

**Master of Science in Tourism & Recreation Management
Non-Thesis Curriculum – 30 Credits**

COURSES	CREDITS
<p><u>CORE COURSES</u></p> <p>LEI 5188 Trends & Issues in Tourism & Recreation Management (3 credits) HLP 6535 Research Methods in Health and Human Performance (3 credits) HLP 6515 Evaluation Procedures in Health and Human Performance (3 credits) Choose one: LEI 6944 Practicum in Tourism and Recreation Management* OR LEI 6905 Professional Paper** (3 credits each) Capstone Project (to be completed during final term, no course credit)</p>	12
<p><u>CONCENTRATIONS</u></p> <p>1. <u>Tourism</u> (8 credits) HMG 6076 Introduction to Hospitality and Tourism (2 credits) HMG 6747 Marketing in Hospitality/Tourism (2 credits) LEI 6931 Strategic Management in Hospitality Business (2 credits) LEI 6931 Revenue Management in Hospitality Business (2 credits)</p> <p>2. <u>Natural Resource Recreation</u> (9 credits) LEI 5121 Outdoor Recreation and Park Management (3 credits) LEI 6513 Administrative Procedures in Leisure Services (3 credits) LEI 6557 Recreation Management in the Coastal Zone OR LEI 6325 Ecotourism (3 credits each)</p>	
<p><u>SPECIALIZATIONS</u></p> <p>1. <u>Tourism Analytics (12 credits)</u> LEI 6931 Smart Tourism Design (3 credits) LEI 6931 Multivariate Analysis in Tourism Management (3 credits) LEI 6931 GIS and Spatial Analysis (3 credits) LEI 6931 Datamining for Tourism and Social Data (3 credits)</p> <p>2. <u>Destination Development and Crisis Management (9 Credits)</u> LEI 6336 Tourism Planning and Development (3 credits) LEI 6578 Advanced Marketing for Recreation, Parks and Tourism (3 credits) LEI 6931 Destination Crisis Management (3 credits)</p> <p><i>Students may choose one Concentration or Specialization for 8-12 credits and the remaining credits from directed electives. Alternatively, students may choose “no Concentration or Specialization” and select directed electives for 15 credits in consultation with their advisory committee.</i></p>	8-12
<p><u>DIRECTED ELECTIVES</u></p> <p>LEI 6108 Contemporary Theories of Recreation and Leisure (3 credits) LEI 6439 Campus Recreation Administration and Programming (3 credits) LEI 6326 Sport Tourism (3 credits) LEI 6351 Heritage Tourism (3 credits) LEI 6557 Recreation Management/Development in the Coastal Zone (3 credits) LEI 6895 Tourism Theory and Concepts (3 credits) LEI 6903 Readings in Recreation, Parks, and Tourism (3-6 credits) LEI 6905 Directed Independent Study (3-6 credits) LEI 6910 Supervised Research (3-6 credits) LEI 6931 Special Topics in Recreation, Parks, and Tourism (3 credits) LEI 6931 Special Topics in Recreation, Parks, and Tourism (3 credits) LEI 6931 Sustaining Humans and their Environments (3 credits)</p> <ul style="list-style-type: none"> Study Abroad Locations: New Zealand, North Queensland, and Fiji <p><i>Students will select directed electives in consultation with their advisory committee. LEI or HMG courses from each of the concentrations and specializations can be taken as directed electives with advisory committee approval. Up to 6 credits of elective courses can be taken outside of the Department. These courses must be approved by the student’s advisory committee.</i></p>	6-10

EXPERIENTIAL LEARNING

***PRACTICUM IN TOURISM AND RECREATION MANAGEMENT**

As part of their Master degree curriculum, students may opt for taking industry experience instead of writing a thesis or a professional paper. The LEI 6944 Practicum (or it can be called internship) provides students with an opportunity to engage in professional settings to enhance academic learning and further employment readiness upon graduation. Students gain experience and enhance skills through experiential learning. The internship is designed to help students to bridge the gap between course materials and real-world settings, furthering both academic and applied/business skills. PREREQUISITE: Students must complete 24 credit hours prior to registration for LEI 6944.

****PROFESSIONAL PAPER**

Students who have already had industry experience in their background and who are considering entrepreneurship, professional certification, or analytics/consulting as their future career goals may opt for the Professional Paper LEI 6905 track to obtain their Master degree. Examples of appropriate topics include, but are not limited to, developing a marketing plan for a TRM organization, analyzing secondary data to address an issue for a TRM organization or the industry, and working with an organizational client to address a client-identified issue. Under supervision of their committee, students will develop a project scope based on the selected issue. Students will apply strategic decision-making principles, skills, knowledge, and understanding of areas of concern for formulating and implementing recommended strategies for addressing the selected issue. Students from the Tourism Analytics specialization should consider this track to improve their datamining and analytical skills in working on a project relevant to tourism and hospitality industry. PREREQUISITE: Students must complete 24 credit hours prior to registration for LEI 6905.

PROGRAM EXIT REQUIREMENT

*****PROFESSIONAL DEVELOPMENT CAPSTONE PROJECT**

All non-thesis students majoring in Tourism & Recreation Management must complete the Capstone Project, which serves as the exit requirement for the TRM degree. This project is the final step in degree process and must be completed in the student's final semester prior to graduation. The purpose of the Capstone Project is to demonstrate that the student is able to take newly acquired knowledge and skills and apply them to professional practice. It helps the student understand their weaknesses and strengths when seeking employment, and prepares the student in organizing information that will help them in seeking employment by effectively promoting themselves. NOTE: The Capstone Project document is submitted by the student to his/her Committee no later than the final examination date as determined by the Graduate School for the semester in which the student plans to graduate.

