Tourism&Hospitality Management (STHM)

Courses

STHM 0827. Dimensions of Diversity: What’s Brewing in the Melting Pot?. 3 Credit Hours.
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. NOTE: This course fulfills the Race & Diversity (GD) requirement for students under GenEd and Studies in Race (RS) for students under Core.
Course Attributes: GD
Repeatability: This course may not be repeated for additional credits.

STHM 0857. Sport & Leisure in American Society. 3 Credit Hours.
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. NOTE: This course fulfills the U.S. Society (GU) requirement for students under GenEd and American Culture (AC) for students under Core. Student cannot receive credit for STHM 0857 if they have successfully completed AAS 0857, SOC 0857 or REL 0957.
Course Attributes: GU
Repeatability: This course may not be repeated for additional credits.

STHM 1112. Career Seminar. 1 Credit Hour.
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.
Class Restrictions: May not be enrolled in one of the following: Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits
Repeatability: This course may not be repeated for additional credits.

STHM 1113. Foundations of Leisure. 4 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 1114. Leadership in Tourism, Hospitality, Sport and Recreation. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 1211. Sport and Society. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.
STHM 1311. The Business of Tourism and Hospitality. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 1496. Leisure in American Culture. 3 Credit Hours.
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. NOTE: This course can be used to satisfy a university Core American Culture (AC) and Writing Intensive (WI) requirement. Although it may be usable towards graduation as a major requirement or university elective, it cannot be used to satisfy any of the university GenEd requirements. See your advisor for further information.
Course Attributes: AC
Repeatability: This course may not be repeated for additional credits.

STHM 2112. Sophomore Research Seminar. 2 Credit Hours.
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.
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 2114. Leisure and Tourism for a Diverse Society. 3 Credit Hours.
This course emphasizes leisure, sport, recreation, tourism, and hospitality services for a multi-cultural, 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.
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 2211. Organizational Strategy in Sport and Recreation. 3 Credit Hours.
This course focuses on the strategic challenges confronting firms that compete in the global economy within the sport and recreation industries. It provides students a forum in which to apply and integrate business theories, practices and skills in a global environment. The course examines opportunities for entrepreneurs in the industry through business plan development.
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 2311. Global Issues in Tourism and Hospitality Management. 3 Credit Hours.
This course concentrates on international and global issues and development in tourism and hospitality. Problems and characteristics specific to the international aspect of the tourism and hospitality industries will be examined. By the end of the course students will develop a comprehensive understanding of the forces influencing international tourism and hospitality. Students will also improve their knowledge of world geography and international players through the exploration of developed and potential tourist areas. Contemporary issues, as they relate to social and economic trends, are explored.
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 3111. Program and Special Event Planning. 3 Credit Hours.
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.
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 3185. Internship I. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.
STHM 3211. Management in Sport and Recreation. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
HRM 1101|Minimum Grade of C-|May not be taken concurrently
OR HRM 1901|Minimum Grade of C-|May not be taken concurrently.

STHM 3212. Accounting in Sport and Recreation. 3 Credit Hours.
The course will examine the laws and rules which pertain to the financial management of the sport and recreation industries. Accurate planning, budgeting, control, financial decision making, ratio analysis, and management strategies are emphasized. The course will expose students to the budget preparation and approval process, financial statements, ratio analysis, personal and organizational ethics, and the impact to the sport and recreation setting. The course will require the completion of a comprehensive term project.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
ACCT 2101|Minimum Grade of C-|May not be taken concurrently
OR ACCT 2901|Minimum Grade of C-|May not be taken concurrently.

STHM 3213. Budget and Finance Systems in Sport and Recreation. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
ACCT 2101|Minimum Grade of C-|May not be taken concurrently
OR ACCT 2901|Minimum Grade of C-|May not be taken concurrently.

STHM 3214. Marketing Management in Sport and Recreation. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
MKTG 2101|Minimum Grade of C-|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently.

STHM 3215. Stadium/Arena Design and Management. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(ACCT 2101|Minimum Grade of C-|May not be taken concurrently
OR ACCT 2901|Minimum Grade of C-|May not be taken concurrently)
AND (ECON 1101|Minimum Grade of C-|May not be taken concurrently
OR ECON 1901|Minimum Grade of C-|May not be taken concurrently).

STHM 3216. Economics of Sport and Recreation. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(ACCT 2101|Minimum Grade of C-|May not be taken concurrently
OR ACCT 2901|Minimum Grade of C-|May not be taken concurrently)
AND (ECON 1101|Minimum Grade of C-|May not be taken concurrently
OR ECON 1901|Minimum Grade of C-|May not be taken concurrently).

