

TOURISM MANAGEMENT - CERTIFICATE

Tourism is one of the world's largest and most diverse industries. To help students prepare for tourism careers, the certificate in Tourism Management introduces issues pertaining to the management, development, and promotion of places and events as tourism attractions. Courses in tourism are designed to collectively build understanding about the links that exist between local places, host populations, and various public, private and special interest groups. Students also develop competencies in assessing economic, environmental, social and political impacts of tourism, as well as in tourism marketing. Students in this certificate can pursue careers in private sector enterprises, government agencies, convention and visitor bureaus, and other tourism-related service organizations.

This program is approved for delivery via asynchronous or synchronous distance education technology.

Program Requirements

Code	Title	Semester Credit Hours
Tourism Management Certificate		
RPTS 320	Event Management and Operations I	3
RPTS 323	Managing Hospitality and Recreation Organizations	3
	or RPTS 304 or Administration of Recreation Resource Agencies	
RPTS 331	Tourism Marketing	3
RPTS 401	Tourism and Recreation Enterprises (each is a W course)	4
	or RPTS 403 or Financing and Marketing Recreation, Park and Tourism Resources	
RPTS 426	Tourism Impacts (W course)	3
	Departmental elective	3
	Select one of the following:	
RPTS 209	Park and Tourism Operations	
RPTS 300	Supervised Field Studies	
RPTS 301	Leisure and Outdoor Recreation in American Culture	
RPTS 307	Interpretation of Natural and Cultural Resources	
RPTS 308	Foundations of Community and Community Development	
RPTS 316	Recreational Management of Wildlands	
RPTS 321	Event Management and Operations II	
RPTS 370	Youth Development Organizations and Services	
RPTS 371	Understanding and Developing Effective Skills for Youth Development	
RPTS 402	Park Planning and Design	

RPTS 411	Cruise Tourism	
RPTS 421	Hotel and Resort Operations	
RPTS 444	Service Quality for Hospitality Organizations	
RPTS 460/ REN R 460	Nature, Values, and Protected Areas	
RPTS 472	Grant Writing and Program Evaluation for Youth Development Organizations	
RPTS 476	Leadership for Outdoor Recreation	
RPTS 478	Youth Development Practice	
REN R 345	Park Ecology and Management	
REN R 400	Study Abroad in Natural Resources	
Total Semester Credit Hours		19

For graduation, students must earn at least a C average (2.0) in certificate courses.