

# Tourism and Hospitality Management BS

## Overview

The **Bachelor of Science in Tourism and Hospitality Management** prepares students for entry-level 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 Management
- Hospitality Operations

**Campus Location:** Main and Japan

**Program Code:** TH-STHM-BS

## Leadership and Contact Information

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*These requirements are for students who matriculated in academic year 2023-2024. Students who matriculated prior to fall 2023 should refer to the Archives to view the requirements for their Bulletin year.*

## 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
STHM 1113	Foundations of Experience Design and Management	3
STHM 2001	Career Exploration and Development Seminar	1
STHM 2114	Leisure and Tourism for a Diverse Society	3
STHM 3185	Internship I (180 Hours)	3
STHM 4112	Senior Professional Development Seminar	3
STHM 4185	Internship II (600 Hours) <sup>1</sup>	6-12
<b>Total Credit Hours</b>		<b>19-25</b>

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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 or may repeat STHM 4185 for six credits in a final term. CSS and Center for Industry Engagement (CIE) approvals are required if students want to repeat STHM 4185.

## 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
THM 3396	Marketing in Tourism and Hospitality	3
THM 4398	Contemporary Issues in Tourism, Hospitality and Event Management	3

## Major Requirements

Code	Title	Credit Hours
THM 1311	The Business of Tourism and Hospitality	3
THM 2311	Global Issues in Travel	3
THM 2312	Tourism and Hospitality Sales	3
THM 2313	Financial Issues in Tourism and Hospitality	3
THM 3311	Organization Management in Tourism and Hospitality	3
THM 3312	Strategic Decision Making in Tourism and Hospitality Management	3
THM 3314	Legal Issues in Tourism and Hospitality	3
THM 3396	Marketing in Tourism and Hospitality	3
THM 4398	Contemporary Issues in Tourism, Hospitality and Event Management	3
<b>Total Credit Hours</b>		<b>27</b>

## Major Management Electives (12 Credits Required)

All students are required to take a minimum of 12 Major Management Elective (MME) credits in STHM or THM subject codes. As part of the 12 credit MME requirement, students may opt to earn a concentration from the offerings below. To have a **Concentration designation** on a transcript, students must **declare the concentration through the STHM Center for Student Services (CSS) process** and follow the requirements below.

Two concentrations, Hospitality Operations and Destination Management, require 9 credits of specified coursework with one additional MME course of the students choosing, for a total of 12 credits. The Event Management concentration requires all four courses/12 credits specified with no elective options.

Note: If students select the six-credit option for senior internship, STHM 4185 Internship II, then they must take an additional six credits of major coursework at the 3000 level or above or repeat STHM 4185 for an additional six credits (CSS and Center for Industry Engagement approvals required).

## Optional Tourism and Hospitality Management Concentrations (9 Credits Required)

### Hospitality Operations Concentration Requirements

Code	Title	Credit Hours
Select three of the following:		9
THM 3320	Special Topics in Hospitality Management	
THM 3324	Hospitality Operations	
THM 3325	Food and Beverage Management	
THM 3328	Gaming and Casino Management	
THM 3329	Revenue Management in Tourism and Hospitality Management	
STHM 3425	Event and Entertainment Operations	

### Destination Management Concentration Requirements

Code	Title	Credit Hours
Select three of the following:		9
THM 3321	Tourism Planning and Development	
THM 3322	Destination Management Organizations	
THM 3327	Advanced Destination Marketing Systems	
THM 3330	Special Topics in Destination and Event Management	

### Event Management Concentration Requirements

Code	Title	Credit Hours
STHM 2401	Foundations of Event and Entertainment Management	3
STHM 3425	Event and Entertainment Operations	3

STHM 3428	Event and Entertainment Revenues	3
STHM 4415	The Event Experience	3

## Fox School of Business & Management Requirements

Code	Title	Credit Hours
ACCT 2501	Survey of Accounting	3
Select one of the following:		1
STHM 1115	Foundations of Excel for Sport and Tourism	
BA 2104	Excel for Business Applications	
ECON 1101	Macroeconomic Principles	3
MKTG 2101	Marketing Management	3
HRM 1101	Leadership and Organizational Management	3
<b>Total Credit Hours</b>		<b>13</b>

These four classes, with the exception of BA 2104, complete the required lower-division courses of the Business Minor.

