ACADEMIC CATALOG
2026-2027



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Course 2
TEM 576 - The Bourbon Experience and Hospitality 2

Course

TEM 576 - The Bourbon Experience and Hospitality

This course considers the history of and changing trends in hospitality, how the hospitality industry creates value, how the hospitality experience is defined from guest and management experiences, and the strategic value of success definitions and analytics for hospitality organizations. Special attention is devoted to the Kentucky Bourbon Tourism industry within the greater hospitality industry.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0
Lab hours: 0.0

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