



Course Content for Recreation, Tourism and Events Courses (RTE)

LEI 3004 – Introduction to Recreation, Tourism, and Events – History, definitions, and philosophy of the industry. Overview of the many types of organizations that provide recreation facilities and services, including Commercial Recreation and Tourism; City, County, State, & Federal agencies; and Non-profit Organizations.

LEI 3266 – Outdoor Recreation Leadership - Leadership and programming skills in outdoor adventure including hiking, camping, backpacking, kayaking, canoeing, basic survival skills, group dynamics, safety, risk management, and environmental ethics.*

LEI 3312 – Introduction to Special Events – An introductory course in event planning. Topics include: event research, marketing and sponsorships, staff and volunteer management, corporate social responsibility, risk management, and on-site production.

LEI 3420 – Recreation Activity Leadership - Leadership skills and styles, activity classification and analysis, public speaking and leading of activities.

LEI 3435 - Recreation Program Design – Teaches the principles of recreation program design and operations, goal and objectives, selection and sequencing of activities to create a program, cost-volume profit analysis, scheduling techniques, resources, and tournament formatting.

LEI 3843 – Commercial Recreation and Tourism – Entrepreneurism, economic concepts, business start-up planning, marketing, management, financial management, and operations of numerous types of commercial recreation and tourism businesses

LEI 4314 Event Operations and Management - This is an advanced course in event planning and management. The focus will be on managerial aspects of events such as financing, economic impact, promotion and legal issues involved with special events.*

LEI 4524- Leadership and Supervision in Recreation, Tourism and Events – Concepts, principles and best practices for managing and supervising employees, organization structure, ethics, human resources management, planning and decision making.

LEI 4551 – Administration of RTE Organizations –Financial sources and management, budget strategies, budgeting techniques, Excel formatting, budget presentations, liability issues, risk management, and contracts.

LEI 4561 Special Event Promotions - An overview of standard event promotional techniques used by event producers and includes online marketing strategies. Research, creativity, writing, analysis and organization are skills required to succeed in this course. NOTE: This is a “specialization course” not a required core course.*



LEI 4602 – Facility Planning and Management – Facility design process that includes site limitations, area relationship plan, design considerations, traffic flow, ease of maintenance and application of green practices. Also facility maintenance and management.

LEI 4864 Technology for Events - This course will introduce the student to the variety of ways computer applications and other technologies are used in the planning, design, marketing and evaluation of events. Examples of applications and technologies to be addressed include technology platforms, software, cloud-based systems, Search Engine Optimization, websites, weblogs and podcasts, mobile applications, event registration and transaction/payment systems, social media, etc. This course satisfies Florida State University's computer skills competency requirement.*

LEI 4881 – Assessment, Research, and Evaluation – Application of various evaluation techniques by developing an evaluation plan, model selection, development of data collection procedures and analysis of data.

LEI 4930 – Senior Seminar in RTE – Current issues and trends facing the recreation, tourism, and special event profession. Career development topics, professional portfolio, preparation for senior internship.

LEI 4921A/4921B – Field Work in RTE – A minimum of 50 contact hours of practical experience in an organized recreation/tourism/events setting. Students must complete two field works in two different agencies.

LEI 4940 – Internship in RTE – A semester long, full- time, pre-professional, and multi-faceted experience under the supervision of a recreation/tourism/events professional.

Plus 15 credit hours of “specialization courses” in business, hospitality, communication, social sciences, etc.

***Denotes RTE Specialization Elective**