

ONLINE M.S. IN TOURISM & HOSPITALITY MANAGEMENT

ABOUT THE PROGRAM

Part of the highest-ranking online degree program in the nation, the 100% online Master of Science in Tourism and Hospitality Management prepares working and aspiring professionals with strong analytical skills, management expertise, marketing skills, and in-depth knowledge of environmental and social concerns so they can confidently move up the career ladder.

The project-based coursework leverages data from industry partnerships with the Eric Friedheim Tourism Institute, a leading research institute in one of the most visited states in the country. Experts from companies like Universal Parks & Resorts and The Ritz Carlton offer their real-time data to help students develop comprehensive strategies for managing and leading tourism and hospitality organizations.

With 1 billion people traveling annually, tourism is the largest and fastest growing industry in the world. The University of Florida brings this momentum to the Tourism and Hospitality Management master's program; in just two years, graduate degree enrollment has grown by 229%.

With this growth comes more students, more resources, and more opportunity for impact:

- 40+ scholarships awarded since 2020, ranging from \$600-\$4000 per award
- \$128,433 in research funding received since 2020

The future of the tourism industry starts here. Through the UF Master of Science in Tourism and Hospitality Management, students will gain in-demand skills that enable them to stand out to employers and excel as trailblazers in the industry.

Take charge in defining the hospitality industry at the only tourism and hospitality program offered by a Top 5 public university.



REQUIRED COURSEWORK & CREDITS

30 Total Required Credits

Research Design and Tourism Core Courses (12 Credits):

HLP 6535 Research Methods in Health and Human Performance

LEI 6336 Tourism Planning & Development

HLP 6515 Evaluation Procedures in Health and Human Performance

LEI 5188 Trends & Issues in Tourism and Recreation Management

Hospitality Business Management Courses (12 Credits):

LEI 6931 Tourism & Hospitality Business Perspectives

LEI 6931 Strategic Hospitality Business Management

LEI 6931 Revenue Management in Hospitality Business

LEI 6931 Brand Strategies in Hospitality and Tourism

LEI 6931 Destination and Hospitality Crisis Management

HMG 6747 Marketing in Hospitality and Tourism

Applied Courses (6 Credits):

LEI 6944 Practicum or Professional Paper

LEI 6905 Capstone Project

CAREER OPPORTUNITIES

- Amusement and Theme Parks
- Medical Education
- Education
- Business
- Marketing & PR
- Cruise Industry
- Tourism
- Hospitality
- Event Management
- Music and Entertainment
- Corporate Consultant
- Management Company Executives
- State and Local Tourism Agencies