

TOURISM, HOSPITALITY, AND EVENT MANAGEMENT

HLP 6515 Evaluation Procedures in Health and Human Performance 3 Credits

Grading Scheme: Letter Grade

Evaluation and interpretation of tests and analysis of research data.

HLP 6535 Research Methods in Health and Human Performance 3 Credits

Grading Scheme: Letter Grade

Introduction to research methodology and design.

HLP 7939 HHP PhD Professional Development Seminar 3 Credits

Grading Scheme: Letter Grade

Designed to complement the scholarly emphases of the HHP PhD program by providing insight into key considerations for professional development and personal growth. Best practices will be shared for developing professional aptitude and the skills necessary for successful matriculation through graduate studies and future professional careers.

HLP 7979 Advanced Research in Health and Human Performance 1-12 Credits

Grading Scheme: S/U

Research for doctoral students before admission to candidacy. Designed for students with a master's degree in the field, or for students who have been accepted for a doctoral program. Not appropriate for students who have been admitted to candidacy.

HLP 7980 Research for Doctoral Dissertation 1-15 Credits

Grading Scheme: S/U

Research for Doctoral Dissertation

HMG 6076 Introduction to Hospitality and Tourism 2 Credits

Grading Scheme: Letter Grade

This course will focus on the lodging and restaurant segments of the hospitality industry. This course takes a management perspective when introducing concepts and associated issues in the lodging, meetings/conventions, and restaurant operations. In addition, case study analysis will be largely used to enhance communications of business related concepts, ideas, and problem solving abilities through individual and group decision making in oral and written form.

HMG 6440 AI Revolutions and Applications in THEM (Tourism, Hospitality and Event Management) 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.

HMG 6448C GIS and Spatial Analysis for Tourism and Social Data 3 Credits

Grading Scheme: Letter Grade

Focuses on building spatial data analysis skills using tourism, destination management, and natural resources data. Combining lecture and lab instruction, the course teaches how to utilize the opportunities provided by dynamically developing methods of geographical information systems (GIS) for visualization and geographic analysis of the data.

HMG 6466 Revenue Management in Hosp Bus 2 Credits

Grading Scheme: Letter Grade

This course is designed to provide conceptual and practical knowledge regarding hospitality revenue management. Specifically, our focus will be on the lodging industry and we will examine the tools and techniques hospitality professionals employ to optimize their revenue generation.

HMG 6583C Data Mining with Social Data 3 Credits

Grading Scheme: Letter Grade

Introduces the students to issues related to data-intensive problems. Newly available massive amounts of data produced with the networks of traditional sensors, social networks, and novel data acquisition systems require new approaches to data storage and analysis. The course focuses on building the initial Big Data analysis skills.

Prerequisite: HLP 6515 and HLP 6535 or instructor consent

HMG 6589C Applied Multivariate Analysis for Tourism and Hospitality 3 Credits

Grading Scheme: Letter Grade

Focuses on building students' data analysis skills using "real life" data from tourism, leisure and well-being, hospitality, sports and related fields. Combining lecture and lab instruction, the course teaches advanced statistical techniques to analyze data in order to inform managerial decisions.

Prerequisite: HLP 6515 and HLP 6535 or per Instructor Approval.

HMG 6608 Hospitality Law and Risk Management 2 Credits

Grading Scheme: Letter Grade

Addressing law and risk management in the context of hospitality. In order for hospitality managers to be successful in reducing the probability of injury to participants, and providing the best defense against lawsuits, they must have knowledge of risk management and legal principles. The course is designed to convey the principles, tools, techniques and methods employed in order to be effective in reducing the risk of liability in the hospitality setting.

HMG 6740 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. Students 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: Open to master's students who have not been admitted to doctoral candidacy.

HMG 6747 Marketing in Hospitality/Tourism 2 Credits

Grading Scheme: Letter Grade

Providing a marketing analysis of the hospitality and tourism industry. The course will cover key marketing principles in practices and discuss tourism and hospitality marketing strategies. Case studies will be used to help students develop an understanding of the interrelationship among the marketing concepts that will be covered in this course. The course should allow students to take the proper marketing steps and make decisions given the latest trends in tourism and hospitality.

LEI 5121 Outdoor Recreation and Park Management 3 Credits

Grading Scheme: Letter Grade

History and current issues of outdoor recreation, preservation, and conservation policy in U.S. Review of government and private roles in providing outdoor recreation opportunities. Synthesis of social science research on outdoor recreation behavior and implementation of strategies utilizing current research in park management operations to improve visitor experiences.

LEI 5188 Trends and Issues in Tourism and Recreation Management 3 Credits**Grading Scheme:** Letter Grade

Introduction to issues and trends pertinent to tourism, leisure, and recreation. Influence of social, demographic, and environmental changes on leisure behavior examined drawing on relevant theories, empirical research, and societal changes to frame analysis.

LEI 6108 Contemporary Theories of Recreation and Leisure 3 Credits**Grading Scheme:** Letter Grade

Understanding of leisure and recreation as they relate to social, psychological, and economic constructs. Examination of current studies of leisure behavior. Investigation of both holistic and particular dimensional viewpoints and approaches in determination of leisure behavior.

