

# Outdoor, Recreation, Tourism and Event Management Major: Tourism and Event Management Emphasis – BS

The tourism and event management emphasis is for students interested in creating and managing visitor experiences. Whether it is managing a resort, promoting a destination, leading adventure tours, or planning events, a career in tourism is about helping others enjoy their travel and event experience as much as you enjoy your own. Students pursuing a tourism and event management emphasis will gain an understanding of visitor motivations and behaviors, destination marketing and development, event coordination, and sustainable tourism practices.

Potential careers:

- Event facility sales & event manager
- Festival manager
- Events coordinator
- Event planner (e.g., weddings)
- Destination marketing director
- Hotel manager
- Resort general manager
- Theme park general manager
- Cruise ship director
- Tour & travel guide

## Major requirements

(College of Science and Health)

56 credits

## Curriculum

Code	Title	Credits
<b>Core</b>		
REC 150	Leisure, Quality of Life, and Well Being	3
REC 301	Introduction to Recreation Programming and Event Management	3
REC 306	NatureRx: Environmental Ethics and Behaviors in Recreation and Tourism	3
REC 317	Experiential Facilitation in Recreation	3
REC 325	Leisure in a Diverse Society	3
REC 340	Evaluation Methods and Practices	3
REC 350	Experience Design, Promotion, and Communication	3
REC 390	Principles of Management in Recreation	3
REC 400	Parks, Recreation, and Tourism Facility Planning	3
REC 402	Risk Management in Leisure Service Organizations	3

REC 440	Professional Wellness in Contemporary Leisure Services	1
REC 449	Internship/Professional Preparation <sup>1</sup>	1
REC 450	Internship	12
<b>Total Credits</b>		<b>44</b>

<sup>1</sup> Enrollment in REC 449 requires completion or concurrent enrollment in all REC courses, except REC 450.

## Tourism emphasis

Code	Title	Credits
REC 320	Introduction to Tourism	3
REC 420	Revenue Management in Recreation, Tourism, and Events	3
REC 445	Advanced Event Planning and Management	3
One additional course from the following:		3
REC 345	Ecotourism	
REC 360	Sustainable Tourism	
<b>Total Credits</b>		<b>12</b>

## Other requirements

1. Students must have a minimum GPA of 2.00 or greater to enter the program.
2. Prior to enrollment in REC 449 Internship/Professional Preparation (1 cr.), majors must complete two 50-hour professional experiences. These are non-class field experiences at recreation management agencies.
3. Before enrolling in REC 450, all required REC courses must be completed with a grade of "C" or better; and the student must have a cumulative UWL GPA of at least 2.50.
4. In order to graduate, students must have a "C" or better in REC 450.
5. Students may only complete one emphasis area. Declare the major with emphasis choice in the College of Science and Health Academic Services Office, 105 Graff Main Hall.

## Degree requirements

All students must complete the general education, college core (waived for outdoor, recreation, tourism and event management majors), major/minor, and university degree requirements in order to qualify for a degree. The easiest way to track all of these requirements is to refer to the Advisement Report (AR) found in the Student Information System (WINGS) Student Center. All enrolled students have access to the AR.

- General education (<http://catalog.uwlax.edu/undergraduate/generaleducation/>)
- Baccalaureate degree requirements (p. 1)

## Baccalaureate degree requirements

Candidates for the Bachelor of Arts or the Bachelor of Science degrees must accomplish the following:

1. Fulfill the general education requirements.
2. Complete at least one ethnic studies (diversity) course.
3. Complete the courses prescribed by the Undergraduate Curriculum Committee for the degree desired in the respective school or college.
4. Earn a minimum of 120 semester credits with at least a 2.00 cumulative GPA.<sup>1,2</sup>

5. At least 40 credits must be earned in 300/400 level courses. Transfer courses earned or transferred at the 300/400 level apply to this requirement.
6. Complete major and minor requirements with at least a 2.00 GPA<sup>1</sup>, <sup>2</sup> in each major and minor (and concentration or emphasis, if selected).
7. A minimum of 30 semester credits in residence at UWL is required for graduation. (See undergraduate resident requirement (<http://catalog.uwlax.edu/undergraduate/academicpolicies/graduation/#undergraduate-residence-requirement>).
8. Submit an application for graduation via the "Apply for Graduation" link in the WINGS Student Center as soon as the student has registered for his or her final semester or summer term in residence. December and winter intersession graduates should apply by May 1. May and summer graduates should apply by December 1.

