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)

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

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 2181 Leisure Contemporary Society (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 2000 Introduction to Recreation and Leisure 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 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 4880 Research Methods in Tourism, Recreation and Sport Management 3 Credits
Grading Scheme: Letter Grade
Introduces the application of research and scientific methods and evaluation in tourism, recreation, and sport and hospitality; introduces the theory 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 that are 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
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.

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 are 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.