

Tourism, Hospitality and Event Management BS

Overview

The **Bachelor of Science in Tourism, Hospitality and Event Management** prepares students for entry to mid-level positions in tourism, hospitality and event management. The program prepares students for careers in tourism and destination management, hospitality operations, food and beverage, gaming and event leadership and other professional opportunities in the experience economy.

Students may complete one of the following **optional concentrations**:

- Destination Management
- Event and Entertainment Management

Campus Location: Main and Japan

Program Code: TH-THE-BS

Leadership and Contact Information

Main Campus

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These requirements are for students who matriculated in academic year 2024-2025. Students who matriculated prior to fall 2024 should refer to the Archives to view the requirements for their Bulletin year.

Summary of Requirements

University Requirements

All new students are required to complete the University's General Education (GenEd) curriculum (35-36 credits).

School of Sport, Tourism & Hospitality Management Foundation Requirements

All students must earn a C- or higher in all courses required in the School of Sport, Tourism and Hospitality Management (STHM) curriculum.

Code	Title	Credit Hours
ACCT 2501	Survey of Accounting	3
ECON 1101 or ECON 1102	Macroeconomic Principles Microeconomic Principles	3
MKTG 2101	Marketing Management	3
STHM 1113	Foundations of Experience Design and Management	3
STHM 1115 or BA 2104	Foundations of Excel for Sport and Tourism Excel for Business Applications	1
HRM 1101	Leadership and Organizational Management	3
STHM 2001	Career Exploration and Development Seminar	1

STHM 2114	Diversity, Equity and Inclusion in Experience Industries	3
STHM 2117	Applied Research for Experience Industries	3
STHM 2209	Employee Engagement in Experience Industries	3
STHM 2216	Venue and Entertainment Management	3
STHM 3185	Internship I	3
STHM 3201	Financial Management in Experience Industries	3
STHM 4185	Internship II ¹	6 to 12
STHM 4496	Global and Ethical Issues in Experience Industry	3
Major Management Electives ¹		6-0
Total Credit Hours		50

¹ Students selecting the six-credit version of STHM 4185 Internship II must also take six credits of major management electives at the 3000 level from STHM or THE subject codes.

Designated Writing Intensive Courses

All Temple students must take a minimum of two writing-intensive courses. The specific writing-intensive courses required for this major are as follows:

Code	Title	Credit Hours
THE 3396	Marketing in Tourism, Hospitality, and Event Management	3
STHM 4496	Global and Ethical Issues in Experience Industry	3

Major Requirements

Code	Title	Credit Hours
THE 1311		3
THE 1501	Hospitality and Events Operations	3
THE 2251	Food and Beverage Management	3
THE 3314	Legal Issues in Tourism, Hospitality, and Events	3
THE 3357	Sales and Revenue Generation in Events and Hospitality	3
THE 3396	Marketing in Tourism, Hospitality, and Event Management	3
THE 4415	The Event Experience	3
Total Credit Hours		21

Major Management Electives (6 Credits Required)

All students are required to take a minimum of six Major Management Elective (MME) credits from THE or STHM subject codes. If students wish to declare one of the optional concentrations listed below (requiring 9 MME credits), they must use one free elective to do so. The two optional concentrations are: Destination Management or Event and Entertainment Management.

Code	Title	Credit Hours
Major Management Electives - Select two of the following:		6
THE 2311	Global Issues in Travel	
THE 3313	Hospitality Management Systems	
THE 3320	Special Topics in Hospitality Management	
THE 3321	Tourism Planning and Development	
THE 3322	Destination Management Organizations	
THE 3327	Advanced Destination Marketing Systems	
THE 3328	Gaming and Casino Management	
STHM 2401	Foundations of Event and Entertainment Management	
STHM 3420	International/Domestic Travel Immersion Experience	
STHM 3424	Business of Social Events and Weddings	

STHM 4401	Digital Portfolio Creation	
Total Credit Hours		6

Optional Tourism, Hospitality and Event Management Concentration Requirements (9 credits required)

Destination Management Concentration Requirements (9 credits required)

