

## HTM 33100: Hospitality and Tourism Sales and Service

### Course Description

Application of sales and customer service methods used to generate revenues for hospitality and tourism businesses. Emphasis is placed on a hands-on assignment which requires students to identify a product that they will market and sell, as well as participate in a sales blitz.

### Restrictions:

Must be enrolled in one of the following majors:  
Hospitality and Tourism Management

### Pre-requisite

Undergraduate level HTM 23100 Minimum Grade of D-

### Course Objectives

At the completion of the course, the student will be able to:

Apply marketing principles to the sales process in hospitality and tourism Industry.

Distinguish between ethical and non-ethical behaviors on the part of sales professionals

Identify the buying style of the customer and adapt sales pitch and pace to maximize sales potential.

Design a strategy to work with others to accomplish sales goals.

Identify, market, and sell a tangible product to the general public.

Apply professionalism and customer service principles to the sales process.

Apply fundamental accounting skills to formulate, monitor, and accomplish self-imposed sales goals.

Apply sales techniques in an actual hospitality and tourism business setting.