

**THE DEPARTMENT OF
HOSPITALITY AND TOURISM MANAGEMENT**

THE UNDERGRADATE PROGRAM

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Welcome to the Department of Hospitality and Tourism Management!

The purpose of this guide is to provide you with general information on the Undergraduate Program in the Hospitality and Tourism Management Department (HTM) at Virginia Tech.

Hospitality and Tourism Management is one of six departments in the Pamplin College of Business (PCOB). The main office is located on the third floor of Wallace Hall, (362). Twelve full time faculty members and several part time instructors and/or adjuncts faculty are actively involved in teaching, research, consulting and industry related activities in the area of hospitality and tourism management. There are approximately 200 undergraduate and 25 graduate students currently enrolled in the program.

Mission of the Department

“The Department strives to provide top level graduates entry level management positions in hospitality and tourism organizations. Individuals will possess a solid level of understanding and conceptual skills in operations, finance, human resources, research and development, marketing and administrative management as related to the current national and international environment. Special emphasis will be directed to the development of decision making, leadership and communication skills. An educational environment will be provided which will offer the student the opportunity for growth and development as a career minded individual.”

In order to achieve the mission, the department strives to accomplish the following objectives:

1. A balance of general and industry focused educational opportunities and specified core areas.
2. Directed work experience opportunities.
3. Diverse and integrated educational experiences directed toward developing skills in leadership and decision making.

GENERAL INFORMATION

Application Procedures and Student Advising

The HTM Department’s admission procedures are based on the general policies established by the PCOB and the University.

- Freshman students entering the HTM Department must meet all University requirements and apply for general admission through the University Admissions Office at 104 Burruss Hall. Please refer to their web site at <http://www.vt.edu/admissions/> .

- Students transferring from other colleges must meet the University requirements for transfer students and apply for admission through the University Admissions Office.
- Once admitted to HTM and the PCOB, students are advised through their sophomore year in the Business Advising Center in 1046 Pamplin Hall. Students in business generally take the same required courses in their first two years of study. (refer to PCOB web site for details – <http://www.pamplin.cob.vt.edu/>)
- Once a student has been cleared for upper-division course work and declared HTM as a major they are assigned an advisor in the HTM Department. Please refer to the HTM web site at <http://www.htm.cob.vt.edu/> .
- It is important that HTM majors meet with their HTM advisor once they have been admitted to upper division courses to plan their course of study for their junior and senior years. Many of the required courses in the HTM curriculum have restrictions or prerequisites. The department requires a field study experience (explained later in this guide and in more detail on the HTM website) that has prerequisite work experience requirements and must be carefully planned to fit in their curriculum.

Computer Requirements

The PCOB has incorporated the use of the computer into its current curriculum. Personal computer (PC) use has reached the point where it is essential that students have individual access to a PC and printer in order to complete assignments. While PC labs are open on campus, access is increasingly more difficult. The university now requires students to purchase a computer upon entry so that they can fulfill the requirements of their degree programs.

Pamplin College of Business computer requirements are published in April of each year. Please visit: <http://www.cob.vt.edu/compute/> to see the requirements for each class.

Communications

Communication with a large undergraduate population is always difficult and requires active participation from the student as well as the efforts of the HTM faculty and staff. Announcements concerning classes, seminars, field study/ internship opportunities, job openings, and interviews are sent to the HTM student via e-mail as well as posted on the department website (<http://www.cob.vt.edu/htm/>) and on the bulletin boards in the 3rd floor of Wallace Hall, near the department office.

Scholarship Opportunities

The HTM Department offers approximately \$30,000.00 in scholarships to HTM majors each year. The number of scholarships and amount vary from year to year due to endowment earnings. The scholarships range from approximately \$500.00 to \$3,500.00. Funding has been made available through such organizations as the American Hotel and Lodging Foundation Scholarship, Club Managers Association of America (CMAA) Virginia Chapter, Darden Restaurants Foundation, Hilton Hotels Corporation, J. Willard and Alice S. Marriott Foundation, Virginia Hospitality and

Travel Association, and private donors through such scholarship opportunities as the Mehdi Adldoost Memorial Scholarship and Herbert J. Clegg Endowed Scholarship

In addition, the college has scholarships available for entering freshmen. Forms are available in the Dean's Office and may be obtained by writing the Pamplin College of Business, 1030 Pamplin, Virginia Tech, Blacksburg, Virginia 24061 or contacting them through their website at <http://www.pamplin.cob.vt.edu/>.

