TOURISM, HOSPITALITY AND EVENT MANAGEMENT

Not all courses are offered every semester. Refer to the schedule of courses for each term’s specific offerings.

More Info (http://registrar.ufl.edu/soc/)

Unless otherwise indicated in the course description, all courses at the University of Florida are taught in English, with the exception of specific foreign language courses.

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
- Event Management Minor
- Event Management Minor UF Online
- Tourism, Hospitality and Event Management
- Tourism, Hospitality and Event Management UF Online

Courses

APK 4940C Internship 12 Credits
Grading Scheme: S/U
Internship in applied physiology and kinesiology. (S-U)
Prerequisite: department permission.

HFT 2750 Event Management 3 Credits
Grading Scheme: Letter Grade
An overview of the meetings, conventions, special events and expositions industry.

HFT 3253 Lodging Operations and Management 3 Credits
Grading Scheme: Letter Grade
Provides a realistic managerial examination of each major operating department within a lodging firm.
Prerequisite: sophomore standing or higher.

HFT 3512 Event Promotion 3 Credits
Grading Scheme: Letter Grade
Advanced course in event promotion and sponsorship acquisition, involving a wide range of subjects relevant to event marketing from both macro (global) and micro (organization) perspectives. The course focuses on the components of development and marketing plans for various venues in the special events sector.
Prerequisite: HFT 2750.

HFT 4468 Hospitality Revenue Management 3 Credits
Grading Scheme: Letter Grade
Provides an applied understanding of the strategies and tactics used in hospitality revenue management. Addresses fundamental principles and concepts of revenue management, including capacity management, duration control, demand and revenue forecasting, discounting, overbooking practices, displacement analysis, rate management and sales mix analysis.
Prerequisite: ACG 2021.

HFT 4517 Convention Sales and Service 3 Credits
Grading Scheme: Letter Grade
Studies the scope of sales and meeting management within the hospitality industry. Presents the reciprocal relationship between selling and service within the context of hospitality marketing practices.
Prerequisite: LEI 3360 or HFT 2750.

HFT 4743 Tourism and Hospitality Marketing 3 Credits
Grading Scheme: Letter Grade
Explores a wide range of subjects relevant to tourism and hospitality marketing from both macro (global) and micro (organization) perspectives.
Prerequisite: LEI 3301 and MAR 3023.

HFT 4754 Advanced Event Management 3 Credits
Grading Scheme: Letter Grade
Advances an understanding of the strategic event management process, including the selection and assessment of methods and techniques utilized in planning, organizing, promoting and delivering major events.
Prerequisite: HFT 2750.

HLP 4933 Variable International Topics 1-6 Credits
Grading Scheme: Letter Grade
Provides the opportunity to study in a wide range of cultural settings.

LEI 2181 Leisure Contemporary Society 3 Credits
Grading Scheme: Letter Grade
Examines leisure as a condition of being human, as a cultural mirror and as a social instrument; reflects a wide range of literature from a number of academic disciplines. (S)
Attributes: General Education - Social Science

LEI 3120 Introduction to Outdoor Recreation and Parks 3 Credits
Grading Scheme: Letter Grade
Surveys the history, terminology and current issues of outdoor recreation and parks. Overview of urban, private, NGO, local, state and federal roles in the provision of outdoor recreation opportunities. Explores the tension between recreational use and conservation values.
Prerequisite: Sophomore standing or instructor permission.

LEI 3301 Principles of Travel and Tourism 3 Credits
Grading Scheme: Letter Grade
Overview of the travel and tourism industry; covers historical, behavioral, societal, and business aspects of travel and tourism.
Prerequisite: sophomore standing or higher.

HFT 3512 Event Promotion 3 Credits
Grading Scheme: Letter Grade
Advanced course in event promotion and sponsorship acquisition, involving a wide range of subjects relevant to event marketing from both macro (global) and micro (organization) perspectives. The course focuses on the components of development and marketing plans for various venues in the special events sector.
Prerequisite: HFT 2750.

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Prerequisite: LEI 3301 and MAR 3023.

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Prerequisite: Sophomore standing or instructor permission.

LEI 3301 Principles of Travel and Tourism 3 Credits
Grading Scheme: Letter Grade
Overview of the travel and tourism industry; covers historical, behavioral, societal, and business aspects of travel and tourism.
Prerequisite: sophomore standing or higher.
LEI 3303 Fundamentals of Tourism Planning 3 Credits
Grading Scheme: Letter Grade
Examines the planning of tourism services and facilities, including the identification, planning and use of the physical, social and economic resources necessary to develop and support tourism.
Prerequisite: Sophomore standing or higher.

