THM 0827 Dimensions of Diversity: What’s Brewing in the Melting Pot? (3 s.h.)

Are we really living in a melting pot? How important are the differences and similarities among individuals? The purpose of this course will be to focus on a variety of issues related to the nature of personal and cultural identity within a diverse American society. Specifically, this course will explore critical factors that shape one’s place or standing in society (e.g., race, disability, age, gender, and sexuality). The meaning and significance of these dimensions will be explored as they relate to the societal and technological complexities of the 21st Century. The best practice and research in racism, inequality, and social injustice in industries such as sport, leisure, tourism, and healthcare will be explored.

THM 0857 Sport and Leisure in American Society (3 s.h.)

Explore the complexity and diversity of American society through the study of sport and leisure. To what extent does the way we play or spectate sports, the way we plan or experience leisure time, reflect American values? As we trace a brief history of the United States through the lens of sport and leisure, we will observe how concepts of freedom, democracy, and equality are tested through time. Issues of race, ethnicity, gender, age, disability, and socio-economic class will be prominent, as we observe American ideals both upheld and contradicted in the context of the way Americans recreate.

THM 1111 (THM 0100) Career Orientation in Sport, Recreation, Tourism, and Hospitality (3 s.h.)

Nature and scope of the sport, recreation, tourism and hospitality industries, and their economic, social and ecological impact will be introduced. A survey of career opportunities and professional associations will be included.

THM 1112 Career Seminar (1 s.h.)

This course is designed to expose new students to academic and professional development through a series of lectures from industry leaders, exposure to student professional organizations (SPOs), explanation and practice on writing criteria within STHM, and resume development. In addition, students will register in e-Recruiting through the Center for Student Professional Development (CSPD). Other areas of discussion will involve advising practices, e-mail etiquette, professional attire, and public speaking.
THM 1113 Foundation of Leisure (3 s.h.)

This course is an introduction to the nature, scope, and significance of leisure. The course will address the history, conceptual foundations, and socio-cultural dimensions of play, recreation, sport, tourism, hospitality, and leisure; the significance of play, recreation, sport, tourism, hospitality, and leisure in contemporary society and throughout the life span; the interrelationship between leisure behavior and the natural environment; the motivational basis for play, recreation, sport, tourism, hospitality, and leisure behavior; concepts of time, work, and leisure; leisure around the world; patterns of leisure involvement; and the issues, trends, challenges, and the future of leisure.

THM 1114 Leadership in Tourism, Hospitality, Sport, and Recreation (3 s.h.)

This course introduces the core critical concepts in tourism, hospitality, sport, and recreation organizational and servant leadership. Theoretical, philosophical, and applied leadership concepts are introduced to cultivate leadership qualities and skills within each participant for application in a variety of different managerial settings. A wide range of contemporary leadership challenges and opportunities are analyzed to promote ethical decision making among future leaders in tourism, hospitality, sport, and recreation.

THM 1211 (THM 0101) Introduction to Sport and Recreation (3 s.h.)

This course is an introduction to the nature, scope, and significance of the total field of sport and recreation management. The course will address the benefits of sport and recreation, the problem areas facing sport and recreation management, the socio-cultural dimensions of sport and recreation as they relate to sport and recreation management, the relationship between sport and recreation behavior and the natural environment, the evolution of the sport and recreation management profession, the institutional basis for the sport and recreation movement in the United States, the governance of sport, career opportunities in sport and recreation management, professional organizations, the roles of professional sport and recreation managers, ethical behavior and ethical codes in sport and recreation management, and current issues and trends in sport and recreation.

THM 1311 (THM 0102) Introduction to Tourism and Hospitality (3 s.h.)

The nature, scope, and significance of the total field of tourism and hospitality, history and development, philosophies and theories, analysis of trends, issues and challenges.

THM 1496 (THM X080) Leisure in American Culture (3 s.h.)

This course examines complexity and diversity of the United States society through the study of leisure in American culture. Leisure attitudes, customs, and behaviors will be studied as reflectors of the values held in American society. A brief history of American society will be traced from a leisure perspective, and the major concepts of democracy and freedom will be tested through an analysis of the leisure experience in America. Issues within leisure of race,
gender, age, disability, and socio-economic class will be used as the basis for demonstrating some of the ideals of American society and some of the contradictions of those ideals.

THM 2112 Sophomore Research Seminar (2 s.h.)