Student Organizations

Hospitality Management Association (HMA) – is a professional organization that gives HTM students practical experience in catering, quantity food production, hotel/motel operations, sales and marketing, and professional experiences in association management. The members raise funds, which are in part used to send members to various trade shows and conventions such as the National Restaurant Association Show in Chicago, and the International Hotel Motel Show in New York City.

Club Managers Association of America (CMAA) – is a professional association which strives to promote and advance friendly relations among persons committed to the management of clubs and other associations of similar character; to encourage the education of its members; and to assist club officers and members with future job opportunities. Students have contact with many industry professionals and have the opportunity to attend national, state and local meetings.

Eta Sigma Delta (International Hospitality Management Honor Society) – is the hospitality education's honor society and invites students to become members once they have reached their junior year and have met eligibility criteria. These criteria consist of an overall QCA of 3.25; completed fifty percent (50%) of the credit hours required for graduation; rank at or above the top 20th percentile in class standing, be a distinguished graduate student or meet the exception noted. The goals of the organization are to complete a service project and promote academic excellence in the field of hospitality education.

Career Services / Job Placement

The Pamplin College of Business and the HTM Department are dedicated to offering excellent career support both to the employers with which we work and the students we serve. To that end, the primary role of the Director of Undergraduate Career Services, in Pamplin is to serve as the link between the employers and the students. The Business Horizons Career Fair, regarded by employers as one of the nation's top collegiate-level career fairs, held each fall is the primary recruitment venue for the PCOB students.

On campus interviewing services, provided within the University Career Services, is the sole venue through which employers gain access to student resumes and conduct first round interviews on the VT campus. This office provides both resume database search capabilities, as well as interview room scheduling services (at no fee), to employers who wish to conduct their screening and interviewing processes either on the Virginia Tech Campus, or simply screen the candidates' resumes and contact the students directly, with regards to an on-site first round interview. For additional information, visit <http://www.career.vt.edu/>.

In the past, a number of major employers in the hospitality industry have recruited HTM graduates at Virginia Tech. Examples of these companies include Hyatt, Marriott, Hilton, Houston's, Red Lobster, Ruby Tuesday, Double Tree Hotels & Sales, Wyndham Hotels & Resorts, Aramark, Choice Hotels and various country clubs to name a few.

The Cooperative Education Program

The Cooperative Education Program (CO-OP) at Virginia Tech offers a unique coordination of the theories learned in the classroom with the practical application of these concepts in a real-life work environment. The special advantages resulting from this alternating school and work arrangement are many.

All regulations and policies pertaining to the program are detailed in the CO-OP Student Handbook, which is supplied to each formally enrolled CO-OP student prior to his/her first work assignment. If you have any questions or need further information please visit their website at <http://www.career.vt.edu/COOP/COOP1.html>.

REAL WORLD LEARNING LABORATORIES

The Inn at Virginia Tech and Skelton Conference Center

Hilton is playing a significant role in creating rich, integrated learning environments for Virginia Tech HTM students. The new Inn at Virginia Tech and Skelton Conference Center, located on our Blacksburg campus boasts three executive suites, three parlor suites, and 141 comfortably appointed guestrooms. The conference center is directly connected to the Inn, providing the capacity to host major events, from reunions and social gatherings to international meetings and teleconferences. It includes a 9,200-square-foot ballroom capable of seating up to 750 people, 13 meeting and conference rooms of various sizes. Hospitality and Tourism Management students gain valuable experience in the day-to-day operations, benefit from on-site hotel/restaurant management laboratories, and experiences through required HTM courses such as Lodging Management and Food and Beverage Management.

Hotel Roanoke

Virginia Tech also owns the Hotel Roanoke. Nestled in the heart of the Blue Ridge Mountains, this 1882 hotel has been restored to its 19th century elegance and listed in the National Register of Historic Places. This hotel offers 322 deluxe guestrooms, including 19 suites, an elegant dining room and a cozy lounge. The 36 meeting rooms accommodate groups from 10 to 1,400. A magnificent amphitheater and one of the largest, most beautiful ballrooms between Washington, D.C. and Atlanta highlight the facility. Many HTM students have had the opportunity to work at this magnificent hotel.

HTM PROGRAM OF STUDY - OPPORTUNITIES ABOUND

Students graduating with a major in HTM have a wide variety of opportunities: international experiences, supervised work experiences, general business and HTM coursework, and a series of elective courses that can be customized to their individual needs. A sample of these opportunities is introduced below:

International Opportunities

International Student Exchange

The HTM Department has an active International Exchange Program with numerous institutions throughout the world. The programs provide both students and faculty members an opportunity for global exposure to the hospitality industry. Currently, exchange programs are available with several institutions the world over. For further information, please contact Dr. Muzzo Uysal at samil@vt.edu.