LEI 6325 Ecotourism 3 Credits**Grading Scheme:** Letter Grade

Examination of tourism development in hospitality and tourism industry. Emphasis on planning and impacts to area. Case studies used to understand planning and development issues in various destinations worldwide emphasizing how tourism policy affects destination.

LEI 6326 Sport Tourism 3 Credits**Grading Scheme:** Letter Grade

Analysis of the interconnectedness of sport and tourism for behavioral, historical, economic, management, marketing, environmental, and policy perspectives.

LEI 6336 Tourism Planning and Development 3 Credits**Grading Scheme:** Letter Grade

Examination of development in hospitality and tourism industry. Case studies used to understand planning and development issues in various destinations around the world. Emphasis on impact of tourism policy on area.

LEI 6351 Heritage Tourism 3 Credits**Grading Scheme:** Letter Grade

Theory, practice, history, terminology and current issues of cultural heritage tourism planning and management. Basic survey of cultural and heritage components: motives and behaviors of heritage tourist attractions (museums, arts, festivals/events, and landscapes), interpretation, economics, and policies.

LEI 6513 Administrative Procedures in Leisure Services 3 Credits**Grading Scheme:** Letter Grade

Understanding fundamentals of management and organization behavior theory underlying provision of tourism, recreation, and park facilities and services. Influence of external environment on management procedures emphasized.

LEI 6557 Recreation Management/Development in the Coastal Zone 3 Credits**Grading Scheme:** Letter Grade

Introduction to the coastal environment as a predominant setting for recreation activity and development. Examines specific recreational problems associated with coastal zone management within the framework of coastal resources. Survey of public-private issues, planning concerns, and user conflicts common in the coastal zone.

LEI 6562 Advanced Marketing for Recreation, Parks, and Tourism 3 Credits**Grading Scheme:** Letter Grade

Examination of multidimensional marketing functions common to complex recreation, park, and tourism organizations. Emphasis on strategic planning in marketing and its use by recreation, parks, and tourism organizations. Class project in tourism marketing helps develop more in-depth understanding and appreciation of application of marketing to local agency.

Prerequisite: LEI 6895.**LEI 6895 Tourism Theory and Concepts 3 Credits****Grading Scheme:** Letter Grade

Analysis of theories, concepts, and issues related to tourism. Topics include sociocultural impacts of tourism, tourist roles, definitions of tourism, tourist motivations, issues of inequality, terrorism and tourism, sex tourism, and tourism and urban regeneration.

LEI 6903 Readings in Recreation, Parks, and Tourism 1-3 Credits, Max 6 Credits**Grading Scheme:** S/U

Selected independent, in-depth readings on a specific topic. Readings will be supervised and evaluated.

Prerequisite: Intended for master's students.**LEI 6905 Directed Independent Study 1-5 Credits, Max 10 Credits****Grading Scheme:** Letter Grade

Individual projects under faculty guidance.

LEI 6910 Supervised Research 1-5 Credits, Max 5 Credits**Grading Scheme:** S/U

Supervised Research

LEI 6931 Special Topics in Recreation, Parks, and Tourism 1-6 Credits, Max 6 Credits**Grading Scheme:** Letter Grade

Special Topics

Prerequisite: Intended for master's students.**LEI 6940 Supervised Teaching 1-5 Credits, Max 5 Credits****Grading Scheme:** S/U

Supervised Teaching

LEI 6944 Practicum in Tourism & Recreation Management 1-6 Credits, Max 6 Credits**Grading Scheme:** Letter Grade

Practicum in Tourism Recreation Management

LEI 6971 Research for Master's Thesis 1-15 Credits**Grading Scheme:** S/U

Research for Master's Thesis

LEI 7170 Foundations of Leisure Behavior 3 Credits**Grading Scheme:** Letter Grade

Advanced examination of sociological, socio-psychological, and philosophical literature in leisure studies. Topics include leisure definitions debate; influence of gender, race, class, and age on leisure; time crunch and commodification of leisure; and role of leisure in 21st century society.

LEI 7901 Recreation, Parks, and Tourism in Higher Education 3 Credits**Grading Scheme:** Letter Grade

Examines current trends and issues impacting tourism, recreation, and sport management in higher education. Topics include curriculum development, accreditation, distance learning, university organization and governance, university economics, faculty responsibilities, and life in the academy.

Prerequisite: required for all doctoral students.

LEI 7904 Advanced Readings in Recreation, Parks, and Tourism 1-3**Credits, Max 6 Credits****Grading Scheme:** S/U

Selected independent in-depth readings on specific topics. Supervised and evaluated.

Prerequisite: intended for doctoral students.

LEI 7905 Advanced Independent Study in Recreation, Parks and Tourism**1-3 Credits, Max 6 Credits****Grading Scheme:** Letter Grade

Individual projects completed under faculty guidance.

Prerequisite: intended for all doctoral students.

LEI 7910 Advanced Supervised Research 1-5 Credits**Grading Scheme:** S/U

Advanced Supervised Research

LEI 7933 Advanced Special Topics in Recreation, Parks, and Tourism 1-3**Credits, Max 6 Credits****Grading Scheme:** Letter Grade

Advanced Special Topics in Recreation, Parks, and Tourism

Prerequisite: intended for doctoral students.