



**100% ONLINE MASTER'S**



**TOURISM, HOSPITALITY AND EVENT MANAGEMENT**

## ABOUT THE PROGRAM

Achieve new heights in your career with the University of Florida's 100% online Master of Science in Tourism, Hospitality and Event Management. This program equips professionals and aspiring students with analytical prowess, marketing finesse, and top-tier management skills.

What sets this program apart is its unwavering commitment to real-world applications. Through project-based coursework driven by industry partnerships with the Eric Friedheim Tourism Institute (EFTI), students work with authentic data to develop their knowledge, capacity, and confidence in managing and leading tourism and hospitality organizations. Students learn from seasoned professionals who continuously refine tools for marketing, forecasting, market segmentation, and crisis management.

Tourism, Hospitality and Event Management (THEM) isn't just a program; it's a gateway to a future where industry trends are set. Join us today to take your career to new heights!



*“In the dynamic tourism, hospitality, and event management industry, skilled managers and directors are the heart of success. Our program equips professionals with essential skills and insights, including a deep understanding of environmental and social concerns. With our dedicated faculty and cutting-edge tools, we’re shaping the future leaders for these exciting fields.”*

**Dr. Rachel J.C. Fu**  
**THEM Chair & EFTI Director**

# BECOME ONE OF THEM

**Specialized Knowledge:** Gain specialized knowledge in tourism, hospitality, and event management through our program, equipping yourself with in-demand expertise and insights.

**Connect with Tourism, Hospitality, and Event Management Professionals:** Network and connect with industry professionals and experts, opening doors to valuable opportunities, mentorship, and collaborations to propel your career forward.

**Advanced AI Skills:** Master AI fundamentals, add valuable skills to your resume and graduate with two valuable credentials - a master's degree in Tourism, Hospitality and Event Management and a graduate certificate in AI at no additional cost.

**In-Demand Job Field:** Tap into a field with promising job growth prospects of 23% by 2031. The industry continues to expand, offering an abundance of career options and advancement opportunities for those prepared with the right skills and knowledge.





## WHO SHOULD APPLY?

With classes offered completely online, our program allows both traditional academic students and current working professionals in tourism, hospitality, event management, leisure services, and other related fields to advance their skill set and professional development.

### Career Opportunities

- |                                        |                                            |
|----------------------------------------|--------------------------------------------|
| Accommodations<br>Forecasting Manager  | Event Manager                              |
| Area Director of<br>Revenue Management | Events Director                            |
| Banquet Manager                        | Forecasting Manager                        |
| Corporate Controller                   | General Hotel Manager                      |
| Digital and Marketing<br>Analyst       | Global Insights Manager                    |
| Director of Core<br>Business Functions | Head of Food and<br>Beverage – Cruise Line |
| Director of Guest Services             | Hospitality Sales and<br>Marketing Manager |
| Director of Resort Facilities          | Operations Analyst                         |
| Director of Events                     | Operations Manager                         |
|                                        | Planning Analyst                           |

# CURRICULUM

## Research Design and Tourism Core Courses

### 12 CREDITS

- LEI 5188 Trends and Issues in Tourism, Hospitality and Event Management (3 credits)
- LEI 6336 Tourism Planning and Development (3 credits)
- HLP 6515 Evaluation Procedures in Health and Human Performance (3 credits)
- HLP 6535 Research Methods in Health and Human Performance (3 credits)

## Tourism, Hospitality and Event Management Electives

### 12 CREDITS

- HMG 6566 Tourism and Hospitality Business Perspectives (2 credits)
- LEI 6905 Strategic Hospitality Business Management (2 credits)
- HMG 6466 Revenue Management in Hospitality Management (2 credits)
- HMG 6563 Branding Strategies in Tourism, Hospitality, and Event Management (2 credits)
- HMG 6630 Destination and Hospitality Crisis Management (2 credits)
- HMG 6747 Marketing in Hospitality and Tourism (2 credits)
- HMG 6740 Smart Cities, Attractions, and Theme Parks (3 credits)
- HMG 6440 AI Revolutions and Applications in Tourism, Hospitality, and Events (3 credits)
- HMG 6583c Data Mining with Social Data (3 credits)
- LEI 6910 Supervised Research, Application of AI in Tourism, Hospitality, and Events (1 credit)

## Applied Courses

### 6 CREDITS – CHOOSE 1

- LEI 6944 Practicum (6 credits)
- LEI 6905 Professional Paper (6 credits)

## Capstone

Non-thesis Tourism, Hospitality and Event Management majors collaborate with an M.S. advisor for a Capstone Project, the degree's culminating requirement. The project comprises four key sections: a purpose statement, professional documents, scholarship application in a practical context, and an alumni information sheet. This project is the last step before graduation, to be finished in the final semester.



