

UNIVERSITY OF NORTH TEXAS G. BRINT RYAN COLLEGE OF BUSINESS



MS HOSPITALITY AND TOURISM DATA ANALYTICS

The STEM-designated M.S. in Hospitality & Tourism Data Analytics is a 30-credit-hour program that combines advanced analytics training with hospitality and tourism management applications. Students develop skills in hospitality and tourism data analytics, customer relationship management analytics, business analytics, data mining, and predictive modeling. The curriculum prepares students to transform complex data into actionable insights that support strategic decision-making across hospitality, tourism, and travel organizations. Students can complete the program 100% online or in a residential/blended format, offering flexibility for working professionals and full-time students. Graduates are prepared for data-driven roles in hotels, airlines, travel companies, tourism organizations, and other service industries.

CAREER POSSIBILITIES

Hospitality Data Analyst | Business Intelligence Analyst | Revenue Analytics Manager | Customer Insights or CRM Analyst | Marketing Analytics Manager | Data Analytics Consultant

DEGREE REQUIREMENTS

CORE COURSES (18 HOURS)

DSCI 5180 (3 hrs.) Analytics Foundations for Business
DSCI 5240 (3 hrs.) Data Mining and Machine Learning for Business
DSCI 5340 (3 hrs.) Predictive Analytics and Business Forecasting
HTAN 5300 (3 hrs.) Hospitality and Tourism Data Analytics
CMHT 5350 (3 hrs.) Contemporary Issues and Trends in Merchandising and Hospitality Management
CMHT 5870 (3 hrs.) Consumer Relationship Management Analytics

ELECTIVE COURSES (12 HOURS SELECTED FROM)

HMGT 5150 (3 hrs.) Casino Management*
HMGT 5200 (3 hrs.) Survey of Beverages in the Hospitality Industry*
HMGT 5250 (3 hrs.) Restaurant Development
HMGT 5280 (3 hrs.) Hotel and Restaurant Operations: Theory and Analysis
HMGT 5480 (3 hrs.) Hospitality Industry Finance*
HMGT 5500 (3 hrs.) Technology and Innovation in Hospitality, Event and Tourism*
HMGT 5520 (3 hrs.) Global Tourism Systems
HMGT 5530 (3 hrs.) International Sustainable Tourism
HGMT 5540 (3 hrs.) Tourism Services Management and Marketing

HGMT 5560 (3 hrs.) Planning and Policy in Sustainable Tourism
HMGT 5585 (3 hrs.) SMART Destination
HMGT 5630 (3 hrs.) Advanced Convention and Event Management
HMGT 5650 (3 hrs.) Strategic Marketing of Events
HMGT 5790 (3 hrs.) Field Experience in Hospitality and Tourism
HMGT 5820 (3 hrs.) Facilities Planning, Equipment, Layout and Design*
HMGT 5860 (3 hrs.) Strategic Management in the Hospitality Management*
EDEM 5600 (3 hrs.) Sustainability in the Event Industry*
CMHT 5000 (3 hrs.) Global Discovery in Merchandising and Hospitality Management*
CMHT 5400 (3 hrs.) Quantitative Data Analytics
CMHT 5460 (3 hrs.) Human Capital Development in Merchandising and Hospitality Management

Up to two courses (6 credit hours) marked with an asterisk (*) may be applied toward the degree plan.

READY TO APPLY? NEED TO GET ADVISED?

CONTACT A STAFF MEMBER IN THE GRADUATE PROGRAMS OFFICE AT RCoBMasters@unt.edu OR CALL 940-369-8977

COURSE #	COURSE NAME	PROPOSED SCHEDULE OF COURSE OFFERINGS		
		FALL	SPRING	SUMMER
CORE COURSES (18 HOURS)				
DSCI 5180	ANALYTICS FOUNDATION FOR BUSINESS	✓	✓	✓
DSCI 5240	DATA MINING AND MACHINE LEARNING FOR BUSINESS <i>(Prerequisite: DSCI 5180)</i>	✓	✓	✓
DSCI 5340	PREDICTIVE ANALYTICS AND BUSINESS FORECASTING <i>(Prerequisite: DSCI 5180)</i>	✓	✓	✓
HTAN 5300	HOSPITALITY AND TOURISM DATA ANALYTICS	✓	✓	
CMHT 5350	CONTEMPORARY ISSUES & TRENDS IN MERCH & HOSP MGMT	✓	✓	
CMHT 5870	CUSTOMER RELATIONSHIP MANAGEMENT ANALYTICS	✓		
ELECTIVE COURSES (12 HOURS SELECTED FROM)				
Up to two courses (6 credit hours) marked with an asterisk (*) may b applied toward the degree plan.				
HGMT 5150	CASINO MANAGEMENT*	✓	✓	✓
HGMT 5200	SURVEY OF BEVERAGES IN THE HOSPITALITY INDUSTRY*	✓	✓	✓
HGMT 5250	RESTAURANT DEVELOPMENT	✓		
HGMT 5280	HOTEL AND RESTAURANT OPERATIONS: THEORY AND ANALYSIS		✓	
HGMT 5480	HOSPITALITY INDUSTRY FINANCE*		✓	
HGMT 5500	TECHNOLOGY & INNOVATION IN HOSP, EVENT & TOURISM*	✓	✓	✓
HGMT 5520	GLOBAL TOURISM SYSTEMS			✓
HGMT 5530	INTERNATIONAL SUSTAINABLE TOURISM	✓		
HGMT 5540	TOURISM SERVICES MANAGEMENT AND MARKETING	✓		
HGMT 5560	PLANNING AND POLICY IN SUSTAINABLE TOURISM		✓	
HGMT 5585	SMART DESTINATION			✓
HGMT 5630	ADVANCED CONVENTION AND EVENT MANAGEMENT	✓		
HGMT 5650	STRATEGIC MARKETING EVENTS		✓	
HGMT 5790	FIELD EXPERIENCE IN HOSPITALITY AND TOURISM	✓	✓	✓
HGMT 5820	FACILITIES PLANNING, EQUIPMENT LAYOUT AND DESIGN*	✓	✓	✓
HGMT 5860	STRATEGIC MANAGEMENT IN THE HOSPITALITY INDUSTRY	✓	✓	
EDEM 5600	SUSTAINABILITY IN THE EVENT INDUSTRY*	✓	✓	
CMHT 5000	GLOBAL DISCOVERY IN MERCH AND HOSP MGMT*		✓	✓
CMHT 5400	QUANTITATIVE DAT ANALYSIS		✓	
CMHT 5460	HUMAN CAPITAL DEVELOPMENT IN MERCH & HOSP MGMT		✓	