Structured industry practical experience in a hospitality or tourism company. 400 hours required.

**Prerequisites:** C or better in HTMT 344; C or better in HTMT 110 or HTMT 280.

**Graduation with Leadership Distinction:** GLD: Professional and Civic Engagement Internships

**Experiential Learning:** Experiential Learning Opportunity

**HTMT 518 - Hospitality Human Capital and Talent Management (3 Credits)**

This course will help students learn and apply concepts comprising talent management, including the role that talent management plays in the strategic management of hospitality and tourism operations, diversity, recruitment, selection, training and development of talent within the organization, as well as performance management for hospitality supervisors and management.

**HTMT 521 - Revenue Management in the Hospitality Industry (3 Credits)**

Examination of revenue management in the hospitality industry with an emphasis on the theory and dynamics of revenue management, the implementation of capacity management, forecasting and discounting.

**Prerequisites:** HTMT 450.

**Corequisite:** HTMT 421.

**HTMT 537 - Social and Cultural Issues in the Hospitality and Tourism Industry (3 Credits)**

Topics relating to the various social structures and social issues facing the hospitality industry today and into the future.

**HTMT 540 - Hospitality and Tourism Innovation & Entrepreneurship (3 Credits)**

Fundamental innovation and entrepreneurship concepts in hospitality and tourism. Emphasizes the key phases of entrepreneurship: creating and finding opportunities, evaluating and acting on opportunities, and resourcing new opportunities.

**HTMT 550 - Theme Park and Attractions Management (3 Credits)**

This course will give students an overview of the theme park and attractions industry. We will explore each of the areas of this industry including: history, venues, resources, ride operations, merchandising, food service and design.

**HTMT 557 - Security Management of Hotels and Restaurants (3 Credits)**

Individualized security programs, procedures, legal issues, and review of local, state, and federal laws that apply to the lodging and restaurant industry.

**Prerequisites:** HTMT 357 or equivalent.

**HTMT 560 - Advanced Lodging Management (3 Credits)**

Advanced principles of the management of hotels and resorts.

**Prerequisites:** HTMT 260.

**Graduation with Leadership Distinction:** GLD: Professional and Civic Engagement Leadership Experiences

**Experiential Learning:** Experiential Learning Opportunity

**HTMT 564 - Advanced Meeting Management (3 Credits)**

Analysis of current issues and problems in the meetings industry with emphasis on planning, organizing, managing, and enhancing meetings.

**Prerequisites:** HTMT 364.

**HTMT 565 - International Lodging Management (3 Credits)**

Analysis of the structure of international lodging companies, challenges of marketing U.S. lodging companies abroad, and cultural differences in international management.

**Prerequisites:** HTMT 260.

**HTMT 567 - Timeshare and Vacation Ownership Management (3 Credits)**

Management of the timeshare and vacation ownership industry.

**HTMT 570 - Managing Food Service Operations (3 Credits)**

An advanced study of the food-service industry and its operations both internally and externally to the physical plant.

**Prerequisites:** HTMT 270.

**HTMT 574 - The Global Business of Beverage Distribution (3 Credits)**

The Global Business of Beverage Distribution, exploring the global beverage industry from product management perspective, from raw materials to end user.

**Prerequisites:** C or better in HTMT 275, HTMT 375, or HTMT 475.

**HTMT 575 - Advanced Topics in Wine (3 Credits)**

A viticultural and enological study of wine and wine regions around the world; from the vineyard to the table including grape varietals, wine regions and wine service.

**Prerequisites:** C or better in HTMT 475; Students must be 21 years or older to enroll in this course.

**HTMT 576 - Franchising within the Hospitality Industry (3 Credits)**

This course will focus on the study of multi-unit and franchise operations within the hospitality and tourism industry.

**Prerequisites:** C or better in MGMT 371.

**HTMT 580 - Adventure Travel Management (3 Credits)**

Analysis of the adventure travel industry throughout the world, with emphasis on the management, marketing, and operation of an adventure travel business.

**HTMT 581 - Data Visualization in Hospitality and Tourism Management (3 Credits)**

Fundamental concepts and practical applications of data visualization analytics in the hospitality and tourism industry and facilitating better business decision-making process.

**Prerequisites:** C or better in SPTE 274.

**HTMT 584 - Tourism Information Technology Issues (3 Credits)**

Information technologies such as e-commerce, e-marketing, and e-research are examined, critiqued, and applied within a tourism context.

**Prerequisites:** C or better in SPTE 274.

**HTMT 585 - Advanced Club Management (3 Credits)**

Advanced topics in hospitality management for the club industry.

**Prerequisites:** HTMT 285.

**HTMT 590 - Special Topics in HTMT (3 Credits)**

Advanced concepts, issues, and trends in the hospitality and tourism industry. May be taken twice for degree credit.

**HTMT 591 - Golf Tourism (3 Credits)**

Effective practices used in the planning, development, and promotion of golf tourism. Experiential learning component for evaluating selected issues, problem solving, and participating in the operational performance of a large golf tournament. Employment with a pre-approved golf tournament or permission of instructor.

**Experiential Learning:** Experiential Learning Opportunity

**HTMT 592 - Golf Tourism Consumer Services (1 Credit)**

Examines superior customer service in high-quality business operations for a mega golf-tourism event; includes an experiential learning/fieldwork component.

**Prerequisites:** HTMT 591.

**Experiential Learning:** Experiential Learning Opportunity

**HTMT 593 - Golf Tourism Supervisory Skills (1 Credit)**

Examines basic supervisory skills in high-quality business operations for a mega golf-tourism event; includes an experiential learning/fieldwork component.

**Prerequisites:** HTMT 591, HTMT 592.

**Experiential Learning:** Experiential Learning Opportunity

**HTMT 594 - Golf Tourism Leadership Skills (1 Credit)**

Examines management and leadership skills in high-quality business operations for a mega golf-tourism event; includes an experiential learning/fieldwork component.

**Prerequisites:** HTMT 591, HTMT 592, HTMT 593.

**Experiential Learning:** Experiential Learning Opportunity

**HTMT 595 - Hospitality and Tourism Management Field Study (3 Credits)**

Immersive study of international/domestic hospitality or tourism companies in a specially chosen host country or region of the United States. Students must have a minimum GPA of 2.0; no pending or past judicial council infractions.

**HTMT 597 - Global Travel and Tourism (3 Credits)**

Study of the economic, social, cultural, political, and environmental considerations of international tourism management and development.

**Prerequisites:** HTMT 280.

**HTMT 620 - Hospitality Finance Methods and Asset Management (3 Credits)**

Feasibility methods of asset investments in a given market; evaluation of market data and potential franchises; development of facility and design requirements; examination of revenue streams, cash flow, and economic viability.

**Prerequisites:** C or higher in HTMT 421 or an equivalent course approved by the instructor.