## B.S. in Tourism & Hospitality Management Curriculum

### School of Sport, Tourism and Hospitality Management Curriculum | 63 Credits

#### Foundation Requirements | 24 Credits

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>STHM 1113</td>
<td>The Business of Leisure</td>
<td>3</td>
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<tr>
<td>STHM 2114</td>
<td>Leisure &amp; Tourism for a Diverse Society</td>
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<tr>
<td>STHM 3185</td>
<td>Internship I</td>
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<tr>
<td>STHM 4112</td>
<td>Senior Professional Development Seminar</td>
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<tr>
<td>STHM 4185</td>
<td>Internship II (12 Credits)</td>
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#### Major Requirements | 27 Credits

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<tr>
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<tbody>
<tr>
<td>STHM 1311</td>
<td>The Business of Tourism &amp; Hospitality</td>
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<tr>
<td>STHM 2311</td>
<td>Global Issues in Tourism &amp; Hospitality</td>
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<tr>
<td>STHM 3311</td>
<td>Managing Organizations in Tourism &amp; Hospitality</td>
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<tr>
<td>STHM 3312</td>
<td>Strategic Decision Making in Tourism &amp; Hospitality</td>
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<td>STHM 3313</td>
<td>Financial Issues in Tourism &amp; Hospitality</td>
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<td>STHM 3315</td>
<td>Tourism &amp; Hospitality Sales</td>
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<tr>
<td>STHM 3396</td>
<td>Marketing in Tourism &amp; Hospitality</td>
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<tr>
<td>STHM 4312</td>
<td>Legal Issues in Tourism &amp; Hospitality</td>
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Choose one:

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<thead>
<tr>
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<tbody>
<tr>
<td>STHM 4396</td>
<td>Hospitality Management Systems</td>
<td></td>
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<tr>
<td>STHM 4397</td>
<td>Designing Tourism Experiences</td>
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#### Major Electives | 12 Credits

Students can choose one concentration. Students are expected to complete a total of four major management electives, with three (of the four) courses being within a specific concentration.

**Hospitality Operations Concentration Requirements:**

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<thead>
<tr>
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<td>STHM 3320</td>
<td>Special Topics in Hospitality Management</td>
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<tr>
<td>STHM 3324</td>
<td>Hospitality Operations</td>
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<tr>
<td>STHM 3325</td>
<td>Food &amp; Beverage Management</td>
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<td>Gaming &amp; Casino Management</td>
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<td>Revenue Management in Tourism &amp; Hospitality</td>
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<td>STHM 3425</td>
<td>Sustainable Event Management</td>
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Destination Management Concentration Requirements:
STHM 3321  Tourism Planning & Development
STHM 3322  Destination Management Organizations
STHM 3327  Advanced Destination Marketing Systems
STHM 3330  Special Topics in Destination and Event Management

Event Leadership Concentration Requirements:
STHM 3412  Foundations of Event Leadership
STHM 3415  Meetings, Conference & Convention Management
STHM 3425  Sustainable Event Management
STHM 3428  Event Marketing & Sponsorship

Fox School of Business & Management | 13 Credits
ACCT 2101  Financial Accounting
BA 2104  Excel for Business Applications
HRM 1101  Leadership & Organizational Management
ECON 1101  Macroeconomic Principles
MKTG 2101  Marketing Management
**Required Courses**

**STHM 1113 | The Business of Leisure | 3 Credits**

This course is an introduction to the nature, scope, and significance of leisure. The course will address the history, conceptual foundations, and socio-cultural dimensions of play, recreation, sport, tourism, hospitality, and leisure; the significance of play, recreation, sport, tourism, hospitality, and leisure in contemporary society and throughout the life span; the interrelationship between leisure behavior and the natural environment; the motivational basis for play, recreation, sport, tourism, hospitality, and leisure behavior; concepts of time, work, and leisure; leisure around the world; patterns of leisure involvement; and the issues, trends, challenges, and the future of leisure.

**STHM 2114 | Leisure & Tourism in a Diverse Society | 3 Credits**

This course emphasizes leisure, sport, recreation, tourism, and hospitality services for a multi-cultural, multi-racial, multi-ethnic society, as well as for persons with disabilities. As the course explores the significance of play, recreation, and leisure throughout the life span, it will focus on the impact of leisure delivery systems on diverse populations within our society. Implications of personal biases will be a thread throughout the course.

