

## COURSE DETAIL

### MANAGEMENT OF HOSPITALITY AND REAL ESTATE BUSINESSES

**Country**

Hong Kong

**Host Institution**

Chinese University of Hong Kong

**Program(s)**

Chinese University of Hong Kong

**UCEAP Course Level**

Lower Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

20

**UCEAP Course Suffix****UCEAP Official Title**

MANAGEMENT OF HOSPITALITY AND REAL ESTATE BUSINESSES

**UCEAP Transcript Title**

HOSPITALITY MGMT

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

## Course Description

This introductory course takes a macro-level view of the hospitality, tourism, and real estate industries. The primary objectives of this course are three-folded. First, this course discusses the historical developments, business models, and management structures of lodging, restaurant, managed service, casino/gaming, meetings / conventions / expositions, recreation, club, theme park, cruise, airline, and other hospitality and tourism organizations. Second, experiential learning opportunities are provided to understand the operations of hospitality organizations and the importance of service quality. The course also introduces the business world of real estate, including terminology, transaction process, issues, players and activities in the real estate industry. Third, the course provides descriptions of the key management functions and the characteristics and practices of leaders and managers.

## Language(s) of Instruction

English

## Host Institution Course Number

HTMG1010

## Host Institution Course Title

MANAGEMENT OF HOSPITALITY AND REAL ESTATE BUSINESSES

## Host Institution Course Details

## Host Institution Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Hotel & Tourism Management

## Course Last Reviewed

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