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 threefold. 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 help students understand the operations of hospitality organizations and the importance of service quality. The course also introduces students to the business world of real estate, including terminology, transaction process, issues, players and activities in the real estate industry. Third, the course prepares students for future development of leadership competencies with descriptions of the key management functions and the characteristics and practices of leaders and managers. Students will also learn about some of the most important business / tourism ethics principles and corporate social responsibilities.

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
https://rgsntl.rgs.cuhk.edu.hk/aqs_prd_applx/Public/tt_dsp_crse_catalog.aspx

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Hotel & Tourism Management

Course Last Reviewed
2025-2026

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