

# TOURISM, HOSPITALITY AND EVENT MANAGEMENT

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

More Info (<https://one.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

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## Course

### 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 3806 Food and Beverage Management 3 Credits

**Grading Scheme:** Letter Grade

Provides a managerial examination of full service food and beverage operations; explores trends and innovations and broad range of subject areas that encompass the food and beverage market and its five main sectors: quick service, casual and fine dining, beverage and bar, institutional, and catering.

**Prerequisite:** Sophomore standing or higher.

### HFT 3834 Entrepreneurship in Tourism, Hospitality and Event Management 3 Credits

**Grading Scheme:** Letter Grade

Analyzes the entrepreneurial opportunities in tourism, hospitality, recreation, events and sport by examining the process of creating, planning and managing business ventures in these sectors.

**Prerequisite:** Sophomore standing or higher or department permission.

**HFT 4442 Artificial Intelligence Revolutions and Applications in Tourism, Hospitality, and Events 3 Credits**

**Grading Scheme:** Letter Grade

A foundational examination of the implications of the artificial intelligence revolution (AI) in the tourism, hospitality, and event industry. Content includes analyses of AI applications in booking, transportation, theme parks, destination and attraction marketing, economic, social, cultural, and environmental impacts, as well as motivators to travel.

**Prerequisite:** Junior or Senior Standing.

**HFT 4446C GIS and Spatial Analysis for Tourism and Social Data 3 Credits**

**Grading Scheme:** Letter Grade

Utilizes the opportunities provided by dynamically developing methods of geographical information systems (GIS) for visualization and geographic analysis of the data. Students will learn basic skills in working with the industry-standard ESRI ArcGIS software and apply their newly acquired knowledge in solving model problems in tourism research, planning, and development.

**Prerequisite:** Junior standing or higher

**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:** ECO 2013 or ECO 2023.

**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 4746 Smart Cities, Attractions, and Theme Parks 3 Credits**

**Grading Scheme:** Letter Grade

Provides the foundation needed to design smart tourism places. Examines relationships between technology, traveler behavior, and the travel industry. Learn to integrate technology, analytics, marketing, and the design of tourism cities, attractions, and theme parks. Focuses on sustainable/safe/healthy environments with cutting-edge technologies including Artificial Intelligence (AI) and Data Science.

**Prerequisite:** Junior or Senior Standing.

**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.

**HFT 4755 Theme Park and Attraction Management 3 Credits**

**Grading Scheme:** Letter Grade

Provides an in-depth study of the theme park and attraction industry with a focus on management and operations. Specifically examines park design and development, ride and show operations, special events, retail merchandising, food beverage, and support services that form the basis of contemporary parks.

**Prerequisite:** LEI 3360.

**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 2090 Career Preparation in THEM 1 Credit**

**Grading Scheme:** Letter Grade

Introduction which provides students the skills, knowledge, and resources to be successful in their degree and future careers. Topics include communication strategies, professional conduct, field experience, and academic opportunities at department, college, and university levels. Practice skills such as self-introduction in a business setting, resume and cover letter writing, and professional brand development using social media.

**Prerequisite:** TEM\_BSTH or EVM\_UMN

**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 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 or instructor permission.**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, guest-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 3921 Field Experience in THEM 3 Credits****Grading Scheme:** Letter Grade

Practical field experience in tourism, hospitality, and event services delivery. Apply skill and knowledge as volunteers and utilize leadership and management skills to enhance participant involvement and agency operations. Prepare a resume, investigate agencies as potential internship sites, and submit 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 THEM Facilities 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 4880 Research Methods in Tourism, Hospitality and Event Management 3 Credits****Grading Scheme:** Letter Grade

Lays out the foundations for conducting research in tourism, hospitality, event management, sports, business, and social sciences in general. Introduces diverse aspects of research, from setting the theoretical background, to evaluating the results of analyses.

**Prerequisite:** 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 THEM 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 investigation of an issue in tourism, hospitality, event management and other leisure settings and then to communicate the results to others.

**LEI 4940 Internship in THEM 1-15 Credits**

**Grading Scheme:** S/U

Practical field experience in selected off-campus tourism, hospitality, and event service agencies. Normally taken during the last semester before graduation.

**Prerequisite:** department permission.

**LEI 4941 Practicum in Tourism, Hospitality and Event Management 1-3 Credits**

**Grading Scheme:** S/U

Provides practical experience for Tourism, Hospitality and Event Management majors who will maintain part-time work 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

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