

Tourism and Hospitality Management

Objectives

To prepare well-rounded leaders who can compete internationally in their area of expertise, and who are committed to the ongoing development of tourism, thereby contributing to the enhancement of the country.

Student Profile

The student in this program should:

- Have interpersonal and intercultural skills;
- Be creative and enterprising;
- Have a spirit of service;
- Enjoy working in groups;
- Be interested in foreign cultures;
- Be skilled in languages;
- Have basic computing knowledge.

Areas for Potential Employment

Graduates of this program will be able to work professionally in the following areas: (A) Accommodations: hotels, motels, campsites, hostels, guesthouses, ranches, inns, suites, boarding houses, condominiums, trailer parks, country houses, bed & breakfasts, hotel boutiques, spas, and hotel chains; (B) Food and Beverages: bars, *cocinas económicas* (places where you can get home-cooked meals at affordable prices), snack bars, fast-food outlets, patisseries, food courts, drive-ins, drive-through establishments, and commissaries; (C) Entertainment and Recreation: resorts, sports clubs, social clubs, amusement parks, companies that organize conferences and events, nightspots (casinos, discos, etc.); (D) Travel and Transportation: marinas, different lines of cruise ships, transportation companies (air, sea, and land), and travel agencies (retailers, wholesalers, and travel agents); (E) Other Areas: hospitals, public-relations departments in companies, freelance consulting, training companies, banks, insurance companies, multilevel companies, customer-service departments in agencies in both public and private sectors, service companies in general, government offices, the organization of trade shows and fairs, agrotourism, the Office of Tourism, Office of Economic Promotion and Tourism, mixed funds for tourism promotion, the Ministry of Tourism, offices for conventions and tourists, chambers, professional associations and other organizations, the board responsible for Fiestas de Octubre, and professional teaching.

First Semester

- Tourism Management
- Theory of Hospitality
- Food-Service Industry
- Administrative Databases
- Administrative Mathematics
- Research Models in Tourism
- Foreign Language: Introductory Level

Second Semester

- World Heritage
- Hotel Room Management
- Culinary Techniques and Production
- Business Structure in the Tourist Industry
- Information Technology
- Financial Mathematics
- General History

- Foreign Language: Basic Level

Third Semester

- Lodging Services Management
- Menu Planning
- Business Leadership
- Accounting Databases
- Statistics
- Logic and Philosophy
- Foreign Language: Intermediate Level
- Internship: Basic

Fourth Semester

- The Geography of Tourism in Mexico
- Table Service
- Human Resources Management

- Applied Accounting
- Philosophical Anthropology
- The Image of the Businessperson in Tourism
- Microeconomics
- Foreign Language: Advanced Level

Fifth Semester

- The Geography of Tourism in the World
- Principles of Cost Accounting
- Human Resources Development
- Management of Supplies
- Macroeconomics
- Principles of Law
- The Design of Spaces
- Ethics and Tourism

Sixth Semester

- Tourism Marketing
- Quantitative Bases for Decision-Making
- Customer Behavior in Tourism
- Banquets and Special Events
- Food and Beverages Cost Analysis
- Budgeting
- Quality in Tourism
- Legal Framework
- Internship: Intermediate

Seventh Semester

- Marketing Research
- Analysis of Financial Information
- Tourism Law
- Elective
- Elective
- Elective

Eighth Semester

- Business Management Auditing
- Financial Management
- Business Alliance in the Tourist Industry
- Elective
- Elective

Ninth Semester

- Tourism Research
- Business Planning in Tourism
- Internship: Advanced
- Elective

Elective Subjects**Specialty Area: Tourist Products**

- Entertainment and Recreation
- Development of Tourism
- The Logistics of Trade Shows and Fairs
- Planning for Tourism
- Travel Service
- Administration of Airlines and Travel Services

Specialty Area:**Gastronomy and Lodging**

- Viculture and Enology
- Gastronomic Culture
- Hotel Sales
- Bar Management
- Breads and Desserts
- Transportation in Tourism