Code	Title	Credit Hours
Select three of the following:		
THE 2311	Global Issues in Travel	3
THE 3321	Tourism Planning and Development	3
THE 3322	Destination Management Organizations	3
THE 3327	Advanced Destination Marketing Systems	3

Event and Entertainment Management Concentration Requirements (9 credits required)

Code	Title	Credit Hours
STHM 2401	Foundations of Event and Entertainment Management	3
STHM 3424	Business of Social Events and Weddings	3
STHM 4401	Digital Portfolio Creation	3

Free Electives (12 Credits)

Students take 12 credits of Free Electives. Students can use these Free Elective credits to take any courses at Temple University including additional courses from THE or STHM subject areas. If a student wishes to complete an optional concentration in the major, they will need to use one free elective course to do so. In some cases, the number of free elective credits may vary to meet the 124 credits required for graduation. Please contact the STHM Center for Student Services (CSS) for additional information.

Suggested Academic Plan

Bachelor of Science in Tourism, Hospitality and Event Management

Suggested Plan for New Students Starting in the 2024-2025 Academic Year

Year 1		Credit Hours
Fall		
STHM 1113	Foundations of Experience Design and Management	3
HRM 1101	Leadership and Organizational Management	3
ENG 0802 or ENG 0812 or ENG 0902	Analytical Reading and Writing [GW] or Analytical Reading and Writing: ESL [GW] or Honors Analytical Reading and Writing [GW]	4
GenEd Quantitative Literacy Course [GQ]		4
GenEd Breadth Course		3
Credit Hours		17
Spring		
THE 1311		3
Select one of the following:		
ECON 1101	Macroeconomic Principles	3
ECON 1102	Microeconomic Principles	3
Select one of the following:		
STHM 1115	Foundations of Excel for Sport and Tourism	1
BA 2104	Excel for Business Applications	1
IH 0851 or IH 0951	Intellectual Heritage I: The Good Life [GY] or Honors Intellectual Heritage I: The Good Life [GY]	3
GenEd Breadth Course		3

GenEd Breadth Course		3
Credit Hours		16
Year 2		
Fall		
STHM 2114	Diversity, Equity and Inclusion in Experience Industries	3
ACCT 2501	Survey of Accounting	3
STHM 2117	Applied Research for Experience Industries	3
STHM 2216	Venue and Entertainment Management	3
GenEd Breadth Course		3
Credit Hours		15
Spring		
MKTG 2101	Marketing Management	3
STHM 2209	Employee Engagement in Experience Industries	3
THE 1501	Hospitality and Events Operations	3
THE 2251	Food and Beverage Management	3
STHM 2001	Career Exploration and Development Seminar	1
IH 0852 or IH 0952	Intellectual Heritage II: The Common Good [GZ] or Honors Intellectual Heritage II: The Common Good [GZ]	3
Credit Hours		16
Year 3		
Fall		
STHM 3201	Financial Management in Experience Industries	3
THE 3396	Marketing in Tourism, Hospitality, and Event Management [WI]	3
THE 3357	Sales and Revenue Generation in Events and Hospitality	3
GenEd Breadth Course		3
Free Elective 1		3
Credit Hours		15
Spring		
THE 3314	Legal Issues in Tourism, Hospitality, and Events	3
STHM 3185	Internship I	3
Major Management Elective 1		3
GenEd Breadth Course		3
GenEd Breadth Course		3
Credit Hours		15
Year 4		
Fall		
STHM 4496	Global and Ethical Issues in Experience Industry [WI]	3
THE 4415	The Event Experience	3
Major Management Elective 2		3
Free Elective 2		3
Free Elective 3		3
Credit Hours		15
Spring		
STHM 4185	Internship II ¹	6 to 12
Major Management Elective 3 ¹		3-0
Major Management Elective 4 ¹		3-0
Free Elective 4 ²		3
Credit Hours		15
Total Credit Hours		124

¹ Students selecting the six-credit version of STHM 4185 Internship II must also take six credits of major electives at the 3000 level or higher from STHM or THE subject codes.

² Students declaring an optional concentration must select an additional Major Management Elective.