STHM 3217. Research in Sport and Recreation. 3 Credit Hours.
This course will examine ways that research helps solve practical industry problems in recreation and sports. Topics will include problem identification, the logic of research, research designs, information search strategies, questionnaire development, and data analysis. Written and oral communication skills, as well as the use of data analysis software, will be stressed.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.
STHM 3220. Special Topics in Sport & Recreation Management. 3 Credit Hours.
Variable content course. See the course schedule for specific topics offered in a given semester.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 3221. Athletics Administration. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 3222. Professional and International Sport. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 3223. Fundraising in Sport and Recreation. 3 Credit Hours.
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 fundraising such as support groups, corporate sponsorship, foundations, endowments, campaigns, and planned giving. Ethics in fundraising will also be presented.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 3224. Media and Communications in Sport and Recreation. 3 Credit Hours.
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 web sites, handling sensitive situations, and game operations.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 3225. Recreation and Leisure Service Management. 3 Credit Hours.
This course will provide the knowledge required to formulate and manage effectively the resources in a public or private recreation or leisure service operation. Coordination of resources, inclusive of human, financial, physical, and technological, will be discussed. The course will expose the students to the typical programs and services provided by recreation and leisure service agencies. Emphasis will be placed on career opportunities and professional development.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 3226. Consumer Behavior in Sport and Recreation. 3 Credit Hours.
Marketing strategies designed to increase and sustain consumer demand for sport and recreation products and services rely upon an understanding of the individual consumer. This course will examine a variety of personal, psychological and socio-environmental factors that influence attendance and participation in sport and recreation and related consumption behaviors of media usage, purchase of merchandise, and travel. The course will also explore processes that operate within the consumer to understand how individuals make decisions to spend available resources of time and money on sport and recreation consumption activities.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.
STHM 3227. Advanced Marketing for Sport and Recreation. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
STHM 3296|Minimum Grade of C-|May not be taken concurrently.

STHM 3228. Sales Management in Sport and Recreation. 3 Credit Hours.
This course will examine the diverse and complex nature of sales within sport and recreation settings. We will introduce basic sales and customer satisfaction concepts and techniques, and then see how they are applied in sport and recreation organizations. Students will be exposed to the sales process through lectures, readings, and assignments.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 3296. Marketing Management in Sport and Recreation. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Course Attributes: WI
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(ECON 1101|Minimum Grade of C-|May not be taken concurrently
OR ECON 1901|Minimum Grade of C-|May not be taken concurrently
AND (MKTG 2101|Minimum Grade of C-|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently).

STHM 3311. Organization Management in Tourism and Hospitality. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
HRM 1101|Minimum Grade of C-|May not be taken concurrently
OR HRM 1901|Minimum Grade of C-|May not be taken concurrently.

STHM 3312. Strategic Decision Making in Tourism and Hospitality Management. 3 Credit Hours.
This course will focus on how to make good decisions to solve practical industry problems in tourism and hospitality settings. Topics will include understanding the processes, tools, data, and organizational environments necessary for effective decision making. The overall goal will be to help students understand how to make a system (whether a collection of employees, customers, equipment and technology, or business locations) work more effectively. Written and oral communication skills, as well as the use of data analysis software, will be stressed.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
ECON 1101|Minimum Grade of C-|May not be taken concurrently
OR ECON 1901|Minimum Grade of C-|May not be taken concurrently.
STHM 3313. Financial Issues in Tourism and Hospitality. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits
Pre-requisites: (ACCT 2101|Minimum Grade of C-|May not be taken concurrently)
OR ACCT 2901|Minimum Grade of C-|May not be taken concurrently)
AND (ECON 1101|Minimum Grade of C-|May not be taken concurrently)
OR ECON 1901|Minimum Grade of C-|May not be taken concurrently).

STHM 3314. Marketing and Sales in Tourism and Hospitality. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits
Pre-requisites: MKTG 2101|Minimum Grade of C-|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently.

STHM 3315. Tourism and Hospitality Sales. 3 Credit Hours.
The main objective of the course is to give a general overview of sales management discipline and its leadership role in the tourism and hospitality industry. The student will be exposed to the overall nature and dimensions of sales and sales management as it is relevant to and practiced by the tourism and hospitality industry. The student will be going through readings, assignments, interaction in group discussions and role-play, and a practical hands-on project that provides them with an opportunity to practice what they learn during the course.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 3320. Special Topics in Hospitality Management. 3 Credit Hours.
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 of 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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may be repeated for additional credits.

