

UNIVERSITY OF NEW ORLEANS

MBA PROGRAM

HOTEL, RESTAURANT & TOURISM (HRT) CONCENTRATION

One required elective:

HRT 6001 Survey of Hotel, Restaurant & Tourism Administration

Plus two HRT approved electives. ONLY one **4000-G** course can be counted towards the MBA-HRT Concentration.

Special Note: The Hotel, Restaurant and Tourism (HRT) Concentration with the MBA Program permits students, within the context of the MBA, to develop more specialized preparation for managerial positions in the tourism and hospitality industry. The specialized preparation specifically prepares MBA graduates for managerial careers in HRT and provides more attractive job opportunities, as well as fulfilling a need in the community.

Approved Electives - Brief Course Description

HRT 4250G -- International Tourism

The course contains a comprehensive examination of the complex world of international tourism as a modern mass cultural activity. The course will emphasize world geography and traveler flows, political environments and security relationships, government planning and destination development, economic development strategies and international competition, and the role of international agencies and organizations in world tourism.

HRT 6001 -- Survey of Hotel, Restaurant & Tourism Administration

The course contains an examination of the areas of critical importance in the hotel, restaurant, and tourism industries. Students will be presented with a global knowledge of the industry, individual organizations, and current management trends and issues through the use of case studies. The management of hospitality organizations will be discussed in the context of various management related problems.

HRT 6200 -- Hospitality & Tourism Operations Analysis

Qualitative and quantitative analysis of management/operational problems specific to the hospitality and tourism industry will be used to synthesize knowledge with the more advanced and unique aspects of hospitality/tourism operations. Management theories, marketing principles, financial concepts, and advanced analytical techniques are applied to the hospitality and tourism industry. Readings and case analyses are used to illuminate the diverse segments of the industry.

HRT 6202 -- Hospitality & Tourism Research Methods

The course contains an introduction to the research function using both descriptive and inferential statistics. Students will be aided in understanding the role of information in decision-making and in learning the techniques involved in acquiring information. Students will learn the process and be able to evaluate the appropriateness of research methodology.

HRT Concentration

HRT 6203 -- Marketing Applications for the Hospitality & Tourism Industry

The course is designed to apply the fundamentals of marketing to the hospitality and tourism industry. Involves the understanding that the world around us alters the decisions we make about our product/service, price, distribution, and communications. Emphasis will be on strategic marketing and the development of marketing plans.

HRT 6205 -- Change Management for the Hospitality & Tourism Industry

The course contains an examination of the critical area of change management in a service quality environment. Discussion of the components of leadership, change management, and human resource management that have increasingly become recognized as the main drivers of success for all hospitality and tourism organizations. These components are set within the quality improvement framework. The development of the quality movement and the issues of measuring quality within the hospitality and tourism context are examined.

HRT 6250 --Tourism Destination Development

The course contains the planning, development, and marketing of tourism at the destination level, from small communities to cities, regions, or countries. Approach and guidelines for the integrated and sustainable development of tourism that is coherent with community needs, and for the marketing of tourism destination; the social, environmental, and economic costs and benefits of tourism with their implications for planning and management. This course will require an active participation of the students through the presentation of cases, and the elaboration of tourism development and marketing plans.