

# Parks, Recreation, and Tourism Management (BS): Tourism and Event Management Concentration

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To see more about what you will learn in this program, visit the Learning Outcomes website (<https://apps.oirp.ncsu.edu/pgas/>)!

The curriculum in Parks, Recreation and Tourism Management is a professional program accredited by the Council on Accreditation of Parks, Recreation, Tourism and Related Professions. The curriculum provides students with a broad education in natural sciences, humanities, and social sciences, and fosters the professional, technical, and communication skills needed to plan and implement recreation programs and tourism events, manage parks and facilities, and design tourism services.

The curriculum is designed to prepare students for a variety of positions in a dynamic, people-centered profession that includes some of the fastest growing sectors of the global economy. The curriculum provides 42 hours of core coursework that includes foundations of tourism and event management, geospatial problem solving, outdoor recreation management, organizational leadership, fiscal management, and recreation programming.

In addition to the general education requirements and the core professional requirements, students can attain specialized training by choosing a concentration - either Recreation and Park Management (RPM) or Tourism and Event Management (TEM) - and selecting 15 hours of coursework related to their professional interests.

Academic studies on campus are supplemented by service learning opportunities, practical experiences in the Triangle area, and a 10-week internship with a park, recreation, event, or tourism organization. Other optional and encouraged opportunities include a weeklong experience at the Great Smoky Mountains National Park, faculty-supervised research projects, and study abroad opportunities.

## Tourism & Event Management (15 hours)

Tourism and Event Management students seek opportunities to work with people; think strategically and enjoy the process of planning; are inspired by the world's unique natural and cultural resources; and want to use travel and events to bring people closer together. Examples of concentration courses include: Sustainable Tourism; Destination Planning and Management; Services, Facilities, and Event Marketing; Tourism, Poverty, and Health; and Special Event Planning.

## Plan Requirements

Code	Title	Hours	Counts towards
<b>PRT Major</b>			
PRT 150	Recreation, Sport, Tourism, and Event Management Orientation	1	
PRT 152	Introduction to Parks, Recreation, Tourism, and Event Management (CP)	3	
PRT 220	Foundations of Tourism and Event Management	3	
PRT 230	Foundations of Outdoor Recreation Management	3	
PRT 238	Diversity and Inclusion in Recreation and Sport	3	
PRT 240	Geospatial Applications for Parks, Recreation, Tourism and Event Management	3	
PRT 358	Recreation Program Planning	4	
PRT 359	Organizational Leadership in Parks, Recreation, Tourism and Event Management (CP)	3	
PRT 371	Risk Management in Parks, Recreation, Tourism, and Event Management	3	
PRT 375	Professional Development and Internship Orientation	2	

PRT 380	Evidence-based decision making in Recreation, Sport, Tourism, and Event Management (CP)	3
PRT 454	Finance and Economics of Parks, Recreation, Tourism, and Event Management	3
PRT 475	Recreation and Park Internship	8

**Math**

MA 105	Mathematics of Finance	3
or MA 107	Precalculus I	
or MA 111	Precalculus Algebra and Trigonometry	
or MA 114	Introduction to Finite Mathematics with Applications	
or MA 121	Elements of Calculus	

ST 311	Introduction to Statistics	3
or ST 350	Economics and Business Statistics	
or BUS 350	Economics and Business Statistics	

**Other Major**

COM 110	Public Speaking	3
or COM 112	Interpersonal Communication	
ARE 201	Introduction to Agricultural & Resource Economics	3
or ARE 201A	Introduction to Agricultural & Resource Economics	
or EC 201	Principles of Microeconomics	
or EC 205	Fundamentals of Economics	

**Concentration Electives (p. 2)** **15**

**Free Electives (12 Hr S/U Lmt)** **21**

**GEP Courses**

GEP Natural Sciences ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-natural-sciences/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-natural-sciences/</a> )	7
ENG 101 Academic Writing and Research <sup>1</sup>	4
GEP Humanities ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-humanities/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-humanities/</a> )	6
GEP Social Sciences ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-social-sciences/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-social-sciences/</a> )	3

GEP US Diversity, Equity, and Inclusion ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-usdei/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-usdei/</a> )	3
GEP Interdisciplinary Perspectives ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-interdisciplinary-perspectives/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-interdisciplinary-perspectives/</a> )	5
GEP Health and Exercise Studies ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/</a> )	2
GEP Global Knowledge ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-global-knowledge/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-global-knowledge/</a> ) (verify requirement)	
Foreign Language Proficiency ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/foreign-language-proficiency/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/foreign-language-proficiency/</a> ) (verify requirement)	

**Total Hours** **120**

<sup>1</sup> A grade of C- or higher is required.