LEI 3320 Leadership in Recreation and Leisure Services 2 Credits
Grading Scheme: Letter Grade
Opportunity to explore and develop leadership and abilities to successfully implement recreation programs and services in leisure delivery systems.
Prerequisite: 3HH standing.

LEI 3340 Resort and Destination Development 4 Credits
Grading Scheme: Letter Grade
Studies resort and destination development and management in resort planning, development and management. Includes current examples from the industry itself as well as laboratory experience for on-site research and study.
Prerequisite: LEI 3301.

LEI 3360 Hospitality Management 3 Credits
Grading Scheme: Letter Grade
Overview of the hospitality industry, including hotel management, food and beverage operations, business and leisure travel markets, convention services, hospitality trends, quest-based customer service strategies and career opportunities.
Prerequisite: sophomore standing or higher or department permission.

LEI 3400 Recreation Program Design and Leadership 3 Credits
Grading Scheme: Letter Grade
Focuses on designing and staging leisure experiences using a servant leadership approach. Provides information and practical experiences required to successfully translate agency vision, philosophy and policies into the design, implementation and program evaluation of recreation program and services in community or commercial contexts.
Prerequisite: 3HH standing.

LEI 3500 Administration of Leisure Services 3 Credits
Grading Scheme: Letter Grade
Organizing and administering leisure and recreation services, emphasizing problem solving. Limited to recreation majors or those with instructor permission.
Prerequisite: 2HH-REC or LEI.
Corequisite: LEI 3320 and LEI 3400.

LEI 3546 Park Management 3 Credits
Grading Scheme: Letter Grade
Park operations and management including planning, maintenance, law enforcement, resource management and visitor contact. Examines user conflicts and reviews case studies of existing park operations and research.
Prerequisite: FNR 3153, LEI 3140 or LEI 3250, or instructor permission.

LEI 3921 Field Experience in TRSM 3 Credits
Grading Scheme: Letter Grade
Practical field experience in leisure service delivery. Students apply skill and knowledge as volunteers where they utilize leadership and management skills to enhance participant involvement and agency operations. In addition, the student prepares a resume, investigates agencies as potential intern sites and submits the appropriate forms for approval of an internship site.
Prerequisite: department permission.

LEI 4321 Ecotourism 3 Credits
Grading Scheme: Letter Grade
Studies the components, history, practice and current issues of nature-based tourism. Explores principles and problems of ecotourism for natural resources and host populations and includes rural tourism, economic impacts, tourism life cycle and case studies.
Prerequisite: 6 credits of biological science.

LEI 4540 Management and Supervision of Leisure Facilities and Personnel 3 Credits
Grading Scheme: Letter Grade
The management process as it relates to planning and operation of leisure service facilities. Subjects include traditional and contemporary management theory, the management process, legal and financial aspects, risk management and contemporary issues in leisure services management. Facility topics include feasibility studies and design issues.
Prerequisite: junior standing or department permission.

LEI 4800 Legal Aspects of Tourism, Events and Recreation 3 Credits
Grading Scheme: Letter Grade
Concentrates on the legal aspects of recreation, tourism, hospitality and event management. Enables students to better understand the law as it pertains to their area of specialization and improves risk management practice.
Prerequisite: LEI 2181 and LEI 3301.

LEI 4845 Outdoor Recreation Enterprises 3 Credits
Grading Scheme: Letter Grade
Introduces a range of private enterprise recreation, park and ecotourism business opportunities and provides guidance and practice in writing an operations business plan for such businesses. Examines customer motivations for engaging with outdoor recreation related businesses, product, services, marketing analysis and methods of providing excellent service.
Prerequisite: LEI 2181.

LEI 4880 Research Methods in Tourism, Recreation and Sport Management 3 Credits
Grading Scheme: Letter Grade
Introductory course providing a broad understanding of measurement and evaluation in recreation, sports, events, tourism and hospitality; introduces diverse aspects of research, from setting the theoretical background to evaluating the results of analyses.
Prerequisite: (LEI 2181 or SPM 2000) and STA 2023.