Study Abroad Program

The HTM Department offers summer study abroad programs in Europe as well as a program in Punta Cana, Santo Domingo in early January. The summer program is five weeks in duration and includes six credit hours of HTM courses and hotel and culinary destination tours of Europe. The Punta Cana program offers between 1 and 6 hours of academic credit and is offered between fall and spring semester. These programs are based upon student interest and enrollment.

Areas of Emphasis in HTM

In discussion with their major advisor students can explore a general HTM degree or customize their courses to fit individual needs. Students may wish to select twelve credits or more from HTM and free electives in one of several areas of emphasis. Courses support areas of emphasis in Hospitality Operations, Global Tourism, Food Management or Event Management.

Field Study/Internship Opportunities

Students are required to take three credits of HTM 4964 – Field Study. This course is designed so that students can gain supervisory experience or placement in management training positions. These positions can be a rotational experience or concentrated within one area. A prerequisite for this course is a significant amount of work experience in the hospitality or tourism industry.

Employers often notify the HTM Department of opportunities within their organization for internships and summer employment. Students receive e-mails on a regular basis to update them on these opportunities. They may also periodically check the departmental website (<http://www.htm.cob.vt.edu/>) and bulletin boards for these notices.

HTM COURSES

Required HTM Courses

3414 Purchasing, Production and Management: This class addresses purchasing, preparation and management as it relates to a commercial food service operation

3444 Financial Management and Cost Control for Hospitality Organizations: The application of accounting, finance and cost control principles to hospitality industry organizations. The focus of this

course is to provide future food service and lodging organization managers with the ability to handle the unique problems regarding financial analysis and cost control in this industry. *Prereq: FIN 3104.*

3524 Lodging Management: Organization, function and management of lodging operations.

4414 Food and Beverage Management: Organization, administration and operation of food service operations. Opportunity is provided for administration of the departmental table service restaurant. Course should be taken senior year. *Prereq: HTM 3414.*

4464 Human Resources Management in the Hospitality Industry: An overview of the concepts of human resources management as applied to the specific environments within the hospitality industry. *Prereq: MGT 3304.*

4964 Field Study in HTM: Students receive supervisory experience or placement in management training positions. These positions can be a rotational experience or concentrated within one area. Prerequisite: 300 hours of professional work experience in the hospitality or tourism industry. Students who do not meet these criteria will be required to take one, two or three credits of HTM 2964. This decision will be made in consultation with the student's HTM advisor.

Elective Courses in HTM

1414 Introduction to Hotel, Restaurant and Institutional Management: An overview of management in the hospitality and tourism industries, its scope, forms of organization, and professional opportunities.

2434 Hospitality Sales: Students will learn through class discussion and practical application how to establish a working hotel sales office system. Concepts addressed include developing, product knowledge, seeking out prospects, applying selling techniques and improving communication skills.

2514 Catering Management: Concepts of management related to the effective organization and operation of food service organizations within a framework involving menu planning, type of service, customer relations and production/service techniques in catering situations.

2454 Introduction to Travel and Tourism Management: A survey of travel and tourism in the United States with focus on terminology, demographics, and financial significance.

2474 Introduction to Meetings and Convention Management: General overview designed to provide students with information about meetings and convention planning and the industry and define activities of key participants.

2954/3954 Study Abroad: A course that offers travel abroad experiences combined with intense teaching in a controlled setting.

2964 Field Study in HTM: This course provides students work experience within the hospitality and tourism industry. Variable Credit (1-3 credits)

3114 Special Topics in Hospitality and Tourism Studies: Variable content that addresses timely and complex issues of the hospitality and tourism industry from a variety of disciplines or intellectual

domains. This course provides HTM students with knowledge that is not formally part of the curriculum.

3454 Tourism Analysis: Designed to acquaint students with different aspects of tourism, including spatial patterns of leisure travel, tourism flow models, demand-supply interaction, attractiveness of destination, and assessment of tourism potential, analysis of tourism supply, tourist market analysis, and allocation of resources.

3464 Hospitality & Tourism Research Methods I: An introduction to various research methods and techniques, which would be most appropriate in the analysis of problems in the hospitality field.

3484 Socio-Cultural Impacts of Tourism: A study of both historic and current socio-cultural impacts of tourism on family, community, culture, government, and the environment. The course examines the ways in which tourism has both affected and been affected by modern society worldwide.

4424 Events Management: Designed to acquaint students with organizational functions necessary for producing special events, as well as analyzing the factors that influence an event's success, such as organizational structure, risk management and the impact of tourism activity.