**STHM 4112 | Senior Professional Development Seminar | 3 Credits**

The purpose of this class is to expose the students to a model of organizational structure in the sport, recreation, tourism, hospitality, and leisure services profession through simulated experiences. The class is designed with a president, departments, and staff roles. These roles are designed to represent the interactions that take place with various constituencies needed to enhance sport, recreation, tourism, and hospitality education and opportunities.

**STHM 3185 | Internship I | 3 Credits**

Students will be assigned to an industry agency to complete 180 hours of professional experience. The agency will be selected through cooperation between the student, the School Internship Coordinator and an agency supervisor.

**STHM 4185 | Internship II | 12 Credits**

After having completed the student's last semester of classes, and the student must complete 600 hours with an industry agency. NOTE: The requirements of this experience are addressed in the School's senior internship manual (which is distributed in STHM 4112).
STHM 1311 | The Business of Tourism & Hospitality | 3 Credits

This course explores the nature, scope and significance of the total field of tourism and hospitality; history and development, philosophies and theories, analysis of trends, issues and challenges.

STHM 2311 | Global Issues in Tourism & Hospitality | 3 Credits

This course concentrates on international and global issues and development in tourism and hospitality. Problems and characteristics specific to the international aspect of the tourism and hospitality industries will be examined. By the end of the course students will develop a comprehensive understanding of the forces influencing international tourism and hospitality. Students will also improve their knowledge of world geography and international players through the exploration of developed and potential tourist areas. Contemporary issues, as they relate to social and economic trends, are explored.

STHM 3311 | Managing Organizations in Tourism & Hospitality | 3 Credits

This course provides the knowledge required to formulate and manage effectively the resources in a tourism or hospitality operation. Human resource administration will be the main focus; managerial history, organizational needs, job designs, recruitment process, hiring/firing process, discipline and grievance procedures, motivation and performance appraisals are examples of topics. Team learning approach and environment are highly emphasized.

STHM 3312 | Strategic Decision Making in Tourism & Hospitality | 3 Credits

This course will focus on how to make good decisions to solve practical industry problems in tourism and hospitality settings. Topics will include understanding the processes, tools, data, and organizational environments necessary for effective decision making. The overall goal will be to help students understand how to make a system (whether a collection of employees, customers, equipment and technology, or business locations) work more effectively. Written and oral communication skills, as well as the use of data analysis software, will be stressed.

STHM 3313 | Financial Issues in Tourism & Hospitality | 3 Credits

This course is designed to provide students with knowledge of the fundamental concepts and tools that represent the core of financial management. The course will particularly emphasize the financial function and issues in a hospitality organization and will provide the student with applications of financial concepts in the context of hospitality financial management.

STHM 3315 | Tourism & Hospitality Sales | 3 Credits

The main objective of the course is to give a general overview of sales management discipline and its leadership role in the tourism and hospitality industry. The student will be exposed to the overall nature and dimensions of sales and sales management as it is relevant to and practiced by the tourism and hospitality industry. The student will be going through readings, assignments, interaction in group discussions and role-play, and a practical hands-on project that provides them with an opportunity to practice what they learn during the course.
STHM 3396 | Marketing in Tourism & Hospitality | 3 Credits

An analysis of essential marketing principles as currently applied in the tourism and hospitality industries. Concepts and tools in marketing research will be emphasized and practiced. The marketing mix will be evaluated in terms of specific applications set in both industry segments. Trends, issues and problems influencing tourism and hospitality marketing will also be examined. This writing intensive course requires writing a marketing research proposal, an online marketing survey, and a marketing plan for a tourism or hospitality company.

STHM 4312 | Legal issues in Tourism & Hospitality | 3 Credits

A comprehensive overview of laws and regulatory agencies governing the tourism and hospitality industry. Legal implications of civil laws, areas of tort and contract will be discussed, along with the law and legal relationships that exist in the business context. Hospitality law, especially when dealing with customers and business contracts, will be the main focus. Issues will be discussed from the points of view of innkeepers, restaurateurs, travel agents, and event planners. Attention will be given to labor relations laws, the Americans with Disabilities Act, risk management, zoning, and unions.

