Leisure Industries and Tourism (LITM)

LITM 201 # - Introduction to Leisure and Tourism 3 Credits
Special fee. This course introduces students to the diversified businesses that comprise the Leisure and Tourism industries. They include, but are not limited to, destination resorts, cruise ships, ski resorts, sports venues and event, meeting, and conference delivery. Topics examined cover the historical development of leisure and tourism as well as events, trends, and issues which shape the industries. 3 hours lecture.

LITM 202 # - Leisure and Tourism Services 3 Credits
Prerequisite(s): LITM 201 and MKTG 240; Business Administration major. Special fee. This course examines the unique characteristics of services and the challenges of managing and marketing service businesses within the leisure and tourism industries. Topics examined include the underlying theory and structure of service consumables as well as frameworks for delivering services and assessing service quality. 3 hours lecture.

LITM 301 # - Leisure and Tourism Operations 3 Credits
Prerequisite(s): LITM 201; Business Administration or Recreation Prof w/ Conc: CommercialRec & Tourism majors only. Special fee. This course introduces students to the basic operations of the most important businesses within the leisure and tourism industries, e.g., food services, gift shops, tour companies, game rooms, casinos, and hotels. In addition, students are afforded the opportunity to network with industry professionals via required field studies. 3 hours lecture.

LITM 302 # - Leisure and Tourism Facilities 3 Credits
Prerequisite(s): LITM 201; Business Administration major or Recreation Prof w/ Conc: CommercialRec & Tourism majors only. Special fee. This course examines the design, construction, and maintenance of leisure and tourism facilities. Emphasis is placed on the importance of the master plan, construction choices, energy conservation, and effective and efficient design principles. 3 hours lecture.

LITM 401 # - Leisure and Tourism Analysis 3 Credits
Prerequisite(s): INFO 240, LITM 201, LITM 301; Business Administration major or Recreation Prof w/ Conc: CommercialRec & Tourism majors only. Special fee. This course provides instruction in selected analytical tools—e.g., cost-benefit analysis, tourism multipliers, forecasting techniques, etc., necessary to conduct market analysis/feasibility studies for leisure and tourism proposals. In addition, students will examine the current regulatory, environmental, economic, and social issues that surround the development of tourism and leisure-related facilities. The course also provides a broad overview of marketing analytical skills within the framework of the leisure and tourism industries. Meets the University Writing Requirement for majors in Business Administration with a Concentration in Leisure Industries and Tourism. 3 hours lecture.

LITM 490 # - Leisure and Tourism Internship 3 Credits
Prerequisite(s): LITM 201; Business Administration major; or departmental approval. This course integrates concepts learned in class with the everyday workplace milieu found in leisure and tourism industries. 3 hours lecture.

LITM 492 # - Independent Study in Leisure and Tourism 1-3 Credits
Prerequisite(s): LITM 201; departmental approval; Business Administration major. Special fee. An opportunity for a student, supervised by a member of the LIT faculty, to study a topic currently not covered in existing course sections or to take a required course normally given but unavailable in conventional format.