4454 Hospitality Marketing Management: Application of marketing principles and practices for the specialized needs of the hospitality industry. *Prereq: MKTG 3104.*

SAMPLE HTM FOUR YEAR PROGRAM OF STUDY

The following is an example of a possible plan of study. Please refer to the HTM Department's website for official check sheets for specific graduation years.

<u>FRESHMAN YEAR</u> (30 Semester Hours Required)	F	SP
ACIS 1504 Introduction to Business Information Systems	3 _____	
COMM 1015-1016 Communication Skills or ENGL 1105-1106 Freshman English	3 _____	3 _____
MATH 1525-1526 Elementary Calculus with Matrices (Area 5)	3 _____	3 _____
Area 4 Scientific Reasoning and Discovery	3 _____	3 _____
PSYC 2004 OR SOC 1004 Introduction Psychology or Sociology	3 _____	
Social Science		3 _____
Free Electives (Consider HTM 1414)		3 _____

<u>SOPHOMORE YEAR</u> (33 Semester Hours Required)	F	SP
ACIS 2115-2116 Principles of Accounting	3 _____	3 _____
BIT 2405 – 2406 Quantitative Methods	3 _____	3 _____
Area 3: Society and Human Behavior		
ECON 2005-2006 Principles of Economics (Area 3)	3 _____	3 _____
Area 2: Ideas, Cultural Traditions and Values	3 _____	3 _____
Social Science (Consider HTM 2464 Introduction to Service)		3 _____
COMM 2004 Public Speaking or if COMM 1015-1016 completed, then free elective	3 _____	
Free Elective (recommend HTM 2454 Travel & Tourism Management- Also fulfills Area 7)		3 _____

JUNIOR YEAR (31 Semester Hours Required)

	F	SP
#FIN 3104 Introduction to Finance	3 _____	
#BIT 3414 Production and Operations Management		3 _____
#HTM 3414 Purchasing, Production and Management	4 _____	
#FIN 3055 Legal Environment in Business		3 _____
#MGT 3304 Management Theory & Leadership Practice	3 _____	
#MKTG 3104 Marketing Management	3 _____	
#HTM 3524 Lodging Management		3 _____
#HTM 3444 Financial Management & Cost Control for Hospitality Organizations		3 _____
#HTM Elective (See advisor for list of integrated HTM and Free Electives to develop an area of emphasis)		3 _____
Free Elective	3 _____	

SENIOR YEAR (31 Semester Hours Required)

	F	SP
#HTM 4964 Field Study (consider taking preceding summer)	3 _____	
#MGT 4394 Business Policy & Strategy		3 _____
#HTM 4414 Food and Beverage Management (Pre: HTM 3414)		4 _____
#HTM 4464 Human Resources Management in Hosp Industry (Pre: MGT 3304)		3 _____
#HTM Elective (See advisor for list of integrated HTM and Free Electives to develop an area of emphasis)	3 _____	
Free Elective	9 _____	6 _____
Total Credits		125

THE HTM FACULTY

The HTM Department has twelve full time faculty members. Courses are also taught in the department by several part time instructors and adjunct faculty who have a wealth of industry experience. The department is organized under a full time department head, Dr. Richard Perdue (perduerr@vt.edu), and an undergraduate program coordinator, Dr. Pamela Weaver (weaver@vt.edu). All full time faculty members are listed below:

Candice E. Clemenz, Associate Dean for Undergraduate Programs in the Pamplin College of Business, Assistant Professor of HTM. Dean Clemenz received a Ph.D. from Virginia Tech in 2001, a MS from the University of Tennessee in 1993, and a BS from Florida State University in 1975. She has twenty years of hospitality experience with her last industry position being at the executive-level of ClubCorp. Dean Clemenz has done extensive consulting. Her teaching expertise lies in the area of club management

Pierre Couture, Instructor, received his M.S. degree in Hospitality and Tourism Management from Virginia Tech in 2001. He holds a B.S. degree in Leisure and Tourism from the University of Trois-Rivieres in Quebec and a Diploma of Collegial Studies in Administration from Limoilou College in Quebec. Mr. Couture has developed extensive industry experience as the Executive Director of

several vacation resorts, the Sports Director for the Quebec Sports games. His main teaching interests include food, beverage and lodging management.

Howard Feiertag, Lecturer; received a bachelor's degree from Michigan State University (1952) and has 35 years of experience in the hospitality industry. His experience includes convention bureau management, hotel food/beverage management, hotel operations, marketing management development, and meetings management. He is a Certified Meeting Professional as well as a Certified Hotel Sales Executive. In addition, he was named a Fellow of the Institute of Certified Travel Agents. His main teaching interests include sales and meeting and convention management courses.

