

Global Hospitality and Tourism – B.S.

Mission Statement

The mission of the College of Business is to provide a high quality, student-oriented, educational experience to baccalaureate and master's degree business students primarily from the Northwest Florida region. With a focused priority on teaching excellence, supported by scholarship and service, the College of Business prepares students for success in business and society and contributes to the advancement of the educational and economic development of Northwest Florida.

Student Learning Outcomes

UWF Global Hospitality and Tourism: Guest Experience Management graduates will be able to do the following:

Content

- Identify and apply concepts and principles in the major hospitality operational areas.
- Exhibit expertise in a major functional area of hospitality management.
- Use hospitality terminology accurately.
- Identify opportunities for professional life in the hospitality industry.

Critical Thinking

- Identify comprehensive factors relevant to defining complex problems.
- Design and conduct research using appropriate methods.
- Propose effective/creative solutions in solving hospitality problems.

Communication

- Exhibit effective interpersonal communication skills.
- Create and deliver professional oral presentations.

Integrity/Values

- Recognize the ethical dilemmas encountered by managers.
- Make and defend decisions based on appropriate ethical principles.

Assessment of Student Learning Outcomes

In the Global Hospitality and Tourism: Guest Experience Management major, you will demonstrate specific knowledge and skills through quizzes, examinations, projects, simulations and other assignments throughout the undergraduate program. For example, in the BS course Strategic Leadership in Hospitality Management, you will be given an opportunity to demonstrate your academic accomplishments in a standard format through the production of a substantial case analysis. In most courses, students will participate in experiential education opportunities designed to allow application of the knowledge and skills covered in the respective courses. Additional assessment includes an eight-hundred-hour hospitality and tourism industry based internship requirement.

Job Prospects for Global Hospitality and Tourism BS

- Hotel Manager
- Restaurant Manager
- Beverage Manager
- Front Office Manager
- Sales Manager
- Marketing Research Analyst/Manager
- Retail Manager
- Country Club Manager
- Social Media/Marketing Manager
- Convention & Visitors Bureau Manager
- Public Relations Specialist
- Human Resources Generalist
- Airline Industry Manager
- Cruise Line Manager
- Non-Profit Manager
- Tourism Bureau Manager
- Sport Facility Manager
- Special Events Manager
- Catering and Convention Manager
- Travel Agency Manager

Find out more about Global Hospitality and Tourism Management at:

<https://uwf.edu/cob/departments/global-hospitality-and-tourism-management/academic-programs/julian--kim-macqueen-guest-experience-management/>