This course is designed to expose students to research methods and search capabilities. Students will be exposed to literature searches using Paley Library Publications and online databases. Students will be expected to prepare a thesis topic and write a literature review supporting the related theory. In addition students will be exposed to strategies for Internet searching for industry issues, expected to formulate an opinion, and write a paper based on a synthesis of the information.

THM 2113 (THM 0253) Computer Applications (3 s.h.)

This course focuses on the software applications of Microsoft Office, the class deals heavily in Internet marketing and web page design. All students are required to analyze various companies' websites, with the culminating experience of designing their own web page for a fictitious company.

THM 2114 (THM 0230) Leisure and Tourism in a Diverse Society (3 s.h.)

This course emphasizes leisure, sport, recreation, tourism, and hospitality services for a multicultural, multi-racial, multi-ethnic society, as well as for persons with disabilities. As the course explores the significance of play, recreation, and leisure throughout the life span, it will focus on the impact of leisure delivery systems on diverse populations within our society. Implications of personal biases will be a thread throughout the course.

THM 3111 (THM 0200) Program and Special Event Planning (3 s.h.)

This course presents a sequential model of the program and event planning process with particular focus upon the role of the servant leader. The course includes a strong theoretical foundation, formulation of philosophy and goals; needs assessment; selection and design of special program and/or one-time event elements; implementation; and evaluation. Different program and special event formats, including fairs, family reunions, festivals, recreation events, sporting events, meetings, conferences, social events, and grand openings, with different levels of leadership involvement will be discussed.

THM 3185 (THM 0280) Internship I (3 s.h.)

Prerequisite: C- or better in all STHM 1000 and 2000 level courses. Warning: Failure to comply with prerequisite(s) may result in the de-enrollment of your courses.

Students will be assigned to an industry agency to complete 180 hours of professional experience. The agency will be selected through cooperation between the student, the School Internship Coordinator, and an agency supervisor.
THM 3196 (THM W312) Research Methodology (3 s.h.)

Prerequisite: Sophomore Research Seminar (THM 2112), and successful completion of Core QA and QB requirements. Warning: Failure to comply with prerequisite(s) may result in the de-enrollment of your courses.

This course will examine ways that research helps solve practical industry problems in hospitality, recreation, sports, and tourism. Topics will include problem identification, the logic of research, research designs, information search strategies, questionnaire development, and statistical analysis. Written and oral communication skills, as well as the use of data analysis software, will be stressed.

THM 3211 (THM 0350) Management in Sport and Recreation (3 s.h.)

Provides the knowledge required to formulate and manage effectively the resources in a sport or recreation operation. Human resource administration will be a major focus; managerial history, organizational needs, job designs, recruitment process, hiring/firing process, discipline and grievance procedures, motivation and performance appraisals are included. The course will expose the students to the additional associated management functions of budgets and accounting, facility management, risk management, customer service, community relations, and fund raising.

THM 3213 (THM 0353) Budget and Finance Systems in Sport and Recreation (3 s.h.)

Prerequisite: ACCT 2101. Warning: Failure to comply with prerequisite(s) may result in the de-enrollment of your courses.

Accounting trends as they relate to the sport and recreation industries will be covered. Financial decision-making, including cash management; ratio analysis; asset management; leverage; short, intermediate, and long-term financing will be the course focus. Economic theory will be applied to sport and recreation settings/organizations. Current trends in revenue production, including sponsorships, will be noted. Different types of budgets will be reviewed and students will learn the budget preparation and approval process.

THM 3214 (THM 0359) Marketing Management in Sport and Recreation (3 s.h.)

Prerequisite: ECON 1101 and MKTG 2101. Warning: Failure to comply with prerequisite(s) may result in the de-enrollment of your courses.

An analysis of essential marketing, promotion, and sales principles as currently applied in the sport and recreation industries. Guidelines for formulating marketing goals and strategies, inclusive of target marketing, will be included. The marketing mix will be evaluated in terms of specific applications set in both industry segments. Trends, issues, and problems influencing the industry will also be examined. Principles of salesmanship, sales techniques, sales strategies, and evaluation of sales performance in light of goal planning and objectives will be covered.
THM 3215 (THM 0355) Stadium/Arena Design and Management (3 s.h.)

The Stadium/Arena Design and Management course will require that students closely examine, condense, and digest information on planning, design, construction, and maintenance of stadiums and arenas which may be employed in athletics, leisure, sport, entertainment, recreation, and physical education. The students will prepare materials for class presentations, topics, and problems for discussion and analysis. The class will visit representative facility sites within the area.

