COURSE AND CONTENT ANALYSIS FOR

THE CONVENTION AND MEETING/EVENT PLANNING MINOR

AT THE UNIVERSITY OF WISCONSIN-STOUT

by

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ABSTRACT

Convention and meeting/event play a crucial role in the hospitality and tourism business. As an increasingly growing industry, the convention, meeting, and event field would need a professional who has specialized skills and applicable knowledge. Therefore, several leading universities in the United States offer educational programs in this field to serve the needs of the industry. Yet, the numbers of the educational programs are inadequate.

Reviewing program data, this study investigates several universities' website and assesses the courses and content that should be included in the Convention and Meeting/ Event Planning at the Department of Hospitality and Tourism, University of Wisconsin-Stout. The subject populations in this study were the universities offering a related major, concentration, or minor in Convention and Meeting/Event Planning. Furthermore, they were selected from a list provided by Successful Meetings magazine. This study also

uses the search engine Google to search for universities that are not listed in Successful Meetings magazine.

By adapting Kim's Internet Marketing Matrix, this study develops an assessment tool that could evaluate the courses in Convention and Meeting/Event Planning offered by different universities. This study categorized the different courses into 11 core courses and 38 courses by area. Results of the study recommend and propose the necessary requirements for Convention and Meeting/Event Planning to the Department of Hospitality and Tourism, University of Wisconsin-Stout. The proposed minor requires 26 credits, includes existing and newly proposed course offerings.

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Overview

Education plays a key role in the convention, meeting, and events industry. According to the Professional Convention Management Association (2001), meeting attendees are no longer a homogeneous group. It is no longer "business as usual" or "one size fits all." Furthermore, attendees now have different needs and greater expectations from the meetings that they attend. Since this industry is recognized as part of a multinational economy, the convention, meeting, and event planning becomes even more complicated.

Therefore, the professionals in the convention and meeting/event industry need to acquire more education and specialized certification for themselves. From the review of several studies, most of the professionals in this industry strive to be competitive by applying for a degree program or certificate in Convention and Meeting/Event Planning. According to Business Wire (2001), the research conducted by Strategic Marketing Inc. and Pathfinder Research Group revealed that 53 % of the meeting industry executives indicate they attend more professional development programs compared with five years ago. The research discussed the significant motivations for their meeting that includes the following statistics:

- Keeping Current: 39 %

- Professional Advancement: 34 %

- Networking with Colleagues: 25 %

The same research also emphasized the rank of the career and education topics that the meeting industry executives seek as shown in the following statistics:

- Meeting Management Skills: 69 %

- Negotiation: 60 %

- Technology: 60 %

- Exhibition Management: 34 %

- Law: 33 %

- Financial: 32 %

- Food and Beverage: 28 %

Consequently, the study shows that it is essential for professionals in the industry to attend an educational program or gain a certificate to enhance their ability in planning the convention, event, or meeting. PerfectMeeting (2002), a company providing consulting service to the meeting planner, advised that continued education is crucial for professionals in the meeting industry. PerfectMeeting also stated "The more information you can sponge up, the better off you are at whatever you do." Furthermore, Benini (1998), the author of the article published in Meetings and Conventions magazine, agreed that a class in meeting planning is a career jump-start for some people in the meeting

industry. On the other hand, the industry also expects the prospective employees to have an education as well.

To serve the needs of the industry, some universities offer an education program in Convention and Meeting/Event Planning. This study found that eleven of the four-year universities in the United States offer the educational program specifically in Convention and Meeting/Event Planning. Three professional meeting associations in the United States also offer certificates in Convention and Meeting/Event Planning as well.

University of Wisconsin-Stout

The University of Wisconsin-Stout (UW-Stout) is one of thirteen public universities in the University of Wisconsin System. Located in Menomonie, Wisconsin, UW-Stout was founded in 1891 by James H. Stout. Currently, UW-Stout has an enrollment of approximately 7,700 students (University of Wisconsin-Stout, 2002).

The University of Wisconsin-Stout offers the following academic programs: 27 Undergraduate Majors, 36 Minors, nine Specializations, 15 Graduate Majors, and two Advanced Graduate Majors (University of Wisconsin-Stout, 2002). Like several universities in the United States, UW-Stout also offers courses in event management. The Department of Hospitality and Tourism at the University of Wisconsin-Stout also offers several minors in Lodging Management, Property Management, and Tourism. However, the University of Wisconsin-Stout does not offer a specific organized program in Convention and Meeting/Event Planning.

Statement of the Problem

Convention and meeting/event plays a crucial role in the hospitality and tourism business. As an increasingly growing industry, this industry needs a professional who has specialized skill and knowledge. Therefore, some professional associations and leading universities provide an educational program in Convention and Meeting/Event Planning to serve the needs of the industry.

The University of Wisconsin-Stout is one of the universities in the United States that has limited courses in Convention and Meeting/Event Planning. Consequently, it is an opportunity to investigate the courses that need to be included in a Convention and Meeting/Event Planning minor.

Objectives of the Study

The objectives of this study are as follows:

1. To identify the fundamental and specialized courses that need to be included in a Convention and Meeting/Event Planning Minor.