## School of Sport, Tourism & Hospitality Management Non-Credit Requirements

Code	Title	Credit Hours
Industry-Related Experience (Minimum 250 hours of participation required prior to STHM 4112).		
Students are encouraged to join an STHM student professional organization (SPO) and maintain active membership.		

## Free Electives (12 Credits)

Students must take 12 credits of Free Electives. In some cases, this number may vary to meet the 124 credits required for graduation. Students can use these Free Elective credits to take any courses at Temple University. (Please contact the STHM Center for Student Services [CSS] for additional information.)

## Options

### Fox School of Business and Management Minors and Certificates

Go to Fox School of Business and Management's Programs list to find Business minors and certificates. See Fox School of Business Academic Advisor.

## Suggested Academic Plan

### Bachelor of Science in Tourism and Hospitality Management

#### Suggested Plan for New Students Starting in the 2023-2024 Academic Year

Year 1		
Fall		Credit Hours
STHM 1113	Foundations of Experience Design and Management	3
HRM 1101	Leadership and Organizational Management	3
ENG 0802	Analytical Reading and Writing	4
or ENG 0812	or Analytical Reading and Writing: ESL	
or ENG 0902	or Honors Writing About Literature	
GenEd Quantitative Literacy Course <sup>GQ</sup>		4
<b>Credit Hours</b>		<b>14</b>
Spring		
THM 1311	The Business of Tourism and Hospitality	3
ECON 1101	Macroeconomic Principles	3
Select one of the following:		1
STHM 1115	Foundations of Excel for Sport and Tourism	
BA 2104	Excel for Business Applications	
IH 0851	Intellectual Heritage I: The Good Life	3
or IH 0951	or Honors Intellectual Heritage I: The Good Life	

GenEd Breadth Course		3
GenEd Breadth Course		3
<b>Credit Hours</b>		<b>16</b>
<b>Year 2</b>		
<b>Fall</b>		
STHM 2114	Leisure and Tourism for a Diverse Society	3
THM 2311	Global Issues in Travel	3
ACCT 2501	Survey of Accounting	3
GenEd Breadth Course <sup>1</sup>		3
STHM 2001	Career Exploration and Development Seminar	1
IH 0852 or IH 0952	Intellectual Heritage II: The Common Good or Honors Intellectual Heritage II: The Common Good	3
<b>Credit Hours</b>		<b>16</b>
<b>Spring</b>		
MKTG 2101	Marketing Management	3
THM 2312	Tourism and Hospitality Sales	3
THM 2313	Financial Issues in Tourism and Hospitality	3
THM Major Management Elective		3
GenEd Breadth Course		3
Free Elective 1		3
<b>Credit Hours</b>		<b>18</b>
<b>Year 3</b>		
<b>Fall</b>		
STHM 3185	Internship I	3
THM 3311	Organization Management in Tourism and Hospitality	3
THM 3396	Marketing in Tourism and Hospitality	3
Free Elective 2		3
Free Elective 3 <sup>1</sup>		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
THM 3312	Strategic Decision Making in Tourism and Hospitality Management	3
THM 3314	Legal Issues in Tourism and Hospitality	3
THM Major Management Elective		3
GenEd Breadth Course		3
Free Elective 4		3
<b>Credit Hours</b>		<b>15</b>
<b>Year 4</b>		
<b>Fall</b>		
STHM 4112	Senior Professional Development Seminar	3
THM 4398	Contemporary Issues in Tourism, Hospitality and Event Management	3
THM Major Management Elective		3
THM Major Management Elective		3
GenEd Breadth Course		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
STHM 4185	Internship II <sup>2</sup>	6-12
GenEd Breadth Course		3
THM Major Management Elective <sup>2</sup>		3-0
THM Major Management Elective <sup>2</sup>		3-0
<b>Credit Hours</b>		<b>15</b>
<b>Total Credit Hours</b>		<b>124</b>

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**If a student takes a 4-credit GenEd Arts course**, s/he will be 1 credit over the required 124 total needed to graduate. This total number would then equal 125 credits.

This additional credit will be applied to the Free Elective area, thus reducing the needed Free Electives from 12 to 11 credits.

Please consult your assigned STHM academic advisor.

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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 or may repeat STHM 4185 for six credits in a final term. CSS and Center for Industry Engagement (CIE) approvals are required if students want to repeat STHM 4185.