LEI 4905 Variable Topics 1-4 Credits
Grading Scheme: Letter Grade
Offered upon request to meet special interests not adequately provided in other courses, such as Multidisciplinary Perspectives of Gerontology and Health and Physical Aspects of Aging.
Prerequisite: department permission.

LEI 4912 TRSM Research 0-5 Credits
Grading Scheme: S/U
Participate in supervised research experiences. For this purpose, research is defined as an independent, self-directed experience that enables the student to investigate an issue in tourism, recreation or sport management and then to communicate the results to others. (S-U)

LEI 4940 Internship in Leisure Services 1-15 Credits
Grading Scheme: S/U
Practical field experience in selected off-campus leisure service agencies. Normally taken during the last semester before graduation. (S-U)
Prerequisite: department permission.
LEI 4941 Practicum in Tourism, Event and Recreation Management 1-3 Credits
Grading Scheme: S/U
Provides practical experience for Tourism, Events and Recreation Management majors who will maintain a part-time workload in an approved setting appropriate to their specialization.
Prerequisite: Tourism, Event and Recreation Management majors.

LEI 4955 Travel Studies 1-6 Credits
Grading Scheme: Letter Grade

PET 4948C Practicum in Exercise and Sport Sciences 1-5 Credits
Grading Scheme: Letter Grade
Practical experience in such specialty areas as adult fitness programs, health clubs, exercise testing laboratories, clinical laboratories and athletic training rooms. May include senior thesis with oral defense.
Prerequisite: department chair permission.

SPM 2000 Introduction to Sport Management 3 Credits
Grading Scheme: Letter Grade
Introduces management, marketing, financial and legal principles regarding sport facilities, events and organizations within interscholastic, intercollegiate, professional and international sport industries. The conduct of amateur and professional sport programs.

SPM 3012 Social Issues in Sport 3 Credits
Grading Scheme: Letter Grade
Societal implications of sport in history and heritage, youth programs, collegiate and professional situations and the involvement of minority groups, women, business and industry.
Prerequisite: sophomore standing or instructor permission.
Attributes: Satisfies 6000 Words of Writing Requirement

SPM 3204 Ethical Issues in Sport 3 Credits
Grading Scheme: Letter Grade
Review and study of ethical issues that affect sport.

SPM 3306 Sport Marketing 3 Credits
Grading Scheme: Letter Grade
Key marketing concepts and strategies in sports referent to sport consumer behavior and implications for marketing. Analyzes marketing cases to solve marketing-related problems and to help students prepare and evaluate a comprehensive marketing plan.
Prerequisite: MAR 3023 and SPM 2000 with minimum grades of C.

SPM 3403 Sport Information Management 3 Credits
Grading Scheme: Letter Grade
Prerequisite: sophomore standing or instructor permission.

SPM 4104 Sport Operations and Facility Management 3 Credits
Grading Scheme: Letter Grade
Planning and management of sport facilities.
Prerequisite: Sport Management major of junior standing or higher.

SPM 4154 Managing Organizations in Sport 3 Credits
Grading Scheme: Letter Grade
Managerial principles and techniques are discussed applicable to a multitude of sport organizations. It addresses the four functions of management, strategy, organizational structure, resource management, and leadership theories.
Prerequisite: MAN 3025 and SPM 2000 with minimum grades of C.

SPM 4515 Sport Business and Finance 3 Credits
Grading Scheme: Letter Grade
Financial expense categories and sources of revenue for sport organizations. Determines and calculates facility revenues and non-facility revenues. Develops potential solutions for improving revenue sources to increase revenue and decrease costs while maintaining a viable product.
Prerequisite: SPM 2000.

SPM 4723 Legal Issues in Sport 3 Credits
Grading Scheme: Letter Grade
Legal structures, major laws, regulations and case precedents that establish legal responsibilities, rights, privileges, and controls related to sport management.
Prerequisite: SPM 2000 and Sport Management major of junior standing or higher.

SPM 4905 Variable Topics in Sport Management 1-3 Credits
Grading Scheme: Letter Grade
Offered upon request to meet special interests that not adequately provided in other courses.
Prerequisite: department permission.

SPM 4941C Internship in Sport Management 1-15 Credits
Grading Scheme: S/U
Internship with a public or private enterprise in sport management. (S-U)

SPM 4948 Practicum in Sport Management 1-3 Credits
Grading Scheme: S/U
Practical experience in sport management. May include a senior thesis with oral defense.
Prerequisite: department permission.