

# 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
PEL 5351	The Racquet Sports Industry	3
SPM 6146	The Racquets Directorship	3

Code	Title	Credits
HLP 6515	Evaluation Procedures in Health and Human Performance	3
HLP 6535	Research Methods in Health and Human Performance	3
HLP 6911	Research Seminar	1
HLP 6935	Variable International Topics	1-6
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 6002	Event Technology and Digital Marketing	3
HMG 6203	Advanced Strategic Event Management	3
HMG 6296	Strategic Hospitality Business Management	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 6563	Branding Strategies in Tourism, Hospitality and Event Management	2
HMG 6566	Tourism and Hospitality Business Perspectives	2
HMG 6583C	Data Mining with Social Data	3
HMG 6589C	Applied Multivariate Analysis for Tourism and Hospitality	3
HMG 6630	Destination and Hospitality Crisis Management	2
HMG 6650	Risk, Liability, & Contract Management	3
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 & Issues in Tourism, Hospitality and Event Management	3
LEI 6325	Ecotourism	3
LEI 6326	Sport Tourism	3
LEI 6336	Tourism Planning and Development	3
LEI 6351	Heritage 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	Tourism, Hospitality, and Event Management in Higher Education	3
LEI 7904	Advanced Readings in Tourism, Hospitality and Event Management.	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 Tourism, Hospitality, and Event Management	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