Mahmood A. Khan, Professor, received his doctorate and master's degrees from Louisiana State University and two bachelor's degrees from universities in India. Before coming to Virginia Tech, he was director of the Restaurant Management program at the University of Illinois, Urbana Champaign. He has 25 years of academic and industry experience. His main teaching interests include hospitality franchising and marketing.

Ken W. McCleary, Professor, received a doctorate degree in Marketing (1977); a Master's in Business Administration (1971); and a bachelor's degree in Hotel, Restaurant and Institutional Management (1970) from Michigan State University. Prior to joining the HTM Department, he was a member of the faculty at Central Michigan University, acting director of the MEA Conference Center in Battle Creek, Michigan, and assistant manager of the Kellogg Center in East Lansing, Michigan. He has been a consultant to numerous hospitality businesses. His main teaching interests include winery tourism and marketing.

Nancy G. McGehee, Assistant Professor, received her Ph.D. in Sociology from Virginia Tech in 1999. She holds two MS degrees, one in Sociology from Virginia Tech (1994) and one in Tourism Management from North Carolina State University (1991). Her BA degree from Marshall University is in Sports Marketing and Management. Dr. McGehee has held several professional positions with the Appalachian Tourism Research and Development Center at Concord College in Athens, West Virginia. Her current teaching interests include socio-cultural impacts of tourism.

Brian J. Mihalik, Professor, Associate Dean of the Graduate School, received an Ed.D. in Recreation and Leisure Studies from Temple University in 1982, an MS in Recreation from Syracuse University in 1974, an MS in Instructional Communications from Syracuse University in 1972 and a BS in Business Administration-Transportation from Syracuse University in 1970. Before coming to Virginia Tech he was Chair and Graduate Coordinator of the Department of Recreation and Leisure Studies at SUNY Brockport. His main teaching interests include courses in sports tourism and mega events.

Suzanne K. Murrmann, Professor, Graduate Program Coordinator, received a doctorate degree in Management from Virginia Tech (1980), a master's degree in Labor and Industrial Relations from Michigan State University (1977), and a bachelor's degree in Microbiology from Indiana University. She has consulted, written and lectured extensively on subjects related to human resource management, collective bargaining, and the laws and regulations governing the hospitality industry. Her main teaching interest is human resource management.

Michael D. Olsen, Professor, received his Ph.D. from Virginia Tech in General Business (1980) with minors in organizational theory and finance. He received an MBA (1973) with emphasis in labor relations and a bachelor's degree in Hotel, Restaurant and Institutional Management from Michigan State University (1967). Olsen was founding head of the Department of Hotel, Restaurant and Institutional Management at Virginia Tech in 1987. He has over 30 years of industry and academic experience. His main teaching interests include strategic management and finance.

Richard R. Perdue, Professor, Head of the Department of Hospitality and Tourism Management. He received his doctorate from Texas A&M University. He is an elected fellow and currently serves as President of the International Academy for the Study of Tourism. He currently serves as Editor of the Journal of Travel Research. Prior to joining the Virginia Tech faculty he served as Professor of Tourism Management in the Leeds School of Business at the University of Colorado-Boulder. His main teaching interests include hospitality, travel and tourism courses.

James E. Sexton, Lecturer, received a master's degree in Education from Ohio University (1985), a bachelor's degree in Professional Arts from the College of Saint Francis, Joliet, Illinois (1983) and an associate degree in Culinary Arts from Joliet Junior College, Joliet, Illinois (1980). Before joining the Virginia Tech staff in September of 1988, he was the Chef Instructor in the Culinary Arts Program at Hocking Technical College and has held management positions in the food and restaurant industries. His area of teaching includes purchasing, food preparation and management as it relates to commercial food service.

Muzaffer Uysal, Professor, received a Ph.D. from Texas A&M University, an MBA from the University of New Haven and a BS from the Ankara Academy of Economic and Commercial Sciences. He has extensive experience in the travel and tourism field, authoring and co-authoring a significant number of articles. Dr. Uysal is a member of the International Academy for the Study of Tourism. He serves as co-editor of *Tourism Analysis*. His research interests include: tourism demand/supply interaction, tourism marketing and international tourism.

Pamela A. Weaver, Professor, Undergraduate Program Coordinator in HTM, received her Ph.D. from Michigan State University in 1978. She received an AA from Fulton-Montgomery Community College, a BA in mathematics from the State University of New York at Albany, and an MA from the University of South Florida. She has written extensively in the hospitality field and received the 1994 John Wiley & Sons Award for Lifetime Achievement from the Council of Hotel, Restaurant and Institutional Education. She frequently teaches an introduction to hospitality and tourism management course.