

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

COURSES	CREDITS
<p>CORE COURSES</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) LEI 6971 Research for Master’s Thesis (6 credits)</p>	15
<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>	
<p>CONCENTRATIONS</p> <p>1. Tourism (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. Natural Resource Recreation (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>	15
<p>SPECIALIZATIONS</p> <p>1. Tourism Analytics (12 credits) 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. Destination Development and Crisis Management (9 Credits) 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>DIRECTED ELECTIVES</p> <p><i>Students will select directed electives in consultation with their advisory committee.</i></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"> • New Zealand (Natural resources and park management) • North Queensland (Sustainable development and tourism) • Fiji (Ecotourism) 	
<p><i>LEI or HMG courses from each of the concentrations and specializations can be taken as directed electives with advisory committee approval.</i></p>	
<p><i>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>	