THM 3221 (THM 0361) Administration of College Athletics (3 s.h.)

The course covers the organization and implementation of college athletics. Theory, principles, and problem areas will be addressed. Goals and policies associated with the administration of college athletics will also be covered, along with the approaches to planning, organizing, directing, controlling, budgeting, and evaluating college athletic programs.

THM 3222 (THM 0360) Professional and Collegiate Sports: Current Issues (3 s.h.)

The course will cover the current issues related to both professional and collegiate sports. The specific topics will vary from semester to semester in order to address the most pressing issues facing professional and collegiate sports at the time. Issues such as rising costs of stadium and arena construction, increasing corporate involvement, increasing emphasis on younger athletes, increasing concern for security measures, increasing commercialization, increasing pressure for new technology, increasing multiculturalism, and increasing emphasis on benefits-based management will be covered.

THM 3223 (THM 0354) Fund Raising in Sport and Recreation (3 s.h.)

Fundraising trends as they relate to the sport and recreation industries will be presented. Basic fundraising theories and principles will be discussed. The course focuses on the fundraising mix: the cause statement, organization and leadership, cultivating the constituency, campaign strategies, and public relations techniques. This course also includes various types of fund raising such as support groups, corporate sponsorship, foundations, endowments, campaigns, and planned giving. Ethics in fund raising will also be presented.

THM 3224 Sports Information and Media Relations (3 s.h.)

The purpose of this class is to give an overview of sports information and media relations as they pertain to collegiate and professional sports. The class will go into detail on how professional teams and institutions deal with the media, including: strategic planning, placement of stories, holding media conferences, writing press releases, oversight of websites, handling sensitive situations, and game operations.
THM 3227 Advanced Sport Marketing Systems (3 s.h.)

Sport marketing has changed dramatically as the result of increasing competition and environmental change. This course takes a system approach and is designed to extend students knowledge and experience in marketing of sport and athletic events by first understanding the nature of competition within the industry; second, by understanding the role of information technology; and third, by developing extensive analytic skills.

THM 3311 (THM 0321) Organization Management in Tourism and Hospitality (3 s.h.)

This course provides the knowledge required to formulate and manage effectively the resources in a tourism or hospitality operation. Human resource administration will be the main focus; managerial history, organizational needs, job designs, recruitment process, hiring/firing process, discipline and grievance procedures, motivation and performance appraisals are examples of topics. Team learning approach and environment are highly emphasized.

THM 3313 (THM 0323) Financial Issues in Tourism and Hospitality (3 s.h.)

Prerequisite: ACCT 2101 and ECON 1101. Warning: Failure to comply with prerequisite(s) may result in the de-enrollment of your courses.

This course is designed to provide students with knowledge of the fundamental concepts and tools that represent the core of financial management. The course will particularly emphasize the financial function and issues in a hospitality organization and will provide the student with applications of financial concepts in the context of hospitality financial management.

THM 3314 (THM 0324) Marketing and Sales in Tourism and Hospitality (3 s.h.)

Prerequisite: ECON 1000 (ECON C050), ECON 1101 (ECON C051), or ECON 1102 (ECON C052). Warning: Failure to comply with prerequisite(s) may result in the de-enrollment of your courses.

An analysis of essential marketing, promotion, and sales principles as currently applied in the tourism and hospitality industries. Guidelines for formulating destination-oriented marketing goals and strategies, inclusive of target marketing, will be included. The marketing mix will be evaluated in terms of specific applications set in both industry segments. Trends, issues, and problems influencing tourism destination marketing will also be examined. Covers principles of salesmanship, sales techniques, sales strategies, and evaluation of sales performance in light of sales plan goals and objectives.

THM 3320 Special Topics in Hospitality Management (3 s.h.)

This course is designed to provide students with an in-depth analysis of the current issues facing hospitality management. The course will address some of the major issues currently facing tourism and hospitality managers in the areas advertising, public relations, information technology, and management systems. The course will build on the competencies students have
already developed in their earlier courses which introduced them to the basics of marketing, management, and finance. Given their working knowledge, students will be called upon in class to identify potential solutions to current issues.

THM 3321 (THM 0362) Tourism Planning and Development (3 s.h.)

