

Global Hospitality and Tourism – B.S.B.A.

Mission Statement

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 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.

Student Learning Outcomes

Specialization SLOs must address each of the following four domains:

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 and analyze key elements that comprise business problems/opportunities
- Select and apply appropriate discipline frameworks to address business problems/opportunities
- Select and apply appropriate problem solving techniques to address business problem
- Integrate knowledge across business disciplines to formulate defensible strategic business decisions

Communication

- Create and deliver effective oral presentations.
- Develop effective written presentations.
- Contribute effectively to group discussions.

Integrity/Values

- Recognize legal and ethical problems that occur in business contexts.
- Select and defend an appropriate ethical and legal course of action.

Assessment of Student Learning Outcomes

In the Global Hospitality and Tourism: Julian & Kim MacQueen Guest Experience Management Program, you will demonstrate specific knowledge and skills through quizzes, examinations, projects, simulations, and other assignments throughout the undergraduate program. In most courses, students will participate in experiential education opportunities designed to allow the application of the knowledge and skills covered in the respective courses. Additional assessment is included in the internship component of the program.

Job Prospects for Global Hospitality and Tourism BS

- Revenue Management Specialist
- Marketing Research Analyst/Manager
- Country Club Manager
- Sports Facility Manager
- Hotel Manager
- Front Office Manager
- Restaurant Manager
- Beverage Manager
- Sales Manager
- Public Relations Specialist
- Airline Industry Manager
- Cruise Line Manager
- Travel Agency Manager
- Tourism Bureau Manager
- Special Events Manager
- Catering and Convention Manager
- Convention & Visitors Bureau Manager

Find out more about Global Hospitality and Tourism Management at:

<https://catalog.uwf.edu/undergraduate/globalhospitalitytourismrmpa/>