TOURISM STUDIES (TSTD)

Explanation of Course Numbers

- Courses in the 1000s are primarily introductory undergraduate courses
- Those in the 2000s to 4000s are upper-level undergraduate courses that can also be taken for graduate credit with permission and additional work assigned
- Those in the 6000s and 8000s are for master's, doctoral, and professional-level students
- The 6000s are open to advanced undergraduate students with approval of the instructor and the dean or advising office

TSTD 1099. Variable Topics. 1-36 Credits.

TSTD 3001. Introduction to Tourism and Hospitality Management. 3 Credits.
Historical overview and survey of the tourism and hospitality industry, with emphasis on the travel market, delivery of hospitality services, professional roles, and emerging trends.

TSTD 3002. Passenger Transportation System. 3 Credits.
Survey of passenger transportation modes. Emphasis on airline operations, marketing communications, and distribution channels.

TSTD 3101. Sport and Event Business Management. 3 Credits.
An overview of business opportunities related to sport and events. Emphasis on sport and event facilities and event management; product manufacturing, merchandising, and licensing; media and publications; and athlete representation.

TSTD 3102. Sport and Event Marketing. 3 Credits.
Application of marketing theories and practices to sport and events. Sponsorship, endorsement proposals, public relations, and promotional campaigns. Prerequisite: BADM 3401. Same As: TSTD 3102W.

TSTD 3102W. Sport and Event Marketing. 3 Credits.
Application of marketing theories and practices to sport and events. Sponsorship, endorsement proposals, public relations, and promotional campaigns. Includes a significant engagement in writing as a form of critical inquiry and scholarly expression to satisfy the WID requirement. Prerequisite: BADM 3401. Same As: TSTD 3102.

TSTD 3103. Event and Conference Management. 3 Credits.
Key foundational event management and planning concepts, including the nine domains of event planning practiced by industry professionals, and current industry practices.

TSTD 3301. Hospitality Industry Management. 3 Credits.
Overview of the basic principles and practices involved in the management, operation, marketing, and financing of hotels, restaurants, and other hospitality goods and services.

TSTD 3302. Financial Management in Tourism and Hospitality. 3 Credits.
Basic principles of planning and managing tourism resources, developments, and facilities in relation to investment constraints and opportunities. Financial monitoring and control of hospitality facilities and related leisure services. Prerequisite: BADM 3501.

TSTD 3303. International Experiences. 1-6 Credits.
Travel to another country for study of a specific topic. May be repeated for credit with permission of the advisor.

TSTD 4101. Issues in Sport and Event Management. 3 Credits.
A discussion of policies, procedures, organizational structures, issues, and trends in sport and events, from amateur to professional.

TSTD 4102. Practicum. 1-3 Credits.
Fieldwork, internship, and/or instructional practice, including conference and/or seminar. Admission by permission of instructor. May be repeated once for credit with the permission of the instructor.

TSTD 4301. Travel Marketing Communication. 3 Credits.
Review of basic advertising, public relations, and sales techniques, applied to the tourism and hospitality industry. Current practices and case studies.

TSTD 4301W. Travel Marketing Communications. 3 Credits.
Introduction to current marketing communication theories and strategies used by destination marketing organizations. Includes a significant engagement in writing as a form of critical inquiry and scholarly expression to satisfy the WID requirement.

TSTD 4900. Special Topics. 1-3 Credits.
Experimental offering; new course topics and teaching methods. May be repeated once for credit.

TSTD 4995. Independent Study. 1-4 Credits.
Students undertake research in an area of particular interest under the direction of a management faculty member. May be repeated for credit. Faculty and department chair approval is required to enroll.

TSTD 5099. Variable Topics. 1-99 Credits.

TSTD 6214. Consultative Processes. 1-6 Credits.
Theories and methods of planning, introducing, and coping with change in management through the helping process. Intended both for managers seeking an understanding of the consultative approach to planned change and for persons in staff or consultative roles seeking understanding of the consultative process. Same as SMPP 6214.

TSTD 6220. International Hospitality Management. 3 Credits.
The study of multinational hospitality operations, with emphasis on U.S. corporate involvement in and planning for overseas expansions. Political, economic, cultural, financial, and legal aspects inherent in the international business environment.

TSTD 6221. Tourism, Hospitality, and Event Market Analysis. 3 Credits.
Analysis of market demand and industry supply for event, hotel, and tourism in destinations. Forecasting operational revenues and expenses and leveraging data to drive sales, revenues, and customer experience.