An analysis of the socioeconomic planning process involved in developing tourism destinations in global, community, metropolitan, urban, and rural settings. Emphasis will be on policy and product development, regeneration and enhancement of facilities and services to meet the needs of tourists. Includes the adjustment process involved in integrating tourism into a developing economy, and the project management skills inherent in steering a development from inception to fruition. Extensive use is made of concepts from sociology, economics, political science, and business disciplines. Special readings from the current literature, case studies, guest speakers, and video cases will form an integral part of this course.

THM 3322 (THM 0363) Special Interest Tourism (3 s.h.)

Discussion of concepts, theories, and issues relevant to the development of special interest tourism such as ecotourism, rural tourism, ethnic tourism, adventure tourism, sports tourism, health tourism, farm and ranch tourism, arts tourism, cultural heritage tourism, casino tourism, urban tourism, peace tourism, nature tourism, and educational tourism. Examination of the development of tourism based on cultural, historic, and natural resources. The role of historic preservation, the arts, and the humanities to the tourism industry will be explored, as well as the unlimited opportunities for future growth.

THM 3323 (THM 0364) International Tourism (3 s.h.)

The course concentrates on international issues for tourism activities. Problems and characteristics specific to the international aspect of the tourism industry will be examined. By the end of the course, students will develop a comprehensive understanding of the international tourism system. Special readings from the current literature will form an integral part of this course. Students will also improve their knowledge of world geography through the exploration of developed and potential tourist areas.

THM 3324 (THM 0366) Hospitality Operations (3 s.h.)

Hospitality Operations will focus on an integration and application of planning, implementation, operation, and maintenance of accommodations, including hotels, motels, and resorts. The physical aspects, capital investments, layout, and design will be included with the operational component. The course will also provide students with guided learning and hands-on experience in using a property management system.
THM 3325 (THM 0368) Food and Beverage Management (3 s.h.)

*Prerequisite:* Students must be at least 21 years of age. *Warning:* Failure to comply with prerequisite(s) may result in the de-enrollment of your courses.

A survey course in basic commercial food service. Forecasting, selection, ordering, receiving, storing, preparation, portioning, costs analysis, menu, and customer expectations will be discussed. Beverage manufacturing, quality criteria, and sensory standards for distilled spirits and domestic and foreign wines are included.

THM 3327 Advanced Destination Marketing Systems (3 s.h.)

Destination marketing has changed dramatically as the result of increasing competition and environmental change. This course takes a system approach and is designed to extend students’ knowledge and experience in marketing to tourism and hospitality by first understanding the nature of competition within the tourism industry; second, by understanding the role of information technology; and third, by developing extensive analytical skills.

THM 3328 Gaming and Casino Management (3 s.h.)

This course is an overview of the role gambling plays in today’s society. The course’s goal is to provide students with the background necessary to understand the gaming industry and its relationship to tourism, hospitality, recreation, and sports. Topics include the evolution of legal gaming, its management and regulation, the structure of the various gaming industries, and key terminology. Analysis of participation patterns and impacts of gambling, both positive and negative, on society will be addressed. An introduction to game rules and basic concepts from probability and statistics necessary to understand gambling operations will be discussed.

THM 3330 Special Topics in Destination and Event Management (3 s.h.)

This course is designed to provide students with an in-depth analysis of the current issues facing destination and event management. The course will address some of the major issues currently facing tourism and event managers in the areas advertising, public relations, information technology, and management systems. The course will build on the competencies students have already developed in their earlier courses which introduced them to the basics of marketing, management, and finance. Given their working knowledge, students will be called upon in class to identify solutions to current issues.

THM 3421 (THM 0331) e-Business Models and Strategy (3 s.h.)

*Prerequisite:* Computer Applications (THM 2113 [THM 0253]) or approved substitute. *Warning:* Failure to comply with prerequisite(s) may result in the de-enrollment of your courses.

Explores how industry related companies are utilizing e-commerce. The class analyzes business models and discusses positive and negative outcomes.
THM 3422 (THM 0332) Management Information Technology Systems in the Industry (3 s.h.)

**Prerequisite:** Computer Applications (THM 2113 [THM 0253]) or approved substitute.  
**Warning:** Failure to comply with prerequisite(s) may result in the de-enrollment of your courses.

