

Global Hospitality and Tourism: Guest Experience Management

The B.S. in Global Hospitality and Tourism: Guest Experience Management 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 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.

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 predictive analytics and quality guest experience management. This approach allows students to customize an emphasis and provides flexibility in career changes.

Program Requirements

In addition to the University's general requirements, students seeking the B.S. in Global Hospitality and Tourism: Guest Experience Management 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. No more than 24% of the program requirements for this degree may be in traditional business subjects. Students who wish to include extensive business coursework in their program should declare the B.S.B.A. in Global Hospitality and Tourism / Revenue Management and Predictive Analytics degree program (See Global Hospitality and Tourism, BSBA section (<http://catalog.uwf.edu/undergraduate/globalhospitalitytourismrmpa>)). Students should consult their advisor regarding courses which may satisfy both the General Education requirements and common prerequisites.

General Education

In addition to the General Education requirements listed on this page, students must satisfy all additional University requirements, including the Gordon Rule, multicultural, and foreign language requirements. With appropriate planning and coordination with an academic advisor, students may satisfy some of the general University requirements through the General Education curriculum. For a complete listing of general degree requirements, refer to the "Graduation and General Degree Requirements (<http://catalog.uwf.edu/undergraduate/universityrequirements>)" section of this catalog.

General Education Curriculum:

Communication

ENC 1101	English Composition I	3
ENC 1102	English Composition II	3

Mathematics

Choose one course from Group A and one Additional course from either Group A or Group B 6

Group A

MAC 1105	College Algebra
MAC 2311	Analytic Geometry and Calculus I
MGF 1106	Mathematics for Liberal Arts I
MGF 1107	Mathematics for Liberal Arts II
STA 2023	Elements of Statistics

Group B

MAC 1105C	College Algebra with Lab
MAC 1114	Trigonometry
MAC 1140	Precalculus Algebra
MAC 2233	Calculus with Business Applications
MAC 2312	Analytic Geometry and Calculus II

Social Sciences

Choose one course from Group A and one additional course from either Group A or Group B 6

Group A

AMH 2020	United States since 1877
ANT 2000	Introduction to Anthropology
ECO 2013	Principles of Economics Macro
POS 2041	American Politics
PSY 2012	General Psychology
SPM 2010	Sport in Global Society
SYG 2000	Introduction to Sociology

Group B

AMH 2010	United States to 1877
ANT 2400	Current Cultural Issues
ANT 2100	Introduction to Archaeology
CCJ 2002	Survey of Crime and Justice
CPO 2002	Comparative Politics
DEP 2004	Human Development Across the Lifespan
EUH 1000	Western Perspectives I
EUH 1001	Western Perspectives II
FIN 2104	Personal Financial Planning
GEA 2000	Nations and Regions of the World
GEB 1011	Introduction to Business
IDH 1041	Honors Core 2
INR 2002	International Politics
MMC 2000	Principles of Mass Communication
PLA 2013	Survey of American Law
SOW 2192	Understanding Relationships in the 21st Century
SYG 2010	Current Social Problems

Humanities

Choose one course from Group A and one additional course from either Group A or Group B 6

Group A

ARH 1000	Art Appreciation
LIT 2000	Introduction to Literature

MUL 2010	Music Appreciation
PHI 2010	Introduction to Philosophy
THE 2000	Theatre Appreciation
Group B	
AML 2010	American Literature I
AML 2020	American Literature II
AML 2072	Sex, Money, and Power in American Literature
ARH 2050	Western Survey I: Prehistory to the Medieval Period
ARH 2051	Western Survey II: Renaissance to Contemporary
ART 1015C	Exploring Artistic Vision
ART 2821	Art and Visual Culture Today
CRW 2001	Introduction to Creative Writing
ENL 2010	History of English Literature I
ENL 2020	History of English Literature II
IDH 1040	Honors Core 1
MUH 2930	The Music Experience: Special Topics
PHI 2103	Critical Thinking
PHI 2603	Ethics in Contemporary Society
REL 1300	World Religions
THE 2300	Survey of Dramatic Literature
SPC 2608	Basic Communication Skills

Natural Sciences

Choose one course from Group A and one additional course from either Group A or Group B 6

Group A	
AST 1002	Descriptive Astronomy
BSC 1005	General Biology for Non-Majors
BSC 1085	Anatomy and Physiology I
BSC 2010	Biology I
CHM 1020	Concepts in Chemistry *
CHM 2045	General Chemistry I *
ESC 2000	Introduction to Earth Science
EVR 2001	Introduction to Environmental Science
PHY 1020	Introduction to Concepts in Physics *
PHY 2048	University Physics I **
PHY 2048C	University Physics I - Studio
PHY 2053	General Physics I **
Group B	
ANT 2511	Biological Anthropology
BOT 2010	General Botany
BSC 1050	Fundamentals of Ecology
BSC 1086	Anatomy and Physiology II *
BSC 2011	Biology II
BSC 2311	Introduction to Oceanography and Marine Biology *
CGS 2060	Excursions in Computing
CHM 1032	Fundamentals of General Chemistry *
CHM 2046	General Chemistry II *
CIS 2530	Introduction to Cyber Security

GEO 1200	Physical Geography
GLY 2010	Physical Geology *
MCB 1000	Fundamentals of Microbiology *
PHY 2049	University Physics II **
PHY 2054	General Physics II *

* May be taken with or without lab.
 ** General Physics is non-calculus based and is usually recommended for non-science majors. University Physics is calculus based and is usually recommended for science majors.
 *** Although students receive 5 semester hours credit for PHY 2048C, an additional 3 semester science course will be needed to meet General Education requirements.

