TOURISM, EVENTS AND RECREATION MANAGEMENT

This curriculum prepares students to develop, manage and deliver programs and services to a variety of populations in diverse settings within the disciplines of tourism, event and recreation management. Upon completion of the focused coursework and the senior (capstone) internship, students will be prepared to become decision-makers in private and/or public organizations. 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
- **Degree**: Bachelor of Science in Tourism, Event and Recreation Management
- **Credits for Degree**: 120
- **Specializations**:
  - Event Management; Recreation Management; Tourism and Hospitality Management
- **Additional Information**
  - Related Tourism, Event and Recreation Management Programs

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

To earn the Bachelor of Science in Tourism, Event and Recreation Management courses must be completed successfully in general education, the major and related professional and specialized courses. An approved 13-week internship is required upon completion of all coursework. The 12 credit internship is included in the 120 credits prescribed for the degree.

Related Tourism, Event and Recreation Management Programs

- Combined Degree
- Event Management minor

The major in tourism, events and recreation management prepares students for employment and roles in recreation, tourism, sport-related businesses, organizations and agencies at local, state, national and global levels. Through study, research, training and practical experiences, students gain an understanding of the role and impact of leisure services and sport on individuals, families, society and the environment. Emphasis is on management of productivity factors such as human, fiscal and physical resources. Students learn to apply planning, programming, marketing and financing strategies to the development and implementation of recreation, parks and tourism services, events and businesses.

Before Graduating Students Must

- Demonstrate competence (minimum final grades of C) in the core courses LEI 4540, LEI 4570, LEI 4800 and LEI 4880.
- Demonstrate mastery of critical skills (with a minimum score of 21) needed in planning and delivery of tourism, recreation and sport management programs as assessed by the internship supervisor using a select core of questions in the final internship evaluation.

Students in the Major will Learn to

Student Learning Outcomes (SLOs)

**Content**

1. Comprehend major concepts, principles and theories associated with recreation, parks and tourism.
2. Apply management functions of planning, organizing, leading and controlling the use of resources to accomplish performance goals in tourism, events and recreation environments.
3. Identify economic, sociological, psychological, political, legal and environmental issues that influence the delivery of tourism, events and recreation services to residents and tourists.
4. Interpret information technology and statistical techniques in assessment, planning, delivery and evaluation of tourism, events and recreation programs.
5. Apply programming and marketing strategies aligned to the development of tourism, events and recreation services.
6. Develop expertise of the principles of safety, emergency and risk management and the ability to develop and implement risk management plans that ensures the health and safety of participants and staff.

**Critical Thinking**

7. Comprehend 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, events and recreation services.

**Communication**

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

Curriculum Map

$I = Introduced; \ R = Reinforced; \ A = Assessed$

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Assessment Types

- Projects
- Papers
- Final internship evaluation score
- Supervisor’s internship evaluation