TSTD 6249. Sustainable Destination Development. 3 Credits.
Relationship of tourism and sustainable development; specific emphasis on cultural, environmental, and economic impacts and trends.

TSTD 6251. Applied Quantitative Methods. 3 Credits.
Application of quantitative methods to tourism, hospitality, sport, event, or related management. Procedures and methodology for collecting data, summarizing, analyzing, interpreting, drawing conclusions and making decisions based on data.

TSTD 6260. Tourism Economics. 3 Credits.
Tourism development approaches, contexts, and consequences for local, regional, and national destinations; evaluation of tourism as an economic activity; and economic aspects of strategic options in tourism development. Recommended background: Basic understanding of macroeconomics and microeconomics.

TSTD 6261. Tourism Policy and Planning. 3 Credits.
Critical analysis and evaluation of tourism policy and planning globally using perspectives of public and private sector stakeholders; historical review, case studies, and recent examples of destination and national developments. Recommended background: Prior coursework in business, tourism, international affairs, or hospitality management is beneficial, but not required.

TSTD 6263. Destination Marketing. 3 Credits.
Concepts and techniques employed in marketing tourism industry services and development of the annual marketing plan.

TSTD 6264. Sport Marketing. 3 Credits.
Application of marketing theories to sport and events; case examples of marketing athletes, teams, facilities, sport products and organizations, as well as using sport or events as a marketing tool for products; writing sponsorship and endorsement proposals and incorporating sport into an integrated marketing plan.

TSTD 6265. Sport Law: Contracts and Negotiations. 3 Credits.
Examination of legislation and specific case law as related to professional and amateur athletes, sport events, licensed merchandise, broadcast and sponsorship rights. Topics include labor and anti-trust law; contract negotiation, specifications, and interpretation.

TSTD 6266. Sport and Event Facility Management. 3 Credits.
Financing, market analysis, design, operations, and marketing of sport and event facilities from stadiums and arenas to amphitheaters and convention centers.

TSTD 6267. Sport Media and Communications. 3 Credits.
Concepts and practices of sport public relations, media relations and management, the Internet, and other media utilized in sports. Press releases, publications, crisis management, and press operations.

TSTD 6270. Research Methods and Applications. 3 Credits.
Survey research methods and qualitative research methods and their applications to tourism, hospitality, sport, event, or related management. Previous coursework in business, tourism, development, or hospitality management; prior completion of TSTD 6251 also is useful.

TSTD 6276. Risk Management for Events and Meetings. 3 Credits.
Risk and liability issues that may arise in the planning and management of events, meetings, conventions, and exhibitions. Preventative and responsive measures designed to minimize adverse impacts on event stakeholders.

TSTD 6277. Event and Conference Management. 3 Credits.
Planning and production of a variety of events, including meetings and conventions, exhibitions, festivals, special events, and private functions. Restricted to students in the MS in tourism, hospitality, and event management program or with the permission of the instructor.

TSTD 6278. Conference and Exposition Management. 3 Credits.
Site selection, program planning and management, exhibits, selection and use of facility, volunteers, and budget management.

TSTD 6280. Advanced Workshop. 1-6 Credits.
Workshops with emphasis on contemporary issues and opportunities; development of advanced professional competencies. May be repeated for credit with permission of advisor.

TSTD 6282. International Experiences. 1-6 Credits.
Travel to another country for study of specific topics. May be repeated for credit with approval of advisor.

TSTD 6283. Practicum. 1-3 Credits.
For graduate students enrolled in a degree program or field offered through the department. Fieldwork, internship, and/or instructional practice, including conference and/or seminar. May be repeated once for credit with permission of advisor.

TSTD 6290. Special Topics. 1-3 Credits.
Experimental offering; new course topics and teaching methods. May be repeated once for credit.

TSTD 6293. Independent Study. 1-6 Credits.

TSTD 6296. Tourism, Hospitality, and Event Digital Marketing. 3 Credits.
Current digital marketing strategies and their application. Content marketing, social media marketing, search engine optimization, website optimization, and email marketing.

TSTD 6297. Advanced Topical Studies. 3 Credits.
Required capstone experience for tourism administration students who do not select the thesis option. Analysis of case situations involving policy formulation or management decision making; emphasis on applied strategic planning and management approaches.

TSTD 6298. Directed Reading and Research. 1-3 Credits.
Supervised readings or research. Permission of the instructor required prior to enrollment. May be repeated for credit.

TSTD 6998. Thesis Research. 3-6 Credits.

TSTD 6999. Thesis Research. 3 Credits.