<sup>1</sup> Grade point average requirements for some programs will be considerably higher than 2.00. Re-entering students may be required to earn credits in excess of the 120 needed for graduation in any curriculum in order to replace credits earned in courses in which the content has changed substantially in recent years. Each case will be judged on its own merit.

<sup>2</sup> The grade point average recorded at the time the degree is awarded will not be affected by future enrollment.

**No degree will be awarded unless all requirements are fulfilled and recorded within 30 days after the official ending date of each term.**

## Sample degree plan

Below is a sample degree plan that can be used as a guide to identify courses required to fulfill the major and other requirements needed for degree completion. A student's actual degree plan may differ depending on the course of study selected (second major, minor, etc.). Also, this sample plan assumes readiness for each course and/or major plan, and some courses may not be offered every term. Review the course descriptions or the class timetable (<http://www.uwlax.edu/records/registration/>) for course offering information.

The sample degree plans represented in this catalog are intended for first-year students entering UWL in the fall term. Students should use the Advisement Report (AR) in WINGS (<https://wings.uwlax.edu>) and work closely with their faculty advisor(s) and college dean's office to ensure declaration and completion of all requirements in a timely manner.

### General Education Program

The general education curriculum (Gen Ed) is the common educational experience for all undergraduates at UWL. Sample degree plans include Gen Ed placeholders to ensure completion of the general education requirements. Courses may be rearranged to fit the needs or recommendations of the student's program of study. Gen Ed courses may be taken during winter term (January between the semesters) and summer to reduce the course load during regular terms (fall and spring). Students should consult with their advisor and/or the college academic services director in their college/school for assistance with course and schedule planning. Refer to the general education requirements (<http://catalog.uwlax.edu/undergraduate/generaleducation/>) for more specific details.

At least 40 credits of the 120 credits required must be earned at the 300/400-level.

**Note:** New students and transfer students with less than 12 credits earned are required to take FYS 100 First-Year Seminar (3 cr.) during one of their first two semesters at UWL.

*This sample degree plan does not establish a contractual agreement. It identifies the minimum requirements a student must successfully complete, to qualify for a degree, in a format intended to assist the student in planning their academic career. Actual degree plans may differ.*

**This major is exempt from the CSH College Core requirement.**

Year 1		
Fall	Credits Spring	Credits
REC 150 (Gen Ed Health & Well-Being)	3 REC 301	3
FYS 100 (Gen Ed First-Year Seminar)	3 CST 110 (Gen Ed Literacy-Oral)	3
ENG 110 (Gen Ed Literacy-Written)	3 STAT 145 (Gen Ed Math)	4
Gen Ed Minority Cultures	3 Gen Ed Arts	2-3
Gen Ed Math/Lang/Logical Systems	3 Gen Ed World History	3
<b>15</b>		<b>15</b>
Year 2		
Fall	Credits Spring	Credits
REC 306	3 REC 320	3
REC 317	3 REC 325	3
Gen Ed Natural Lab Science	4 REC 340	3
Gen Ed Global Studies	3 Gen Ed Arts	2-3
Gen Ed Self & Society	3 Gen Ed Humanistic Studies	3
<b>16</b>		<b>15</b>
Year 3		
Fall	Credits Spring	Credits
REC 390	3 REC 345 or 360 (Tourism Emphasis Elective)	3
REC 400	3 REC 350	3
REC 420	3 REC 402	3
REC 445	3 University Elective	3
University Elective	4 University Elective	4
<b>16</b>		<b>16</b>
Year 4		
Fall	Credits Spring	Credits
REC 440	1 REC 450	12-16
REC 449	1	
University Elective	3	
University Elective	3	
University Elective	3	
University Elective	4	
<b>15</b>		<b>12</b>
<b>Total Credits: 120</b>		