Tourism Management Minor in Recreation, Park and Tourism Sciences

Total of 18 hours. RPTS 302 and 311 are required. Select four additional courses from RPTS 320, 331, 340, 423 and 426.

302. Application of Tourism Principles. (3-0). Credit 3. 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.

311. Planning and Implementation of Events and Programs. (3-0). Credit 3. 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.


331. Tourism Marketing. (3-0). Credit 3. 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 or approval of instructor.

340. Diverse Populations in Recreation, Parks and Tourism. (3-0). Credit 3. 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.

423. Tourism Management. (3-0). Credit 3. Managing tourism businesses; organization, complexity and scope of tourism systems; tourism issues related to distribution, operations and sustainability; managing tourism in different environments; roles of technology and information technology; future of tourism. Prerequisite: RPTS 302.

426. Tourism Impacts. (3-0). Credit 3. 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 or approval of instructor.

Note: RPTS 484 (Internship) is available for minors above and beyond the required 18 hours.