# HARNESS THE POWER OF AI FOR HOSPITALITY

Earn an [Artificial Intelligence and Data Analytics in Tourism, Hospitality and Event Management Certificate](#) to master AI fundamentals and give you a competitive edge in the job market.

This online graduate certificate is exclusively available to students who are admitted to and enrolled in UF's online Tourism, Hospitality and Event Management master's program. You can graduate with two valuable credentials - a master's degree in Tourism, Hospitality and Event Management and a graduate certificate in AI at no additional cost.

Through three courses, this fully online graduate certificate equips students with the knowledge and practical skills to apply AI tools and data-driven decision-making in the tourism, hospitality, and event industries.

## Course topics include:

- AI developments revolutionizing all aspects of the hospitality sector, from booking systems to transportation.
- Integration of AI, data science, and immersive technologies to create innovative guest-centered tourism experiences.
- Data analysis skills for applying large-scale data to hospitality challenges.





## PREMIER ONLINE LEARNING

From your kitchen table to a laptop on a train to Shanghai and everywhere in between, access success through UF's nearly 200 online degree programs.

As a top-rated public university ranked by U.S. News & World Report, UF is an innovative leader in online education, offering interactive, practical courses taught by the same faculty and researchers as on-campus programs. Graduates earn the same valued credentials as on-campus peers.

UF takes pride in providing the learning resources and support you need to foster student success by extending services to Gators worldwide. You will have access to the breadth of UF student services, including online libraries, support from the UF Information Technology Help Desk, and the ability to form career connections with Gator CareerLink career planning services, and more.

### **Affordable Access**

UF is consistently ranked as one of the best value universities in the country: five-star ranking in Money Magazine's "Best Colleges in America" 2024), No. 4 in Forbes' "Top 25 Public Universities" (2024), and more.

# HOW TO APPLY

Take Your Career to New Heights!

**APPLY NOW!**



## ADMISSION PROCEDURE

1. Complete and submit the Graduate Admissions Application and submit Application Fee.
2. Applicant's materials are reviewed.
3. Admission decision provided to applicant.
4. If admitted, applicant communicates with admissions coordinators to complete matriculation process.

### Required Materials

Applicants for the online Tourism, Hospitality and Event Management program will submit a Graduate Admissions Application with required application fee and include:

- Official transcripts from every post-secondary institution in which the applicant attempted coursework. They can be emailed to [te@admissions.ufl.edu](mailto:te@admissions.ufl.edu) or you can mail official transcripts to:

University of Florida  
Office of Admissions  
201 Criser Hall – PO Box 114000  
Gainesville, FL 32611-4000

- For international students:** Original diplomas for degrees reported. Copies of diplomas can be uploaded with your application or sent to the address listed above.
- TOEFL, IELTS or MELAB scores (for international students)
- Statement of purpose
- One letter of recommendation
- Resume or curriculum vitae

Pursuant to Florida Statute, your application requires inclusion of all post-secondary education and employment, as well as information about ongoing international affiliations and research funding. Please ensure this information is included on your curriculum vitae (CV) or résumé.

For complete requirements, forms, and information, please visit our website here:

**APPLICATION INFO**

# READY TO APPLY?

Visit [www.them-online.hhp.ufl.edu/admissions](http://www.them-online.hhp.ufl.edu/admissions) to begin!

Dedicated admissions support specialists are ready to answer your questions and guide you through our streamlined application process.

## WEB

[them-online.hhp.ufl.edu](http://them-online.hhp.ufl.edu)

## PHONE

800-327-4218

## EMAIL

[hbmonline@hhp.ufl.edu](mailto:hbmonline@hhp.ufl.edu)

