

# 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 (<http://registrar.ufl.edu/soc/>)

*Courses at the University of Florida, with the exception of specific foreign language courses and courses in the online Master of Arts in Mass Communication program, are taught in English.*

## 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/>)

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

### Curriculum

- 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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## 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. The reciprocal relationship between selling and service is presented 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 2000 Introduction to Recreation and Leisure (Non-Recreation Majors) 3 Credits

**Grading Scheme:** Letter Grade

Understanding the various roles that recreation has in contemporary society. Provides the opportunity to examine recreation as a potential profession.

### 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 3140 Philosophy and History of Recreation 3 Credits

**Grading Scheme:** Letter Grade

Overview of the philosophical and historical foundations of recreation, leisure and play with the intent of providing students a base on which to interpret the recreation profession. (H)

**Prerequisite:** 2HH - REC or LEI or HHP majors.

**Attributes:** General Education - Humanities

**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, 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 3705 Leisure Services for People with Disabilities 3 Credits****Grading Scheme:** Letter Grade

Leisure and recreation services for special population groups with a focus on access/inclusion, barriers to participation, disabling conditions, special population groups, program development, service delivery and legislation.

**LEI 3843 Entrepreneurship in Tourism, Recreation and Sport 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.**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 4570 Revenue Resources Management 3 Credits****Grading Scheme:** Letter Grade

Identifies the many and variable forms of revenue resources available in recreation and the methods of managing that revenue.

**Prerequisite:** LEI 3400 and ACG 2021.**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 3121 History of Sport and Exercise Sciences 3 Credits****Grading Scheme:** Letter Grade

Development of sport and exercise sciences in the United States from colonial America to the present. Interpretations of sport and exercise sciences and the relation to society.

**Prerequisite:** Sport Management major.**PET 4905C Variable Topics in Exercise and Sport Sciences 1-5 Credits****Grading Scheme:** Letter Grade

Offered upon request to meet students' special interests that are not adequately provided in other courses.

**Prerequisite:** department chair permission.**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 Sport and Society 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. (WR)

**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

Instruction, Analysis, and Training in the Principles and Practice of Sport Information Management in Sports Organizations. Emphasizes Skills Essential for Sports Management Professionals, Including Handling Media Interactions Across Platforms, Problems, Crises, and Integration of Positive Communications Strategies With Strategic Goals of Sports Organizations.

**Prerequisite:** sophomore standing or instructor permission.**SPM 4104 Sport Facility Design and Management 3 Credits****Grading Scheme:** Letter Grade

Planning and management of sport facilities.

**Prerequisite:** Sport Management major of junior standing or higher.**SPM 4154 Administration of Sport and Physical Activity 3 Credits****Grading Scheme:** Letter Grade

Managerial principles and techniques applicable to a variety of sport, physical education and fitness settings.

**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 and Physical Activity 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.

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