
Hotel Management (HM)

HM 012 **Hotel and Motel Management and Operations** **(3)**

Class Hours: 54 Lecture

HM 012 covers a broad range of thinking, research, and commentary concerning contemporary issues on the management of modern hotel and motel operations. This course provides an analysis of the hospitality industry, discusses organizational design, general manager duties and responsibilities, front office management procedures, housekeeping and maintenance management procedures, food and beverage division management, marketing policies and techniques, accounting and financial protocols, and operational control of the facility as well as human resource management processes within the lodging industry. (AA/AS, CSU)

HM 066 **Tourism and Convention** **(3)**

Class Hours: 54 Lecture

P/NP

HM 066 provides an overview for tourism and convention marketing and sales within the lodging industry. This course emphasizes the nature of tourism, psychology of the traveler, strategy, market research, marketing mix, advertising methodologies, sales function and techniques, service requirements, technology infusion and trends within the industry. (AA/AS)