**Acad Writing Research**

Code	Title	Hours	Counts towards
<b>Acad Writing Research</b>			
ENG 101	Academic Writing and Research	4	
FLE 101	Academic Writing and Research	4	
<b>Transfer Sequence</b>			
ENG 1GEP	100 Level English Composition	3	
ENG 202	Disciplinary Perspectives in Writing	3	

**Concentration Electives**

Code	Title	Hours	Counts towards
PRT 250	Facilities Management in Parks, Recreation, Tourism and Event Management	3	
PRT 307	Services, Facilities and Event Marketing	3	
PRT 319	Sustainable Tourism	3	

PRT 410	Food and Beverage Management	3
PRT 420	Destination Planning and Management	3
PRT 430	Tourism, Poverty, and Health	3
PRT 458	Special Events Planning	3
PRT 452	Field Experience in Nature-Based Recreation & Tourism Management	3

## Semester Sequence

This is a sample.

**Critical Path Courses** – Identify using the code (CP) which courses are considered critical path courses which represent specific major requirements that are predictive of student success in a given program/plan. Place the (CP) next to the credit hours for the course.

### First Year

Fall Semester		Hours
PRT 150	Recreation, Sport, Tourism, and Event Management Orientation	1
PRT 152	Introduction to Parks, Recreation, Tourism, and Event Management (CP) <sup>1</sup>	3
ENG 101	Academic Writing and Research <sup>1</sup>	4
	Mathematics Elective (p. 1)	3
	GEP Requirement ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/</a> )	4

**Hours** 15

### Spring Semester

PRT 220	Foundations of Tourism and Event Management	3
PRT 238	Diversity and Inclusion in Recreation and Sport <sup>1</sup>	3
	GEP Requirement ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/</a> )	3
	GEP Requirement ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/</a> )	3
	GEP Requirement ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/</a> )	3
	GEP Health and Exercise Studies ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/</a> )	1

**Hours** 16

### Second Year

#### Fall Semester

PRT 230	Foundations of Outdoor Recreation Management	3
PRT 240	Geospatial Applications for Parks, Recreation, Tourism and Event Management	3

	GEP Requirement ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/</a> )	3
COM 110	Public Speaking	3
	or COM 112 or Interpersonal Communication	
	Free Elective	3

**Hours** 15

### Spring Semester

	Concentration (p. 2)	3
	Select one of the following	3

EC 201	Principles of Microeconomics	
EC 205	Fundamentals of Economics	
ARE 201	Introduction to Agricultural & Resource Economics	
ARE 201A	Introduction to Agricultural & Resource Economics	

	GEP Requirement ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/</a> )	3
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	GEP Interdisciplinary Perspectives ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-interdisciplinary-perspectives/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-interdisciplinary-perspectives/</a> )	3
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	Free Elective	3
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**Hours** 15

### Third Year

#### Fall Semester

PRT 359	Organizational Leadership in Parks, Recreation, Tourism and Event Management (CP) <sup>1</sup>	3
PRT 371	Risk Management in Parks, Recreation, Tourism, and Event Management	3
ST 311	Introduction to Statistics	3
PRT 375	Professional Development and Internship Orientation	2

	Concentration (p. 2)	3
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**Hours** 14

### Spring Semester

PRT 358	Recreation Program Planning	4
PRT 380	Evidence-based decision making in Recreation, Sport, Tourism, and Event Management (CP) <sup>1</sup>	3

	GEP Interdisciplinary Perspectives ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-interdisciplinary-perspectives/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-interdisciplinary-perspectives/</a> )	2-3
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	GEP Health and Exercise Studies ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/</a> )	1
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	Free Electives	6
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**Hours** 16

### Summer

PRT 475	Recreation and Park Internship	8
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**Hours** 8

### Fourth Year

#### Fall Semester

PRT 454	Finance and Economics of Parks, Recreation, Tourism, and Event Management	3
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Concentration (p. 2)	6
Free Elective	3
<b>Hours</b>	<b>12</b>
<b>Spring Semester</b>	
Concentration (p. 1)	3
Free Electives	6
<b>Hours</b>	<b>9</b>
<b>Total Hours</b>	<b>120</b>

<sup>1</sup> A grade of C- or greater required.

## Career Opportunities

Tourism is one of the world's largest industries. The growth of the industry is expected to increase as people have more discretionary time. Communities around the world need leaders who can help sustainably grow the tourism industry through leisure and business travel as well as events. The goals of tourism and event management professionals are to promote the planning, development, marketing, and provision of tourism and event opportunities that enhance economies while also promoting community well-being and the conservation of natural and cultural resources. Students within the Tourism and Event Management concentration are prepared to accomplish these goals and are equipped to plan and promote sustainable tourism and event opportunities that are inclusive of, and accessible to, a diverse population of visitors in a variety of settings.

Career opportunities include employment by tourism development agencies or organizations, such as convention and conference centers; visitor bureaus and centers; tourism development authorities; hotels and hospitality operators; resorts, private clubs, theme parks, and event management companies. Other career opportunities include tourism business or event management entrepreneurship.