



TOURISM PLANNING AND DEVELOPMENT CERTIFICATE (IU)

The Tourism Planning and Development Certificate offered in the Department of Tourism, Conventions and Event Management (TCEM) attracts students pursuing careers in destination marketing organizations, tourist attractions, travel businesses, and tourist leisure services. In addition to courses offered through TCEM, students can select from a number of related specialty courses from the Kelley School of Business (BUS), the School of Public and Environmental Affairs (SPEA), and the Department of Kinesiology (HPER) to explore the many different aspects of tourism planning and development.

The Tourism Planning and Development Certificate may be pursued as a stand-alone degree or combined with an associate's or bachelor's degree*. This certificate is open to all IUPUI students, regardless of major. The Tourism Planning and Development Certificate will be awarded upon completion of the courses listed below with a passing grade and a cumulative GPA of 2.0.

*If you are a current IUPUI student who wants to pursue the Tourism Planning and Development Certificate, please complete the TCEM Admission Application at petm.iupui.edu/join_us. If you are not a current IUPUI student, please visit enroll.iupui.edu to find out how to apply to the Tourism Planning and Development Certificate program.

Required Courses (12 credits):

TCEM-T107:	Tourism Planning and Development	(3 cr.)
TCEM-T207:	Tourism Policy and Sustainability (PRE REQ: TCEM-T107)	(3 cr.)
TCEM-T307:	Tourism Marketing and Sales (PRE REQ: BUS-M200 OR M300 or M371)	(3 cr.)
TCEM-T382:	Travel Trends and Destinations	(3 cr.)

Elective Courses - Select 2 (6 credits)

TCEM-T234:	Cultural Heritage Tourism	(3 cr.)
TCEM-G299:	Special Topics in Tourism (<i>if applicable</i>)	(3 cr.)
TCEM-G309:	Cruise Line Management (PRE REQ: TCEM-G 100)	(3 cr.)
TCEM-T319:	Sports Tourism Development	(3 cr.)
TCEM-T483:	Ecotourism	(3 cr.)
HPER-R423:	Visitor Behavior	(3 cr.)
BUS-M200:	Marketing and Society (<i>open to non-BUS students only</i>) OR	(3 cr.)
BUS-M300:	Business Marketing OR	(3 cr.)
BUS-M371:	Marketing: Integrated Experience (<i>open to BUS students only</i>)	(3 cr.)
SPEA-V362:	Nonprofit Management and Leadership	(3 cr.)

Recommended (not required):

TCEM C387*:	Industry Internship	(1 cr.)
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*100 hours. Must attend pre-internship info meeting and submit/obtain TCEM approval of internship proposal before starting internship. Internship meeting dates will be emailed out via the TCEM listserv. To subscribe to the TCEM listserv, send a request to tcemdept@iupui.edu.

TOTAL: 18-19 credits

TCEM T107: Tourism Planning and Development
 Introduces students to tourism attractions and destination management organizations (DMOs). Focus will include management, marketing, and product development of DMOs including convention and visitors bureaus (CVBs) and state tourism offices.

TCEM T207: Tourism Policy and Sustainability
 Examines the relationships among tourism, sustainability and development. Focuses on the development of tourism policy at local, state, national and international levels. Discusses theories of development as economic, environmental and socio-cultural concepts.

TCEM T234: Cultural Heritage Tourism
 Analyzes the integration of visitor interests/needs and the protection of cultural and heritage resources. Elements examined include the various cultural and heritage assets operable as tourism attractions in addition to the link between quality cultural heritage tourism and community development. Emphasis is placed on Indiana cultural and heritage tourism.

TCEM G299: Special Topics in Tourism
 Investigates tourism trends and themes. Students will be immersed in topics via experiential learning, case study analysis, independent study, and/or service learning.

TCEM T307: Tourism Marketing and Sales
 Expands on the process of developing marketing and sales strategies for the tourism industry. Focus includes integrated marketing and the sales process.

TCEM G309: Cruise Line Management
 Introduces the cruise line industry and investigates the skills needed to begin a productive career in the specialized travel segment.

TCEM T319: Sports Tourism Development
 Examines the relationship between sport and tourism phenomena with regard to community and business growth. Paradigms of experience, historical development, globalization, mobility, sustainability, culture, identity, current practices in sport tourism marketing and operations are core components of this course.

TCEM T382: Travel Trends and Destinations
 Develops an understanding of the patterns, principles and

management of international travel to popular tourist destinations.

TCEM T483: Ecotourism
 Introduces students to the history, principles, marketing, planning, and management of ecotourism activities and development which promotes environmental awareness and adds economic benefits.

SPEA V362: Nonprofit Management and Leadership
 Students in this course examine the management practices of nonprofit organizations. The course encourages students to take the perspectives of nonprofit managers, volunteers, board members, policy makers, donors, and clients. Course projects expand understanding of the nonprofit sector and develop students' management skills, analytical tools, and knowledge.

BUS M200: Marketing and Society: A Look at Roles and Responsibilities
 This course is offered for students pursuing a Business Foundations Certificate. The course will acquaint the student with basic marketing concepts, terminology, and applications.

BUS M300: Introduction to Marketing
 Examination of the market economy and marketing institutions in the United States. Decision making and planning from the manager's point of view; impact of marketing actions from the consumer's point of view.

BUS M371: Marketing: Integrated Experience
 Marketing planning, strategies and decision-making examined from the organizational and customers' perspectives; marketing concept and its implications throughout the value chain, including marketing's relationship to other functional areas within the firm. Market structure and consumer behavior and their relationship to marketing strategy and implementation. **For Business Students Only.**

HPER R423: Visitor Behavior
 Examines the theory and findings of visitor and tourism research as it is conducted in such recreation and leisure settings as parks, museums, towns, historic sites, sporting facilities, and resorts. Topics include visitor motivations, expectations, social interactions, and assessment. Students will learn nine techniques for gathering information from and about visitors.

Course Number	Fall*	Spring*	Summer*
TCEM T107	✓	✓	
TCEM T207	✓	✓	
TCEM T234	✓	✓	✓
TCEM G299			
TCEM T307	✓	✓	
TCEM G309		✓	
TCEM T319		✓	

Course Number	Fall*	Spring*	Summer*
TCEM T382	✓	✓	
TCEM T483			✓
SPEA V362	✓	✓	
BUS M200	✓	✓	
BUS M300	✓	✓	
BUS M301	✓	✓	
HPER R423			✓

* Course offerings are subject to change. Check the registrar's course listing for updated course offerings and information.