The transition from an industrial economy to an information economy has profound implications for employees, managers, companies, and the entire industry. This course presents fundamental knowledge and management issues surrounding the development and use of information technology (IT) in tourism, hospitality, sport, and recreation (THSR) organizations and exposes students to industry-specific discussions and software in order to maximize business efficiency and enhance customer service. Students will be introduced on how to be IT professionals in the industry who can manage, develop, and lead organizational information systems with cutting-edge knowledge about technology. This class will lay out foundations for THM 3421 (THM 0331) (e-Business Models and Strategy) and THM 3423 (THM 0333) (Case Studies in e-Business) as part of a certificate program in e-Business.

**Note:** This course must be used towards the certificate option in e-Business in Tourism, Hospitality, Sport, and Recreation.

THM 3423 (THM 0333) Case Studies in e-Business (3 s.h.)

**Prerequisite:** Computer Applications (THM 2113 [THM 0253]) or approved substitute, e-Business Models and Strategy (THM 3421 [THM 0331]), Management Information Technology Systems in the Industry (THM 3422 [THM 0332]).  
**Warning:** Failure to comply with prerequisite(s) may result in the de-enrollment of your courses.

This course is the culminating experience of a series of prior courses in the e-Business certificate sequence offered by the School of Tourism and Hospitality Management. Overall e-commerce concepts and practices will be reviewed. Case studies and special e-Commerce topics involving tourism or hospitality companies will be discussed to facilitate the learning.

**Note:** This course must be used towards the certificate option in e-Business in Tourism, Hospitality, Sport and Recreation.

THM 3425 (THM 0365) Event Management: History, Theory, and Best Practices (3 s.h.)

This course provides an in-depth and comprehensive analysis of the global events industry. Topics will include the feasibility, viability, and sustainability of the event process; the strategic planning, business development, marketing, human resource management, finance and budgeting, event creation and event orchestration, communications, and career development aspects of event leaders. The course will also include Third Wave event leadership thinking and trace the development of the field from process, to outcomes, to sustainability.
THM 3426 (THM 0367) Entrepreneurship in Sport, Recreation, Tourism, and Hospitality (3 s.h.)

Examines the management of private business ventures, including an in-depth examination of commercial enterprises as a profit-making business and a survey of small business components. A completed business proposal will be required.

THM 3427 (THM 0369) Leisure and Aging Population (3 s.h.)

The course will explore aging and participation in sport, recreation, and travel for aging adults from a personal and professional perspective. An understanding of how biological, social, and psychological systems affect aging and participation in the above areas will be gained. Students will understand effective programming principles and will be exposed to innovative programs such as: Senior Games, Masters Concentration and Field, Elderhostel, and travel programs aimed at seniors. The course will utilize lectures, guest speakers, observations, personal reflection assignments, and interviews to accomplish objectives. Students will be assigned an investigation project in their selected area of sport, recreation, or travel.

THM 3482 (THM 0299) Independent Study (3 s.h.)

Prerequisite: Consultation with a faculty member and approval of the Assistant Dean. Warning: Failure to comply with prerequisite(s) may result in the de-enrollment of your courses.

This course provides an opportunity for students to engage in systematic investigations, under the direction of a faculty advisor.

THM 4112 (THM 0370) Senior Professional Development Seminar (3 s.h.)

Prerequisite: Successful completion of Internship I (THM 3185) and Research Methodology (THM 3196), and senior standing. Warning: Failure to comply with prerequisite(s) may result in the de-enrollment of your courses.

Strongly Recommended: Public Speaking (STOC 1111).

The purpose of this class is to expose the students to a model of organizational structure in the sport, recreation, tourism, hospitality, and leisure services profession through simulated experiences. The class is designed with a president, departments, and staff roles. These roles are designed to represent the interactions that take place with various constituencies needed to enhance sport, recreation, tourism, and hospitality education and opportunities.
THM 4185 (THM 0380) Internship II (10 s.h.)

**Prerequisite:** C- or better in all STHM courses. **Warning:** Failure to comply with prerequisite(s) may result in the de-enrollment of your courses.

**Co-Requisite:** Senior Project (THM 4191).

After having completed the student’s last semester of classes, and taken in conjunction with Senior Project (THM 4191). The student must complete 600 hours with an industry agency.

**Note:** The requirements of this experience are addressed in the School’s Internship II Manual (which is distributed in Senior Professional Development Seminar [THM 4112]).

THM 4191 (THM 0381) Senior Project (3 s.h.)

**Prerequisite:** C- or better in all STHM courses. **Warning:** Failure to comply with prerequisite(s) may result in the de-enrollment of your courses.