STHM 4396 | Capstone - Hospitality Management Systems | 3 Credits

Hospitality organizations use a variety of information technologies to facilitate various business activities such as reservation, marketing, operations, and management, with a direct impact on the firm's financial outcomes such as revenues and market share. Effective implementation requires decision-makers to not only understand the functionalities of these advanced systems, but also be able to successfully interpret the systems' output (e.g., relying on daily reports to make pricing decisions). Using an advanced lodging management system as an instructional tool, this course explores the fundamentals of hospitality and lodging management systems. Through multiple industry examples and in-depth discussions, this writing intensive course requires students to work on several simulation projects focusing on strategically integrate system applications such as property management, reservation management, sales & marketing management, point of sales systems, and meeting space rentals within a hotel setting. The impact of these advanced systems on hospitality organizations and on the hospitality industry will be discussed as well.

STHM 4397 | Capstone - Designing Tourism Experiences | 3 Credits

This course presents an overview of the process of designing effective tourism hardware (attractions, etc.) and software (programs, special events, etc.). Students will learn how to define effective tourism experiences that add value to the visitor experience and how to measure and evaluate these experiences using both qualitative and quantitative methods. Furthermore, students will learn customer experience marketing and management principles to promote affinity and loyalty among tourism consumer groups. This writing intensive course requires the development of an experience design concepts.
Students in the Tourism & Hospitality Management program at Temple University are required to complete twelve (12) credits of major electives and are free to choose from any of the courses below.

To offer students the ability to specialize these electives in a particular segment of the industry, students have the option of declaring a concentration. The School offers concentrations in three areas (1) Hospitality Operations (2) Destination Management and (3) Event Leadership. To earn the concentration, students must complete three (3) courses within the particular concentration area, the capstone course, and Internship II in a position related to the chosen concentration.

### Hospitality Operations

**STHM 3320 | Special Topics in Hospitality Management | 3 Credits**

This course is designed to provide students with an in-depth analysis of the current issues facing hospitality management. The course will address some of the major issues currently facing tourism and hospitality managers in the areas of advertising, public relations, information technology, and management systems. The course will build on the competencies students have already developed in their earlier courses, which introduced them to the basics of marketing, management, and finance. Given their working knowledge, students will be called upon in class to identify potential solutions to current issues.

**STHM 3324 | Hospitality Operations | 3 Credits**

Hospitality Operations will focus on an integration and application of planning, implementation, operation, and maintenance of accommodations, including hotels, motels, and resorts. The physical aspects, capital investments, layout, and design will be included with the operational component. The course will also provide students with guided learning and hands-on experience in using a property management system.

**STHM 3325 | Food & Beverage Management | 3 Credits**

A survey course in basic commercial food service. Forecasting, selection, ordering, receiving, storing, preparation, portioning, costs analysis, menu and customer expectations will be discussed. Beverage manufacturing, quality criteria and sensory standards for distilled spirits and domestic and foreign wines are included.
STHM 3328 | Gaming & Casino Management | 3 Credits

This course is an overview of the role gambling plays in today's society. The course's goal is to provide students with the background necessary to understand the gaming industry and its relationship to tourism, hospitality, recreation, and sports. Topics include the evolution of legal gaming, its management and regulation, the structure of the various gaming industries, and key terminology. Analysis of participation patterns and impacts of gambling, both positive and negative, on society will be addressed. An introduction to game rules and basic concepts from probability and statistics necessary to understand gambling operations will be discussed.

STHM 3329 | Revenue Management in Tourism & Hospitality | 3 Credits

In this course students will learn to identify and exploit opportunities for revenue optimization in different business contexts. Students will review the main methodologies that are used in each of these areas, discuss issues associated with different pricing strategies, and survey current practices in the industry. Within the broader area of pricing theory, the course places particular emphasis on tactical optimization of pricing and capacity allocation decisions, tackled using quantitative models of consumer behavior, demand forecasts and market segmentation.

STHM 3425 | Sustainable Event Management | 3 Credits

The overall goal of the course is to better educate students about environmentally friendly initiatives in the industries of Tourism, Hospitality, Recreation, and Sport and provide them with the resources and tools to become socially responsible future leaders of each industry. Students will leave this course with knowledge of the tools and methods to reduce their carbon footprint and increase their use of eco-friendly products, materials, and services. The purpose of exposing students to environmental issues in Tourism, Hospitality, Recreation, and Sport is in hopes that they will become an agent of Green Change, not only in their respective industry, but through marketing and public relations practices that reach out to fans and guests across the globe. Throughout this course, students will learn through the text, practical scenarios from real-life case studies, handouts, industry professionals as guest speakers, and hands-on experience by researching, organizing, and planning an environmentally friendly event that will highlight the goals and objectives of this course as their final project. The purpose of the course is to lead students to become agents of Green Change in their respective industry, also giving students an advantage when graduating and entering into the workplace.

