

IUPUI's Proposed Tourism Courses	IUB's Tourism Courses
<p>a) Foundation courses</p> <p>HPER T590 Introduction to Research in Health, Kinesiology, and Recreation (3 cr.)</p> <p>HPER T591 Interpretation of Data in Health, Kinesiology, and Recreation (3 cr.)</p> <p>OR</p> <p>PSY 600 Statistical Inference (3 cr.)</p> <p>PSY 601 Experimental Design (3 cr.)</p> <p>PSY 608 Measurement theory and interpretation of data (3 cr.)</p> <p>TCEM 599* Master's Thesis (5 cr.)</p>	<p>a) Foundation courses</p> <p>HPER T590 Introduction to Research in Health, Kinesiology, and Recreation (3 cr.)</p> <p>HPER T591 Interpretation of Data in Health, Kinesiology, and Recreation (3 cr.)</p> <p>HPER R500 Philosophy of Leisure and Recreation (3 cr.)</p> <p>HPER R520 Organizational Leadership for Leisure Service (3 cr.)</p> <p>HPER R539 Master's Project in Administration (2-4 cr.)</p> <p>Or</p> <p>HPER R599 Master's Thesis (1-5 cr.)</p>
<p>b) Emphasis courses</p> <p>TCEM 500* Foundations of Event Tourism</p> <p>TCEM 531* Event Tourism Marketing</p> <p>TCEM 562* Economics of Event Tourism</p> <p>TCEM 519* Sports Tourism Management</p> <p>OR</p> <p>TCEM 534* Cultural Tourism Management</p> <p>OR</p> <p>TCEM 571* Convention Tourism Management</p>	<p>b) Emphasis courses</p> <p>HPER R522 Economics and Marketing for Leisure Services (3 cr.)</p> <p>HPER R523 Visitor Behavior (3 cr.)</p> <p>HPER R526 Cultural Heritage Tourism (3 cr.)</p> <p>HPER R540 Policy Studies in Outdoor Recreation and Tourism (3 cr.)</p> <p>HPER R580 Strategic Planning and Management in Recreation, Park, and Nonprofit Agencies (3 cr.)</p>

*Proposed course

Course Descriptions of IUB tourism courses:

a) Foundation courses

HPER R500 Philosophy of Leisure and Recreation (3 cr.) Exploration of philosophical, ethical, historical, and cultural foundations for recreation in society; challenge of leisure and role of recreation in present and predicted environments.

HPER R520 Organizational Leadership for Leisure Service (3 cr.) Organization and administration of public and not-for-profit agencies, with emphasis on leadership and management skills, including empowerment, leadership, envisioning, organizing, quality, and contemporary management issues.

HPER R539 Master's Project in Administration (2-4 cr.) Provides administration master's candidates with an understanding of processes, requirements, and expectations of the master's project. Provides a head start to the completion of the master's project.

Or **HPER R599 Master's Thesis (1-5 cr.)**

HPER T590 Introduction to Research in Health, Kinesiology, and Recreation (3 cr.)

Methods and techniques of research; potential and completed problems analyzed with view to selection of topics; standards for writing research papers.

HPER T591 Interpretation of Data in Health, Kinesiology, and Recreation (3 cr.)

Elementary and essential statistical and graphical techniques for analysis and interpretation of data; practice with actual data.

b) Emphasis courses

HPER R522 Economics and Marketing for Leisure Services (3 cr.) Marketing's role in promoting tourism destinations with focus on the effects of economics, social, cultural, technological, and legal changes in tourism. Controllable variables essential to tourism marketing success will be examined. Explores how marketing guides tourism destination's business strategy and influences, discovers, and creates a demand for tourism services/products.

HPER R523 Visitor Behavior (3 cr.) Examines the theory and findings of visitor and tourism research as it is conducted in recreation and leisure settings such as parks, museums, towns, historic sites, sporting facilities, and resorts. Topics include visitor motivations, expectations, social interaction, and assessment. Students will learn nine techniques for gathering information from and about visitors.

HPER R526 Cultural Heritage Tourism (3 cr.) Course provides a substantive study of tourism to investigate a wide diversity of cultural heritage in various historic, cultural, and natural resource-based settings.

HPER R540 Policy Studies in Outdoor Recreation and Tourism (3 cr.) Critical analysis of the historic development, current status, and changing patterns of public policy in outdoor recreation and tourism and related environmental sustainability as it pertains to the United States and selected countries. Intensive examination of selected public policy issues, particularly those affecting tourist and visitor experience and relative impacts.

HPER R580 Strategic Planning and Management in Recreation, Park, and Nonprofit Agencies (3 cr.) Introduction to the basic elements and concepts of tourism planning. The course examines the planning process for developing regional tourism, as well as the most common approaches to planning for specific types of tourism and tourism-related facilities. Special emphasis will be given to the planning of city tourism.