

**Bachelor of Arts in Business Administration**  
**Area of Specialization: *Travel & Tourism Management (THEM)***

***Description***

The Department of Tourism, Hospitality and Event Management through the College of Health and Human Performance provides students to gain competency in tourism and hospitality industry knowledge, develop intellectual abilities, and foster technical, interpersonal and professional skills. Courses focus on tourism and hospitality management, lodging management and operations, marketing and sales, revenue management, entrepreneurship, food and beverage management, planning and development, and sustainability issues. Career opportunities are available in multiple sectors such as: resorts, hotels, theme parks, cruise lines, casinos, clubs, restaurants, convention centers, tour operators, and associated travel, tourism and hospitality services. For career information: <http://www.career.ufl.edu/>.

***Requirements***

To pursue this area of specialization, students must have a 2.5 UF GPA. Students are required to have a minimum of four classes totaling 12 hours from any of the 3000-4000 level courses listed below and maintain a minimum 2.0 Area of Specialization GPA. Be sure to check course prerequisite requirements. It is recommended students plan for at least 3 semesters to complete the area. **The department will not be able to assist you with registration until 3 weeks after the start of Advance Registration. The department allows students in the major to register prior to students outside the major.**

<a href="#">HFT 3253</a>	Lodging Operations and Management
<a href="#">HFT 4468</a>	Hospitality Revenue Management (Prereq: ACG2021)
<a href="#">HFT 4743</a>	Tourism and Hospitality Marketing (Prereq: LEI3301 & MAR3023)
<a href="#">LEI 3301</a>	Principles of Travel and Tourism
<a href="#">LEI 3303</a>	Fundamentals of Tourism Planning
<a href="#">LEI 3360</a>	Hospitality Management
<a href="#">LEI 3843</a>	Entrepreneurship in Tourism, Recreation and Sport Management

***Contact Information***

You are always welcome to meet with an Advisor in the School of Business; however, advising specifically related to Travel and Tourism Management is available through the Tourism, Hospitality and Event Management department in the College of Health and Human Performance. For registration, scheduling, and area-specific questions, please contact:

**Daniel Moore**

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[http://hhp.ufl.edu/current-students/academic-advising/advising\\_them/](http://hhp.ufl.edu/current-students/academic-advising/advising_them/)

Department Website: <http://hhp.ufl.edu/about/departments/them/>

***Minor Option***

There is not a minor offered in Travel and Tourism Management.