General Education Electives

Choose an additional course from two of the three areas of Humanities, Social Sciences and Natural Sciences

B.S. Global Hospitality and Tourism: Guest Experience Management majors should take the following courses to satisfy components of the General Education curriculum:

Mathematics	6
MAC 2233	Calculus with Business Applications
STA 2023	Elements of Statistics
Social Sciences	3
ECO 2013	Principles of Economics Macro

Common Prerequisites

State mandated common prerequisites must be completed prior to graduation, but are not required for admission to the program. See the Common Prerequisite Manual (<https://dlss.flvc.org/admin-tools/common-prerequisites-manuals>) for course substitutions from Florida colleges and universities.

ACG 2021	Principles of Financial Accounting	3
ACG 2071	Principles of Managerial Accounting	3
ECO 2013	Principles of Economics Macro *	3
ECO 2023	Principles of Economics Micro	3
HFT 2000	Introduction to the Hospitality Industry	3
Total Hours		15

*Indicates common prerequisites which can be used to satisfy General Education requirements.

Lower Division Electives

Students must complete sufficient 1000/2000 level electives to satisfy at least 60 sh in the lower division. Current UWF students may use electives at any level (1000-4000) to meet this elective requirement.

Total Hours	9
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College of Business Undergraduate Transfer Credit Policy

Undergraduate transfer credit for degree programs in the College of Business is awarded consistent with specifications in the UWF Catalog and the requirements of Florida's Common Numbering System.

The College of Business will not accept transfer credits for courses completed more than 15 years prior to the date of the request for acceptance of the transfer credits.

Normally, the College of Business will not accept transfer credits as equivalent to UWF business-related courses from institutions not accredited by AACSB. Although, the Bachelor of Science degree in Global Hospitality and Tourism Management does not fall under the AACSB accreditation, this policy still applies to transfer courses.

Students should seek guidance from their College of Business academic advisors on these matters.

Global Hospitality and Tourism Management Core

HFT 3053	Travel and Tourism Management ⁺	3
HFT 3221	Human Resources in the Hospitality Industry ⁺	3
HFT 3414	Managing Front Office Operations ⁺	3
HFT 3814C	Management of Food and Beverage Operations ⁺	3
HFT 4426	Hospitality Financial Analysis & Revenue Optimization ⁺	3
HFT 4503	Service Experience Marketing for Hospitality Management ⁺	3
HFT 4945	Global Leadership Development I: Industry Foundations ⁺	1
HFT 4946	Global Leadership Development II: Cross-Functional Training ⁺	1
HFT 4947	Global Leadership Development III: Insights into Management ⁺	1
Total Hours		21

Guest Experience Management Required Courses

HFT 4277	Resort Operations and Management ⁺	3
HFT 4295	Strategic Leadership in Hospitality Management ⁺	3
HFT 4343	Planning and Design for the Hospitality Industry ⁺	3
HFT 4536	Hospitality Innovation and Brand Design ⁺	3
HFT 4799	Hospitality and Tourism Guest Experience Management ⁺	3
Total Hours		15

Choose three elective courses (9 sh total) from: Hospitality and Tourism Management

Choose three courses:		9
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 4321	Sport, Adventure and Ecotourism ⁺	
LEI 4332	Community Tourism Development ⁺	
Or advisor approved course ⁺		
Total Hours		9

or Disney College Program

Choose three Disney courses (offered only on-site with Disney)*: ⁺ 9

Disney Corporate Analysis	
Disney Advanced Studies in Hospitality Management	
Disney Organizational Leadership	
Disney Corporate Communications	
Disney Human Resource Management	
Disney Creativity & Innovation	
Or 3000/4000 level advisor approved HFT or LEI elective(s) ⁺	

* Students interested in the Disney College Program should contact our advisor at (850) 474-2774.

Total Hours 9

Major-Related Courses

FIN 3403	Managerial Finance ⁺	3
GEB 3213	Writing for Business: Theory and Practice ⁺	3
MAN 3025	Management Fundamentals ⁺	3
MAN 3240	Behavior in Organizations ⁺	3
MAR 3023	Marketing Fundamentals ⁺	3
Total Hours		15

+ Courses included in the major GPA

Global Hospitality and Tourism Management

The Minor in Global Hospitality and Tourism Management exposes students to the courses that serve as a foundation for a management career in the hospitality and tourism industry. A grade of "C" or better is required on all minor courses. A minor in this area is comprised of 18 sh and is ideal for students who want to apply their major discipline within hospitality or tourism venues. This minor is not available to Global Hospitality and Tourism: Guest Experience Management or Global Hospitality and Tourism: Revenue Management and Predictive Analytics majors.

HFT 2000	Introduction to the Hospitality Industry	3
HFT 3053	Travel and Tourism Management	3
HFT 3221	Human Resources in the Hospitality Industry	3
HFT 3414	Managing Front Office Operations	3
HFT 3814C	Management of Food and Beverage Operations	3

Choose one course from the following: 3

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 Management	
HFT 4799	Hospitality and Tourism Guest Experience Management	
HFT 4536	Hospitality Innovation and Brand Design	

LEI 4332 Community Tourism Development

Or advisor approved course

Total Hours 18