

TOURISM AND HOSPITALITY MANAGEMENT

Program Information

The Master of Science in Tourism and Hospitality Management offers the following areas of concentration:

1. Natural Resource Recreation
2. Tourism
3. Tropical Conservation and Development

Graduates of the Master of Science in Tourism and Hospitality Management will be trained for middle and/or upper level management positions, in their respective fields. Students can choose between three options:

1. Thesis, or
2. Non-Thesis with Practicum, or
3. Non-Thesis with Professional Paper.

For more information, please see our website: <http://hhp.ufl.edu/about/academics/ms-tourism/>.

Degrees Offered

Degrees Offered with a Major in Tourism and Recreation Management

- Master of Science
 - without a concentration
 - concentration in Natural Resource Recreation
 - concentration in Tourism
 - concentration in Tropical Conservation and Development

Requirements for these degrees are given in the Graduate Degrees (<http://gradcatalog.ufl.edu/graduate/degrees/>) section of this catalog.

Courses

Tourism, Hospitality & Event Management Departmental Courses

Code	Title	Credits
HLP 6515	Evaluation Procedures in Health and Human Performance	3
HLP 6535	Research Methods in Health and Human Performance	3
HLP 7939	HHP PhD Professional Development Seminar	3
HLP 7979	Advanced Research in Health and Human Performance	1-12
HLP 7980	Research for Doctoral Dissertation	1-15
HMG 6076	Introduction to Hospitality and Tourism	2
HMG 6440	AI Revolutions and Applications in THEM (Tourism, Hospitality and Event Management)	3
HMG 6448C	GIS and Spatial Analysis for Tourism and Social Data	3
HMG 6466	Revenue Management in Hosp Bus	2
HMG 6583C	Data Mining with Social Data	3

HMG 6589C	Applied Multivariate Analysis for Tourism and Hospitality	3
HMG 6608	Hospitality Law and Risk Management	2
HMG 6740	Smart Cities, Attractions, and Theme Parks	3
HMG 6747	Marketing in Hospitality/Tourism	2
LEI 5121	Outdoor Recreation and Park Management	3
LEI 5188	Trends and Issues in Tourism and Recreation Management	3
LEI 6108	Contemporary Theories of Recreation and Leisure	3
LEI 6325	Ecotourism	3
LEI 6326	Sport Tourism	3
LEI 6336	Tourism Planning and Development	3
LEI 6351	Heritage Tourism	3
LEI 6513	Administrative Procedures in Leisure Services	3
LEI 6557	Recreation Management/Development in the Coastal Zone	3
LEI 6562	Advanced Marketing for Recreation, Parks, and Tourism	3
LEI 6895	Tourism Theory and Concepts	3
LEI 6903	Readings in Recreation, Parks, and Tourism	1-3
LEI 6905	Directed Independent Study	1-5
LEI 6910	Supervised Research	1-5
LEI 6931	Special Topics in Recreation, Parks, and Tourism	1-6
LEI 6940	Supervised Teaching	1-5
LEI 6944	Practicum in Tourism & Recreation Management	1-6
LEI 6971	Research for Master's Thesis	1-15
LEI 7170	Foundations of Leisure Behavior	3
LEI 7901	Recreation, Parks, and Tourism in Higher Education	3
LEI 7904	Advanced Readings in Recreation, Parks, and Tourism	1-3
LEI 7905	Advanced Independent Study in Recreation, Parks and Tourism	1-3
LEI 7910	Advanced Supervised Research	1-5
LEI 7933	Advanced Special Topics in Recreation, Parks, and Tourism	1-3

Student Learning Outcomes

Tourism and Hospitality Management (MS)

SLO 1 Key Concepts

Discuss and explain key concepts and theories relevant to recreation, parks, and tourism

SLO 2 Research Methods

Identify, describe, explain, and apply traditional and current research methods within recreation, parks, and tourism

SLO 3 Identify and Apply Skills

Identify and apply skills to solve recreation and tourism problems

SLO 4 Ethical Behavior

Display ethical behaviors, cultural sensitivity, teamwork, professional conduct, and professional communication