Tourism, Hospitality, and Event Management
B.S. in Recreation degree (120 minimum credit hours)
2.0 GPA required for admission. 2.0 GPA required for graduation.
Effective for students matriculating summer 2013
PH 133 – (812) 855-4711 (RTHEBSR)

Students must complete all General Education requirements and all Major requirements. Any acceptable General Education course which is also required in the major may apply to (double-count in) both required areas. Courses common to the areas of World Cultures, Arts and Humanities, and Social and Historical Studies may also double count. However, credit for such courses counts only once toward the total required credits for a degree.

**General Education (20 – 39 credits)**
(General Education Bulletin at: www.indiana.edu/~bulletin/iub)

**English Composition (0 to 3 credits, C minimum required)**
Complete one of the following options:
- 3 CMLT-C 110 Writing the World
- 3 ENG-W 131 Elementary Composition
- 3 ENG-W 170 Projects in Reading and Writing
- 0 ENG-W 131 EX Elementary Composition Exemption

**Mathematical Modeling (3 to 4 credits)**
Complete one of the following options:
- 4 MATH-D 116 AND MATH-D 117 Intro to Finite Mathematics I-II
- 3 MATH-J 113 Introduction to Calculus with Applications
- 3 MATH-M 118 Finite Mathematics
- 3 MATH-M 119 Brief Survey of Calculus I
- 4 MATH-M 211 Calculus I
- 4 MATH-M 213 Accelerated Calculus
- 3 MATH-S 118 Honors Finite Mathematics
- 3 MATH-V 118 Finite and Consumer Mathematics:
- 3 MATH-V 118 Finite Math for Social and Biological Sciences

Natural and Mathematical Sciences (5 credits)
Complete 5 credits from the list of approved N&M courses in the IUB General Education Bulletin. At least one course must be a natural science (as indicated by an asterisk in the GENED bulletin).

- [ ]

Arts and Humanities (6 credits)
Complete 6 credits from the list of approved A&H courses in the IUB General Education Bulletin.

- [ ]

Social and Historical Studies (6 credits)
Complete 6 credits from the list of approved S&H courses in the IUB General Education Bulletin.

- [ ]

World Languages and Cultures (0 to 14 credits)
Choose one of the following three options:
Complete 6 credits of world culture courses from the list of approved WC courses in the IUB General Education Bulletin.
OR Achieve competency in a single foreign language equal to successful completion of the four semester sequence in a world language.
OR Complete a 6-credit International experience in an approved study abroad. A list of approved course choices may be found in the IUB General Education Bulletin.

- [ ]

**Major (75 credits)**

Tourism, Hospitality, and Event Management (42 credits)
- 3 ENG-W 231 Professional Writing Skills (P: Elementary Composition)
- 3 SPH-R 412 Marketing for Leisure Services (P: junior standing)
- 3 SPH-R 413 Fiscal Management of Leisure Services Organizations
- 3 SPH-R 414 Legal Aspects of Recreation
- 3 SPH-R 425 Strategic Planning for Recreation Orgs (P: senior standing)
- 3 SPH-R 426 Human Resource Management in Leisure Services
- 3 SPH-T 201 Tourism & Commercial Recreation
- 3 SPH-T 203 Introduction to Lodging Management
- 3 SPH-T 211 International Tourism
- 3 SPH-T 301 Sustainable Tourism (C- min)
- 3 SPH-T 311 Convention Mgmt & Meeting Planning (C- min) (P: T201)
- 3 SPH-T 321 Resort Management (P: T203)
- 3 SPH-T 323 Festival & Event Management
  or SPH-T 333 Festival and Event Tourism (P: T201)
- 3 SPH-T 431 Green Operations in Hospitality Mgmt (P: T 203, junior standing)

Required Core Courses (33 credits)
- 3 SPH-R 110 Foundation of Leisure & Public Health S&H
- 3 SPH-R 142 Living Well S&H
- 3 SPH-R 210 Inclusion in Recreation, Parks, & Tourism
- 3 SPH-R 311 Management in Recreation, Parks, & Tourism
- 3 SPH-R 312 Career Perspectives & Internship Preparation (P: R110)
- 3 SPH-R 314 Data-Based Decision-Making Methods (P Math Modeling)
- 12 SPH-R 497 Professional Internship (P:R312, T410, 320 Hours)
- 3 SPH-T 410 Event Planning & Program Development (P junior standing)
- 320 Hrs Field Experience--Date Completed _____ / _____ / _____

Suggested Electives (highlighted options; not required)
- 1-3 SPH-R 250 Topics in Recreation, Parks, & Tourism
- 3 SPH-R 223 Recreation-Based GIS
- 3 SPH-O 340 Interpretation & Tour-guiding
- 3 SPH-O 412 Ecotourism
- 3 SPH-T 411 International Meeting Planning
- Business minor for non-Kelly students (4 choices)
  - Minor in Business
  - Minor in Entrepreneurship and Small Business Mgmt
  - Minor in Financial Literacy
  - Minor in Marketing
- Foreign language study
- Fundraising minor through the School of Public Health

At least 120 credits are required for graduation.

