TOURISM, HOSPITALITY AND EVENT MANAGEMENT

The curriculum prepares students to gain competency in industry knowledge, develop intellectual abilities, and foster adaptive and technical leadership skills. In addition, the focus on the growth of individual and group dynamics through critical thinking is emphasized so that students will become leaders, decision-makers, and entrepreneurs and create change in an ever-evolving industry. Graduates pursue a wide range of exciting career opportunities including hotels, resorts, theme parks, cruise lines, casinos, clubs, restaurants, convention centers, tour operators, corporate, public, and private meetings and events, inclusive of the music, festivals, entertainment, fashion, attractions, and many other options. The curriculum is also designed to prepare students to pursue graduate studies in a similar field or business management.

About this Program

- **College:** Health and Human Performance (http://catalog.ufl.edu/UGRD/colleges-schools/UGHHU/)
- **Degree:** Bachelor of Science in Tourism, Hospitality and Event Management
- **Specializations:** Event Management (http://catalog.ufl.edu/UGRD/colleges-schools/UGHHU/TRM_BSTM/TRM_BSTM01/) | General (http://catalog.ufl.edu/UGRD/colleges-schools/UGHHU/TRM_BSTM/TRM_BSTM02/) | Tourism and Hospitality Management (http://catalog.ufl.edu/UGRD/colleges-schools/UGHHU/TRM_BSTM/TRM_BSTM03/)
- **Credits for Degree:** 120

To graduate with this major, students must complete all university, college, and major requirements.

Department Information

The Department of Tourism, Hospitality and Event Management prepares students to gain competency in industry knowledge, develop intellectual abilities, and foster adaptive and technical leadership skills.
Website (http://hhp.ufl.edu/about/departments/them/)

CONTACT

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Map (http://campusmap.ufl.edu/#/index/0021)

Curriculum

- Artificial Intelligence and Data Analytics in Tourism, Hospitality and Event Management Certificate
- Combination Degrees
- Entrepreneurship in Tourism, Hospitality and Event Management Certificate
- Event Management Minor
- Event Management Minor UF Online
- Tourism, Hospitality and Event Management
- Tourism, Hospitality and Event Management UF Online

To earn the Bachelor of Science in Tourism, Hospitality and Event Management courses must be completed successfully in General Education, the major, and related professional and specialized courses. All students take a common core of courses providing them with foundational knowledge within the discipline. Subsequently, students select one specialization.

An approved 13-week internship is required upon completion of all coursework or the successful completion of the Academic Option (for those who qualify). Both options are included in the 120 credits for the degree. Students that have current or past industry experience (supervisory or entry level but not seasonal employment) will be able to substitute the full-time internship engagement with a choice of five department course electives taken over the course of several semesters.

Students interested in the academic option will need to submit the following documents for approval beginning of their junior year:

1. Notice of intent form
2. Current resume
3. Statement that outlines personal and professional goals
4. An overview of how past industry experience has prepared them for a desired career position.

Specializations

Event Management

Gain the knowledge and skills necessary to administer and manage commercial and entrepreneurial event service businesses. This program includes courses in conference and special event planning, promotion, sponsorship, financial and revenue management, and production.

General

Gain the knowledge and skills necessary to work in a wide array of sectors related to the tourism, hospitality, and event management. This provides an opportunity to select courses within the department to develop broad content knowledge.

Tourism and Hospitality Management

Gain the knowledge and skills necessary to administer and manage destination management organizations, tour operations, and hospitality enterprises such as hotels, resorts, attractions, restaurants, and cruises.

Academic Learning Compact

The Tourism, Hospitality and Event Management curriculum prepares students to gain competency in industry knowledge, develop intellectual abilities, and foster adaptive and technical leadership skills. In addition, the focus on the growth of individual and group dynamics through critical thinking is emphasized so that students will become leaders, decision-makers, and entrepreneurs and create change in an ever-evolving industry. Graduates pursue a wide range of exciting career opportunities including hotels, resorts, theme parks, cruise lines, casinos, clubs, restaurants, convention centers, tour operators, corporate, public, and private meetings and events, inclusive of the music, festivals, entertainment, fashion, attractions, and many other options. The curriculum is also designed to prepare students to pursue graduate studies in a similar field or business management.

Before Graduating Students Must

- Demonstrate competence (minimum final grades of C) in the core courses LEI 3301, LEI 4540, HFT 4468, and LEI 4880.
- Complete requirements for the baccalaureate degree, as determined by faculty.

Students in the Major will Learn to

Student Learning Outcomes | SLOs

Content

1. Identify major concepts, principles, and theories associated with tourism, hospitality, and event management.
2. Apply management functions of planning, organizing, leading, and controlling the use of resources to accomplish performance goals in tourism, hospitality, and event management.
3. Identify economic, sociological, psychological, political, legal, and environmental issues that influence the delivery of tourism, hospitality, and event services to residents and tourists.
4. Interpret information technology and statistical techniques in assessment, planning, delivery, and evaluation of tourism, hospitality, and event management programs.
5. Apply programming and marketing strategies aligned to the development of tourism, events, and hospitality services.
6. Develop financial strategies and evaluate budgets and sources of revenues and expenses relevant to financial strategies to tourism, events, and hospitality services.

Critical Thinking

7. Identify and apply diverse sources of information and data integrated with theoretical frameworks, models and trends to issues related to leadership, management and delivery of tourism, hospitality, and events management services.

Communication

8. Communicate to consumer publics and professional cohorts through written text, oral messages and multimedia presentations.

Curriculum Map

I = Introduced; R = Reinforced; A = Assessed

Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8
LEI 3301	I, A	I	I, A	I	I, A		I	I
LEI 4540	R	R, A	R	R	R	I, R	R	R
HFT 4468	R, A				R	R, A	R	R
LEI 4880	R	R, A	R	R, A	R		A	A, R

Assessment Types

- Projects
- Papers