Global Hospitality and Tourism: Julian & Kim MacQueen Guest Experience Management

Program Description
The Julian and Kim MacQueen Guest Experience Management Program prepares students to fill the growing demand for leadership positions in resorts, events, convention and visitors’ bureaus, sport facilities, food and beverage, travel and tourism, spas, airlines, hotels, amusement parks, casinos, cruise lines, private clubs and more. The complex nature of this industry requires creative problem solving, technical knowledge, communication skills, and leadership.

Classes are offered at both the Emerald Coast campus and the Pensacola campus.

About This Major
- **College:** College of Business
- **Degree:** Bachelor of Science (B.S.)
- **Required Hours for the Degree:** 120
- **Minors Available:** Global Hospitality and Tourism Management
- **Website:** uwf.edu/emeraldcoast
- **Emerald Coast Phone Number:** 850.863.6565

Career Opportunities
- Amusement Parks
- Airline Services
- Casinos Management
- Catering Management
- Condo Sales & Management
- Convention & Visitor Services
- Cruise Line Services
- Destination Management
- Meeting and Event Planning
- Resort Management
- Resort Sales & Marketing
- Restaurant Management
- Spa Management
- Theme Park Management
- Tourism Development

Scholarships
The College of Business offers a number of undergraduate scholarships. To apply, candidates must complete the application form, available on the College of Business website.

Global Hospitality and Tourism
Advisor Contact
- Ms. Lori Anderson
- Emerald Coast Campus
- Building 2, Room 205
- 850.863.6580
- landerson2@uwf.edu
- uwf.edu/ghtm
Plan of Study

Broad-based views of the guest experience management, hospitality, and tourism disciplines are offered through a common core of courses that promote an understanding of the interrelationships among the global hospitality and tourism industries, based on the underlying concepts of quality guest experience management and predictive analytics. This approach allows students to customize an emphasis and provides flexibility in career changes.

Prerequisites

Total Hours: 15

- ACG 2071: Principles of Managerial Accounting
- ECO 2013: Principles of Economics Macro
- ECO 2023: Principles of Economics Micro
- HFT 2000: Introduction to the Hospitality Industry

Global Hospitality and Tourism Management Core

Total Hours: 21

- HFT 3053: Travel and Tourism Management
- HFT 3221: Human Resources in the Hospitality Industry
- HFT 3414: Managing Front Office Operations
- HFT 3414C Management of Food and Beverage Operations
- HFT 4426: Hospitality Financial Analysis & Revenue Optimization
- HFT 4503: Service Experience Marketing for Hospitality Management
- HFT 4945: Global Leadership Development I: Industry Foundations
- HFT 4946: Global Leadership Development II: Cross-Functional Training
- HFT 4947: Global Leadership Development III: Insights into Management

Guest Experience Management

Required Courses

Total Hours: 15

- HFT 4277: Resort Operations and Management
- HFT 4295: Strategic Leadership in Hospitality Management
- HFT 4343: Planning and Design for the Hospitality Industry
- HFT 4536: Hospitality Innovation and Brand Design
- HFT 4799: Hospitality and Tourism Guest Management

Major-Related Courses

Total Hours: 15

- FIN 3403: Managerial Finance
- GEB 3213: Writing for Business: Theory and Practice
- MAN 3025 Management Fundamentals
- MAN 3240: Behavior in Organizations
- MAR 3023: Marketing Fundamentals

Choose 3 Electives

Total Hours: 9

Hospitality and Tourism Management
- HFT 3214: Hospitality Safety, Sanitation and Risk Management
- HFT 3271: Spa Management
- HFT 3333: Contemporary Club Management
- HFT 4274: Condominium and Vacation Interval Ownership
- HFT 4753: Special Event Management
- LEI 4332: Community Tourism Development

Disney College Program

Disney courses offered only onsite with Disney:
- Disney Corporate Analysis
- Disney Advanced Studies in Hospitality Management
- Disney Organizational Leadership
- Disney Corporate Communications
- Disney Human Resource Management

Program Requirements

In addition to the University’s general requirements, students seeking the must meet the requirements listed below.

A minimum course grade of “C” is required in all College of Business prerequisites and courses. Additionally, students must earn a 2.5 cumulative GPA in the major. Students should consult their advisor regarding courses which may satisfy both the General Education requirements and common prerequisites.