STHM 3321. Tourism Planning and Development. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 3322. Destination Management Organizations. 3 Credit Hours.
This course is designed to provide a comprehensive understanding of the role, the scope and the business of destination marketing organizations. The course will also provide an overview on the history, development and future of destination marketing organizations in the United States and around the world. Trends, issues and challenges are discussed. Current and past managers of destination marketing organizations will be invited to provide first hand examples and deeper insights into destination marketing organizations, such as politics that govern relationships, funding, and marketing strategies.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.
STHM 3323. International Tourism. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 3324. Hospitality Operations. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 3325. Food and Beverage Management. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 3327. Advanced Destination Marketing Systems. 3 Credit Hours.
Destination marketing has changed dramatically as a 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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.
Pre-requisites:
STHM 3396|Minimum Grade of C-|May not be taken concurrently.

STHM 3328. Gaming and Casino Management. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 3329. Revenue Management in Tourism and Hospitality Management. 3 Credit Hours.
In this course students will learn to identify and exploit opportunities for revenue optimization in different business contexts. Students will review the main methodologies that are used in each of these areas, discuss issues associated with different pricing strategies, and survey current practices in the industry. Within the broader area of pricing theory, the course places particular emphasis on tactical optimization of pricing and capacity allocation decisions, tackling using quantitative models of consumer behavior, demand forecasts and market segmentation.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 3330. Special Topics in Destination and Event Management. 3 Credit Hours.
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 of 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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may be repeated for additional credit.
STHM 3396. Marketing in Tourism and Hospitality. 3 Credit Hours.
An analysis of essential marketing principles as currently applied in the tourism and hospitality industries. Concepts and tools in marketing research will be emphasized and practiced. The marketing mix will be evaluated in terms of specific applications set in both industry segments. Trends, issues and problems influencing tourism and hospitality marketing will also be examined. This writing intensive course requires writing a marketing research proposal, an online marketing survey, and a marketing plan for a tourism or hospitality company.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Course Attributes: WI
Repeatability: This course may not be repeated for additional credits
Pre-requisites: (ECON 1101|Minimum Grade of C-|May not be taken concurrently
OR ECON 1901|Minimum Grade of C-|May not be taken concurrently)
AND (MKTG 2101|Minimum Grade of C-|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently).

STHM 3411. Program and Special Event Planning. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 3415. Space Design and Facility Management. 3 Credit Hours.
This 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. 201536
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 3421. e-Business Models and Strategy. 3 Credit Hours.
Explores how industry related companies are utilizing e-commerce. The class analyzes business models and discusses positive and negative outcomes.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 3422. Management Information Technology Systems in the Industry. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 3423. Case Studies in e-Business. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits
Pre-requisites: (STHM 3421|Minimum Grade of C-|May not be taken concurrently
AND STHM 3422|Minimum Grade of C-|May not be taken concurrently).
STHM 3425. Sustainable Event Management. 3 Credit Hours.
The overall goal of the course is to better educate students about environmentally friendly initiatives in the industries of Tourism, Hospitality, Recreation, and Sport and provide them with the resources and tools to become socially responsible future leaders of each industry. Students will leave this course with knowledge of the tools and methods to reduce their carbon footprint and increase their use of eco-friendly products, materials, and services. The purpose of exposing students to environmental issues in Tourism, Hospitality, Recreation, and Sport is in hopes that they will become an agent of Green Change, not only in their respective industry, but through marketing and public relations practices that reach out to fans and guests across the globe. Throughout this course, students will learn through the text, practical scenarios from real-life case studies, handouts, industry professionals as guest speakers, and hands-on experience by researching, organizing, and planning an environmentally friendly event that will highlight the goals and objectives of this course as their final project. The purpose of the course is to lead students to become agents of Green Change in their respective industry, also giving students an advantage when graduating and entering into the workplace.

Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 3426. Entrepreneurship in Sport, Recreation, Tourism, and Hospitality. 3 Credit Hours.
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.

Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 3427. Leisure and the Aging Population. 3 Credit Hours.
This 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 Track 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.

Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 3428. Event Marketing and Sponsorship. 3 Credit Hours.
This course will apply basic and advanced principles of marketing and sponsorship to the event and related industries. The course provides students with the skills and competencies to a) understand why consumers attend events to participate and/or watch and b) use this knowledge to develop a marketing plan with an embedded sponsorship proposal to attract a corporate sponsor.

Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits
Pre-requisites: (ECON 1101|Minimum Grade of C-|May not be taken concurrently
OR ECON 1901|Minimum Grade of C-|May not be taken concurrently)
AND (MKTG 2101|Minimum Grade of C-|May not be taken concurrently
OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently).

STHM 3482. Independent Study. 1 to 3 Credit Hour.
This course provides an opportunity for students to engage in systematic investigations, under the direction of a faculty advisor.

Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may be repeated for additional credit.

STHM 4112. Senior Professional Development Seminar. 3 Credit Hours.
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.

Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits
Pre-requisites: STHM 3185|Minimum Grade of C-|May not be taken concurrently.
STHM 4185. Internship II. 10 or 12 Credit Hours.
After having completed the student's last semester of classes, and taken in conjunction with STHM 4191 (0381). The student must complete 600 hours with an industry agency. NOTE: The requirements of this experience are addressed in the School's senior internship manual (which is distributed in STHM 4112 (0370)).
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 4191. Senior Project. 3 Credit Hours.
The culminating written project agreed upon by the University and agency supervisors.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Co-requisites: STHM 4185
Repeatability: This course may not be repeated for additional credits.

STHM 4212. Law & Ethics in Sport and Recreation. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 4221. Current and Ethical Issues in Recreation and Leisure. 3 Credit Hours.
This course is designed to provide students with an in-depth analysis of the current and ethical issues facing sport and recreation management. The course will address some of the major issues facing sport and recreation 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 and recreation managers in public, private, commercial, and voluntary agencies providing sport and recreation programs; and in specialized agencies providing campus recreation, military recreation, industrial recreation, and residence-connected sport and 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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Co-requisites: STHM 4112
Repeatability: This course may not be repeated for additional credits.

STHM 4222. Current and Ethical Issues in Sport Management. 3 Credit Hours.
This course is designed to provide students with an in-depth analysis of the current and ethical issues facing sport and recreation management. The course will address some of the major issues facing sport and recreation 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 and recreation managers in public, private, commercial, and voluntary agencies providing sport and recreation programs; and in specialized agencies providing campus recreation, military recreation, industrial recreation, and residence-connected sport and 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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Co-requisites: STHM 4112
Repeatability: This course may not be repeated for additional credits.

STHM 4296. Current and Ethical Issues in Sport and Recreation Management. 3 Credit Hours.
The purpose of this course is to examine current issues that are of concern to sport and recreation administrators. The student will gain a basic understanding of these issues and develop appropriate strategies for effectively dealing with these issues/problems. Students will be encouraged to take advocacy positions on certain issues that are addressed. 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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Co-requisites: STHM 4112
Course Attributes: WI
Repeatability: This course may not be repeated for additional credits.
STHM 4312. Legal Issues in Tourism and Hospitality. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Repeatability: This course may not be repeated for additional credits.

STHM 4321. Hospitality Management Systems. 3 Credit Hours.
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 the 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 & 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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Co-requisites: STHM 4112
Repeatability: This course may not be repeated for additional credits.

STHM 4322. Designing Tourism Experiences. 3 Credit Hours.
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.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Co-requisites: STHM 4112
Repeatability: This course may not be repeated for additional credits.

STHM 4396. Hospitality Management Systems. 3 Credit Hours.
Hospitality organizations use a variety of information technologies to facilitate various business activities such as reservation, marketing, operations, and management, with a direct impact on the firm's financial outcomes such as revenues and market share. Effective implementation requires decision-makers to not only understand the functionalities of these advanced systems, but also be able to successfully interpret the systems' output (e.g., relying on daily reports to make pricing decisions). Using an advanced lodging management system as an instructional tool, this course explores the fundamentals of hospitality and lodging management systems. Through multiple industry examples and in-depth discussions, this writing intensive course requires students to work on several simulation projects focusing on strategically integrate system applications such as property management, reservation management, sales & marketing management, point of sales systems, and meeting space rentals within a hotel setting. The impact of these advanced systems on hospitality organizations and on the hospitality industry will be discussed as well.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Co-requisites: STHM 4112
Course Attributes: WI
Repeatability: This course may not be repeated for additional credits.

STHM 4397. Designing Tourism Experience. 3 Credit Hours.
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. This writing intensive course requires the development of an experience design concept.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits
College Restrictions: Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt
Co-requisites: STHM 4112
Course Attributes: WI
Repeatability: This course may not be repeated for additional credits.
STHM 4398. Strategic Management and Innovation in Tourism and Hospitality. 3 Credit Hours.

This course exposes students to the strategic management of tourism and hospitality service providers (e.g., destination marketing organizations, accommodation businesses) and their integration into the economic, behavioral, and political framework of the travel industry. The overall setting of this course is within innovation and new service development; two key aspects for successful organizations. You will learn theoretical, historical, and managerial foundations of service management (in particular for tourism and hospitality). Contemporary issues, as they relate to social and economic trends, are explored. Written and oral communication skills, as well as the use of software, will be stressed. This writing intensive course requires the development of strategic plan for new services/products to be developed or implemented by a tourism or hospitality organization.

**Class Restrictions:** May not be enrolled in one of the following: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits

**College Restrictions:** Must be enrolled in one of the following Colleges: Tourism & Hospitality Mngmnt

**Co-requisites:** STHM 4112

**Course Attributes:** WI

**Repeatability:** This course may not be repeated for additional credits.