

## **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.

**320. Event Management and Operations I. (3-0). Credit 3.** Principles and applications for effective planning and management of events; planning, promotion, operational logistics, sponsorship and evaluation.

**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. Resort and 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.