

## Tourism Management Minor in Recreation, Park and Tourism Sciences - TMGT

The Department of Recreation, Park and Tourism Sciences offers an 18-hour minor in Tourism Management as a supplement to other majors. The minor focuses on the planning, management, development, and promotion of places and events as tourism attractions. Courses in tourism are designed to collectively build understanding about the linkages that exist between local places and cultures, host populations, and various public, private, and special interest groups. The minor requires RPTS 302 and RPTS 311. Students select four additional courses from a list of ten. Students must earn a grade of “C” or higher in all courses. RPTS 484 (Internship) is available for minors above and beyond the required 18 hours.

**Total of 18 hours. RPTS 302 and 311 are required. Select four additional courses from the list below.**

### Required:

**302. Application of Tourism Principles.** Tourism principles applied at local, regional and international levels; examination of the scale, scope and organization of the industry including marketing destinations and experiences; issues related to the economic, technological and political aspects of tourism. Prerequisite: Junior or senior classification. (3)

**311. Planning and Implementation of Events and Programs.** Planning, operations, administration and evaluation; includes creation and implementation of programs and special events with budgeting, operational and venue logistics, marketing, fund raising, hospitality training and participant satisfaction. Prerequisite: Junior or senior classification. (3)

### Select four additional courses:

**RPTS 300. Supervised Field Studies.** Survey and application of principles of recreation and parks; selected aspects of park and recreation management in an operational setting under the supervision of an approved agency; preparation and presentation of a comprehensive analysis of a specific problem. (3) *In-Class meetings plus field experience; Maymester destination management course applicable when offered; approval required.*

**320. Event Management and Operations I.** Principles and applications for effective planning and management of events; planning, promotion, operational logistics, sponsorship and evaluation. (3) Prerequisite: [RPTS 311](#).

**321. Event Management and Operations II.** Advanced principles and applications of event management, including practical knowledge relating to contracting, media, fund raising, compliance and oversight, risk management, site logistics, sponsorships and vendor management. (3) Prerequisites: [RPTS 311](#) and [RPTS 320](#).

**323/423. Tourism Management.** Management issues and tools related to the travel and tourism industry; history, planning, operations, leading, directing and controlling tourism businesses; complexity and scope of tourism systems; issues related to ethics and sustainability; managing tourism in different environments; roles of technology and information technology; future of tourism. Prerequisite: RPTS 302. (3) *Note: RPTS 304, 323 and 423 are equivalent; effective Fall 2018, RPTS 423 will no longer be offered.*

**331. Tourism Marketing.** Application of basic tourism marketing principles and concepts in government, business, and social-cause contexts; situation analysis and operational evaluation; decision making in terms of product, place, price, and channel of distribution mixes for tourism attractions and services. Prerequisite: RPTS 302; junior or senior classification. (3) Prerequisite: [RPTS 302](#) and junior or senior classification.

**340. Recreation, Parks, Tourism and Diverse Populations.** Review of major judicial decisions and civil rights laws on provision and distribution of recreation and park services in society; the influence of age, disability, ethnicity, national origin, race, religion and gender on individual's preferences for particular recreation opportunities and experiences; implications of individual differences for the provision of recreation services. Prerequisite: Junior or senior classification. (3)

**360. Ecotourism: Principles and Practices.** Principles and practices related to ecotourism; analyzes outcomes of ecotourism for conservation and development; ecotourism as a strategy to protect culture and the physical environment. Prerequisite: RPTS 302. (3)

**421. Hotel and Resort Operations.** Examination of the crucial elements involved in the successful operation of a hotel or resort and how they interrelate; analysis and application of management principles in the major departments of hotels and resorts to include rooms division, food and beverage, recreation, sales and marketing. Prerequisite: Junior or senior classification. (3)

**426. Tourism Impacts.** Consequences and impacts of various kinds of tourism development for host communities and regions; read and evaluate case studies from Texas, other areas in the United States and internationally; economic, environmental, social, cultural and political impacts associated with tourism proposals, project development, tourist activity, industry expansion and industry decline. Prerequisite: RPTS 302. (3)

**444. Service Quality for Hospitality Organizations.** Application of SERVQUAL concepts with focus on implementing measures to enhance customer service; in-depth study of planning and administering hospitality service strategies, measurement of service delivery, repair and recovery of service delivery gaps, and management and training of employees; practical applications of research in the field. Prerequisite: Junior or senior classification. (3)

*Distance Education Note: RPTS 421 and 444 are ONLY offered in Distance format. Many, but not all, other courses are offered in person as well as online.*