Developing Global Hospitality Leaders

PROGRAM DETAILS
The B.S. in Global Hospitality and Tourism: Guest Experience Management and the B.S.B.A. in Global Hospitality and Tourism: Revenue Management and Predictive Analytics employs a global approach to education via world-wide experiential learning opportunities enabling graduates to serve a multinational clientele. Students will be prepared to fill the growing international demand for leadership positions in resorts, events, convention and visitor’s 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.

Broad-based views of the service 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 predictive analytics and quality service management. The B.S. approach allows students to customize an emphasis and provides flexibility in career changes. In addition, students in the B.S.B.A. will be utilizing STR hospitality metrics and develop hotel analytical skills and the opportunity to receive the Certification in Hotel Industry Analytics (CHIA).

The program’s proximity to the Emerald Coast and our three campuses (Pensacola, Fort Walton Beach and Panama City) provides a living laboratory where students can apply, first-hand, what they’ve learned in the classroom.

Engage to be amazing!
Global Hospitality & Tourism Management’s emphasis on engaged education takes you into the real world to develop your skills.
Check out the opportunities available to you:

- Study Abroad this year in Spain, Switzerland, Vietnam or Dubai.
- Participate in student-driven resort consulting and service learning projects.
- Visit hospitality properties and learn about sustainable facilities, resort operations, convention management, and cutting-edge technology.
- Meet industry executives on-site and in the classroom to learn about leadership and gain valuable networking contacts.
- Gain internship opportunities locally along the beautiful Emerald Coast, nationally or globally.

Get out of the classroom and live your education!

Management Careers in the Fastest Growing Industry in Florida

- Hotel and Resort Management
- Casino and Entertainment Management
- Tourism and Travel Services
- Restaurant Management
- Theme Park Management
- Airline and Cruise Line Services
- Meeting and Event Planning
- Resort Sales and Marketing
- Recreation and Park Services
The Department of Global Hospitality & Tourism Management (GHTM) celebrates diversity and global opportunities within its degree emphases. Our faculty, staff, and students come from diverse cultural backgrounds and numerous countries. GHTM believes diversity enriches the educational experience; promotes personal growth and a healthy society; strengthens communities and workplaces; and enhances America’s economic competitiveness. Encouraging students to embrace and appreciate multiculturalism is a necessary component of hospitality higher education and will prepare them for careers in the global hospitality industry.

B.S. in Global Hospitality & Tourism: Guest Experience Management (120 hours)

Prerequisites: 15 Hours
- ACG 2021 Principles of Financial Accounting
- 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: 21 Hours
- HFT 3053 Travel and Tourism Management
- HFT 3221 Human Resources in the Hospitality Industry
- HFT 3414 Managing Front Office Operations
- HFT 3814C Management of Food and Beverage Operations
- HFT 4426 Hospitality Financial Analysis & Revenue Optimization
- HFT 4503 Service Experience Marketing for Hospitality Mgmt
- 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 Mgmt

Guest Experience Management Required Course: 15 Hours
- 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 Experience Mgmt

Major-Related Courses: 15 Hours
- 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 Elective Courses from: 9 Hours

Hospitality and Tourism Management
Choose 3 courses:
- 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

Or Disney College Program
Choose 3 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

B.S.B.A. in Global Hospitality & Tourism: Revenue Management & Predictive Analytics (120 hours)

Prerequisites: 24 Hours
- ACG 2021 Principles of Financial Accounting
- ACG 2071 Principles of Managerial Accounting
- CGS 2570 Personal Computer Applications
- ECO 2013 Principles of Economics Macro
- ECO 2023 Principles of Economics Micro
- HFT 2000 Introduction to the Hospitality Industry
- MAC 2233 Calculus with Business Applications
- STA 2023 Elements of Statistics

Global Hospitality and Tourism Management Core: 21 Hours
- HFT 3053 Travel and Tourism Management
- HFT 3221 Human Resources in the Hospitality Industry
- HFT 3414 Managing Front Office Operations
- HFT 3814C Management of Food and Beverage Operations
- HFT 4426 Hospitality Financial Analysis & Revenue Optimization
- HFT 4503 Service Experience Marketing for Hospitality Mgmt
- 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 Mgmt

Revenue Management & Predictive Analytics Required Courses: 9 Hours
- HFT 4106 Global Hospitality and Tourism Shared Economies
- HFT 4462 Revenue Management for Hospitality Business
- HFT 4481 Advanced Revenue Management and Predictive Analytics in Hospitality

Global Hospitality & Tourism Management Minor

Minor Courses: 18 Hours
- HFT 2000 Introduction to the Hospitality Industry
- HFT 3053 Travel and Tourism Management
- HFT 3221 Human Resources in the Hospitality Industry
- HFT 3414 Managing Front Office Operations
- HFT 3814C Management of Food and Beverage Operations

Choose 1 Elective Course:
- HFT 3214 Hospitality Safety, Sanitation and Risk Management
- HFT 4277 Resort Operations and Management
- HFT 4343 Planning and Design for the Hospitality Industry
- HFT 4426 Hospitality Financial Analysis & Revenue Optimization
- HFT 4503 Service Experience Marketing for Hospitality Mgmt
- HFT 4536 Hospitality Innovation and Brand Design
- HFT 4799 Hospitality and Tourism Guest Experience Mgmt
- LEI 4332 Community Tourism Development

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