

TOURISM (TOUR)

TOUR 601 Current Issues and Theories for Hospitality and Tourism Management 3 Credit Hour(s)

This course will explore the various issues faced by hospitality and tourism organizations. Current research designs and methodologies related to hospitality and tourism will be examined.

Offered: Resident and Online

TOUR 602 Hospitality and Tourism Marketing Strategy 3 Credit Hour(s)

This course offers an examination of the marketing process as applied to hospitality and tourism management organizations. Attention is given to the role of marketing as part of a travel and tourism organization's strategic plans.

Offered: Online

TOUR 603 Sport and Event Tourism Planning And Impacts 3 Credit Hour(s)

This course is an investigation into the planning process for special events and sport tourism. Potential economic, social, and environmental impacts of events are examined as they apply to the various tourism and event stakeholders.

Offered: Online