Destination Management

STHM 3321 | Tourism Planning & Development | 3 Credits

An analysis of the socioeconomic planning process involved in developing tourism destinations in global, community, metropolitan, urban, and rural settings. Emphasis will be on policy and product development, regeneration and enhancement of facilities and services to meet the needs of tourists. Includes the adjustment process involved in integrating tourism into a developing economy, and the project management skills inherent in steering a development from inception to fruition. Extensive use is made of concepts from sociology, economics, political science, and business disciplines. Special readings from the current literature, case studies, guest speakers, and video cases will form an integral part of this course.
STHM 3322 | Destination Management Organizations | 3 Credits

This course is designed to provide a comprehensive understanding of the role, the scope and the business of destination marketing organizations. The course will also provide an overview on the history, development and future of destination marketing organizations in the United States and around the world. Trends, issues and challenges are discussed. Current and past managers of destination marketing organizations will be invited to provide first hand examples and deeper insights into destination marketing organizations, such as politics that govern relationships, funding, and marketing strategies.

STHM 3327 | Advanced Destination Marketing Systems | 3 Credits

Destination marketing has changed dramatically as the result of increasing competition and environmental change. This course takes a system approach and is designed to extend students’ knowledge and experience in marketing to tourism and hospitality by first understanding the nature of competition within the tourism industry; second, by understanding the role of information technology; and third, by developing extensive analytical skills.

STHM 3330 | Special Topics in Destination and Event Management | 3 Credits

This course is designed to provide students with an in-depth analysis of the current issues facing destination and event management. The course will address some of the major issues currently facing tourism and event managers in the areas of advertising, public relations, information technology, and management systems. The course will build on the competencies students have already developed in their earlier courses, which introduced them to the basics of marketing, management, and finance. Given their working knowledge, students will be called upon in class to identify solutions to current issues.

Event Leadership

STHM 3412 | Foundations of Event Leadership | 3 Credits

This course presents a sequential model of the program and event planning process with particular focus upon the role of the servant leader. The course includes a strong theoretical foundation, formulation of philosophy and goals; needs assessment; selection and design of special program and/or one-time event elements; implementation; and evaluation. Different program and special event formats, including fairs, family reunions, festivals, recreation events, sporting events, meetings, conferences, social events, and grand openings, with different levels of leadership involvement will be discussed.

STHM 3415 | Meetings, Conference & Convention Management | 3 Credits

The meetings, conference and convention industry has long been recognized as a major market sector in the tourism and hospitality industry, and is one of the fastest growing in the industry. This course will provide students insight into its complex and diverse nature as represented in the diversity of operational aspects it covers: accommodation management, food and beverage management, tourism
destination marketing, technical services, front office, facility marketing and sales, risk management, and project management.

**STHM 3425 | Sustainable Event Management | 3 Credits**

The overall goal of the course is to better educate students about environmentally friendly initiatives in the industries of Tourism, Hospitality, Recreation, and Sport and provide them with the resources and tools to become socially responsible future leaders of each industry. Students will leave this course with knowledge of the tools and methods to reduce their carbon footprint and increase their use of eco-friendly products, materials, and services. The purpose of exposing students to environmental issues in Tourism, Hospitality, Recreation, and Sport is in hopes that they will become an agent of Green Change, not only in their respective industry, but through marketing and public relations practices that reach out to fans and guests across the globe. Throughout this course, students will learn through the text, practical scenarios from real-life case studies, handouts, industry professionals as guest speakers, and hands-on experience by researching, organizing, and planning an environmentally friendly event that will highlight the goals and objectives of this course as their final project. The purpose of the course is to lead students to become agents of Green Change in their respective industry, also giving students an advantage when graduating and entering into the workplace.

**STHM 3428 | Event Marketing & Sponsorship | 3 Credits**

This course will apply basic and advanced principles of marketing and sponsorship to the event and related industries. The course provides students with the skills and competencies to a) understand why consumers attend events to participate and/or watch and b) use this knowledge to develop a marketing plan with an embedded sponsorship proposal to attract a corporate sponsor.