**GENERAL EDUCATION** 20-39
**MAJOR** 75
**ELECTIVES** 6-25
## Suggested Course Sequence Map
### Tourism, Hospitality, and Event Management

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<tr>
<th>First Year</th>
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<tr>
<th>Second Year</th>
<th>First Semester</th>
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<tbody>
<tr>
<td><strong>Total: 30 cr</strong></td>
<td>SPH-R 210 Inclusion in RPT (3) SPH-T 203 Intro to Lodging Management (3) SPH-T 211 International Tourism (3) World Languages/Cultures (3) Electives (3)</td>
<td>ENG-W 231 (3) (P: English composition) SPH-T 301 Sustainable Tourism (3) SPH-T 311 Convention Mgmt &amp; Meeting Planning (3) (P: T201) SPH-T 321 Resort Management (3) (P: T203) Electives (3)</td>
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<tr>
<th>Third Year</th>
<th>First Semester</th>
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<td><strong>Total: 33 cr</strong></td>
<td>SPH-R 311 Management of RPT (3) SPH-R 314 Data Based Decision Making (3) (P: math modeling course) SPH-R 412 Marketing for Leisure Services (3) (P: junior standing) SPH-R 413 Fiscal Management (3) SPH-T 333 Festival &amp; Event Tourism (3) (P: T201) Electives (3)</td>
<td>SPH-R 312 Career Persp &amp; Prep for Internship (3) (P: R 110) SPH-T 410 Event Plan &amp; Program Dev (3) (P: junior standing) SPH-T 431 Green Operations in Hospitality Mgmt (3) (P: T 203; junior standing) Electives (6)</td>
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<tr>
<th>Fourth Year</th>
<th>First Semester</th>
<th>Second Semester</th>
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<tr>
<td><strong>Total: 27 cr</strong></td>
<td>SPH-R 414 Legal Aspects of Recreation (3) SPH-R 425 Strategic Planning (3) (P: senior standing) SPH-R 426 Human Resource Mgmt. (3) Electives (6)</td>
<td>SPH-R 497 Internship (12) (P: R 110, R 312 at least two semesters prior to the internship semester, T 410; completion of 320 Hours)</td>
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**NOTE:** 320 hours field experience also required.

### NOTES:

1. A student needs to average 15 credit hours per semester to graduate in 8 semesters (120 credit hours).
2. Many students reduce their academic-year credits by taking classes in summer. However, it is difficult to get equivalent credit for major course work at other campuses or colleges. A few RPTS courses, usually required core classes, are offered each summer at IUB, usually in the early part (1st 4- or 1st 6-weeks).
3. Unless otherwise noted, courses may be taken either semester.
4. Prior to registering for the professional internship (R497), students must document 320 Hours of practical experience in the leisure industry, for approval by their major’s faculty coordinator. Deadlines for approval of the 320 Hours requirement:
   - For a fall internship: 1 July
   - For a spring internship: 1 November
   - For a summer internship: 1 April

5. The internship (R497) may be taken any term following completion of the required prerequisite courses (R110, R312, and T410) and the 320 Hours. Students commonly complete it during the summer, often following the fourth year. Students completing degree requirements in summer may participate in the May commencement ceremony.

Tourism, Hospitality, and Event Management

Students in this major prepare to enter the world's largest and most diverse industry. Tourism is the business of attracting and catering to the needs and expectations of visitors. Students focus on the marketing and management of tourist facilities and destinations; the delivery of hospitality services in food and lodging; and the management of events from conferences to festivals to social and corporate events—all with a common ground of sustainability. Due to its global significance, tourism often involves practices in the international arena, so the program encourages students to explore a multicultural learning landscape.

Career possibilities include:

- Commercial settings, which offer positions in meeting planning, special event planning, adventure travel, hospitality, resort services, conference services, and theme park group coordination
- Military recreation, which supports 250,000 full-time employees with 10,000,000 users at 900 locations within the United States and 350 overseas locations. Positions within travel services are available on all types of military bases - Air Force, Army, Navy and Marine
- Cities and states, which offer opportunities within visitor and convention bureaus
- States, which offer positions in visitor marketing and research divisions, as well as university conference bureaus

In fall 2000, *Newsweek* predicted that 50 percent of American jobs will be in leisure and tourism by 2050. *The Occupational Outlook Handbook* refers to the job outlook in recreation as above average. A recent post in Yahoo, based on the 2013 *Hard Times* report by Georgetown University’s Center on Education and the Workforce, listed Recreation and Hospitality as two of seven majors that have the lowest unemployment rates.