**Co-Requisite:** Internship II (THM 4185).

The culminating written project agreed upon by the university and agency supervisors.

THM 4212 (THM 0352) Law and Ethics in Sport and Recreation (3 s.h.)

This course is designed to address the legal and ethical aspects of sport, recreation, park resources, and leisure services. The course will address legal foundations and the legislative process; contracts and tort law; regulatory agents and methods of compliance; the principles and practices of safety, emergency, and risk management related to sport, recreation, park resources, and leisure services; ethical principles and professionalism in sport and recreation management; environmental ethics; legal issues and trends; and professional competence and professional development related to law and ethics in sport and recreation management.

THM 4221 Current and Ethical Issues in Recreation and Leisure (3 s.h.)

**Co-Requisite:** Senior Professional Development Seminar (THM 4112).

This course is designed to provide students with an in-depth analysis of the current and ethical issues facing recreation management. The course will address some of the major issues facing recreation managers in the areas of youth sports, municipal recreation, commercial recreation, and non-profit organization programs. In addition, the course will address the major issues facing recreation managers in public, private, commercial, and voluntary agencies providing recreation programs; and in specialized agencies providing campus recreation, military recreation, industrial recreation, and residence-connected recreation programs. The course will build on the competencies students have already developed in their earlier courses which introduced them to current issues; professional ethics, rights, and responsibilities; concepts of morality; theories of ethics; ethical behavior; and ethical codes. Given their working knowledge,
students will be called upon in class to identify solutions to current issues and to make ethical
decisions when confronted with ethical dilemmas.

**THM 4222 Current and Ethical Issues in Sport Management (3 s.h.)**

*Co-Requisite: Senior Professional Development Seminar (THM 4112).*

This course is designed to provide students with an in-depth analysis of the current and ethical
issues facing sport management. The course will address some of the major issues facing sport
managers in the areas of youth sports, interscholastic athletics, intercollegiate athletics, amateur
sports, and professional sports. In addition, the course will address the major issues facing sport
managers in public, private, commercial, and voluntary agencies providing sport programs; and
in specialized agencies providing campus recreation, industrial recreation, and residence-
connected sport programs. The course will build on the competencies students have already
developed in their earlier courses which introduced them to current issues; professional ethics,
rights, and responsibilities; concepts of morality; theories of ethics; ethical behavior; and ethical
codes. Given their working knowledge, students will be called upon in class to identify solutions
to current issues and to make ethical decisions when confronted with ethical dilemmas.

**THM 4312 (THM 0322) Legal Issues in Tourism and Hospitality (3 s.h.)**

A comprehensive overview of laws and regulatory agencies governing the tourism and
hospitality industry. Legal implications of civil laws, areas of tort and contract will be discussed,
along with the law and legal relationships that exist in the business context. Hospitality law,
especially when dealing with customers and business contracts, will be the main focus. Issues
will be discussed from the points of view of innkeepers, restaurateurs, travel agents, and event
planners. Attention will be given to labor relations laws, the Americans With Disabilities Act,
risk management, zoning, and unions.

**THM 4321 Hospitality Management Systems (3 s.h.)**

*Co-Requisite: Senior Professional Development Seminar (THM 4112).*

The hospitality organization’s use a variety of information technologies to facilitate various
business activities such as reservation, marketing, operations, and management, with a direct
impact on revenues and market share. A perfect synergy between information systems and the
hospitality industry requires decision-makers to not only understand the functionalities of
advanced systems, but also be able to successfully interpret systems' analyses for their current
management practices (e.g., yield management). Using an advanced lodging management
system as an effective instructional tool, this course focuses on the fundamentals of management
systems within today’s hospitality organizations in general, and lodging operations in particular.
Students will be exposed to industry examples, in-depth discussions, and simulation projects
about how to strategically integrate system applications such as property management,
reservation management, sales and marketing management, point of sales systems, and meeting
space rentals, etc. within a hotel setting, as well as their impacts on organizations and the
industry as a whole.
THM 4322 Designing Tourism Experiences (3 s.h.)

Co-Requisite: Senior Professional Development Seminar (THM 4112).

This course presents an overview of the process of designing effective tourism hardware (attractions, etc.) and software (programs, special events, etc.). Students will learn how to define effective tourism experiences that add value to the visitor experience and how to measure and evaluate these experiences using both qualitative and quantitative methods. Furthermore, students will learn customer experience marketing and management principles to promote affinity and loyalty among tourism consumer groups.