2. To identify the common core of curriculum among the four-year universities in the United States offering courses in Convention and Meeting/Event Planning.

3. To propose a curriculum for the Convention and Meeting/Event Planning Minor for the Hospitality and Tourism Department at the University of Wisconsin-Stout.

Limitation of the study

This chapter includes the following limitations of this study:

1. Since this study utilyzed the Internet as a major tool to acquire information, some information was not available by the time this study was done.

2. The researcher could not review all search results found from the Internet search engine.

3. This study reviewed the Convention and Meeting/Event Planning curriculum offers exclusively in the United States.

4. Some universities were not listed in the literature review since this study focused only on the four-year universities in the United States.

Definition of Terms

The following terms were used in this study:

Credit Hour

Credit hour is a measure of student's academic work. Normally, one credit hour equals one hour of class time per week plus two hours of out-of-class study (University of Wisconsin-Stout, 2002).

Degree Program

The University of Wisconsin-Stout defined degree program as "a planned program of study leading to a bachelor's degree." (University of Wisconsin-Stout, 2002).

Elective

Electives are courses that a student can select. The elective courses must be general education courses if they are in the general education component of a degree program (University of Wisconsin-Stout, 2002).

Concentration

Concentration is a degree program's component that examines a selected area of the professional field that the student chooses. A concentration may be part of the university's planned offering as well as designed by the student (University of Wisconsin-Stout, 2002).

Major

Major is a designed program of study leading to the bachelor's degree. The term "major" is usually applied interchangeably with degree programs (University of Wisconsin-Stout, 2002).

Minor

Minor could be defined as either "studies in the discipline" or as "teaching". Teaching minors must be approved by the State Department of Public Instruction for certification. The teaching minor requires an educational major, a methods course in the field, and some student teaching experience in the minor field in addition to the required credits within the minor. To assure an acceptable sequence of courses, the Approval

Form for minor programs must be submitted to the Department offering the minor before starting the minor (University of Wisconsin-Stout, 2001).

Internship

Internship is a term used when students work in the company related to a their degree program and career plan. Students usually work as an intern for academic credit and often also for payment (University of Wisconsin-Stout, 2002).

Certificate

Certificate is one of the educational programs awarded after the completion of credits. The American Heritage Dictionary of the English Language (2002) described certificate as "A document issued to a person completing a course of study not leading to a diploma." However, the University of Wisconsin-Stout (2002) defined "certificate" as a number of credits completed, including a number of credit-based learning experiences, including courses, field experiences and internships. Moreover, certificates would be designed to provide information of the completion of the course.

Convention

Dotson (1988) stated that a convention consists of general sessions and committee meetings. Medlik (1993) defined "convention" as a large meeting or assembly commonly defined in the United States as referring to an association meeting held on an annual basis. Metalka (1990) described a convention as a business or professional meeting that normally has a large number of people. Jafari (2000), the Chief Editor of Encyclopedia of

Tourism, also stated that convention business is a commercial activity that derives from travel for the purpose of attending a convention, congress, exposition, tradeshow, or other similar assembly.

Meeting

According to The American Heritage Dictionary of the English Language (2002), a meeting is "an assembly or gathering of people, as for a business, social, or religious purpose." Dotson (1988) also stated that "meeting" is a planned event in which two or more people meet in order to achieve a set objective. Moreover, the meeting industry is comprised of meetings, conventions, and trade shows. The meetings also have several purposes. According to Lord (1981), the purpose of the meetings is to gather, communicate, or exchange information in order to sell services or products, to make money, to transact the business of a company or organization.

Event

An event is different from the daily routine. According to Goldblatt (1990), an event differs from the daily routine since it is always planned, arouses expectations, and is usually motivated by a reason for celebration. Metelka (1990) defined event as a cultural, artistic, sporting, or other special activity that is organized to attract and be attended by the general public. The American Heritage Dictionary of the English Language (2002) also defined the word "event" as a social gathering or activity. Moreover, Jafari (2000) agreed that most events include: art and entertainment, business

and trade, sport competitions, educational and scientific, recreational, and political and

state occasions.

Summary

As a multimillion dollar industry, convention and meeting/event is increasingly complicated and directly affect the hospitality and tourism industry. To stay competitive, the professionals in the convention and meeting/event business needs to gain more knowledge and certification in their career fields. Therefore, several universities and associations in the United States offer educational courses and certificates to serve the needs of the industry. However, not many universities offer a specific degree program in Convention and Meeting/Event Planning.

This chapter reviews the Convention and Meeting/Event Planning program as an introduction to the industry. It also states the objectives and the definition of terms of the study as well. The next chapter, chapter two, will review the literature and describe an overview, history, growth, and trend of the industry. The review of literature will also list the universities and professional associations offering educational programs and certificates in order to better understand the common core among the educational programs and compare it with a certificate, which is offered by an association.

Chapter II

Introduction

This study addresses the validity of the course and content for the curriculum in Convention and Meeting/Event Planning. The literature review shows the relationship, as an overview, within the convention and meeting/event industry. Moreover, the history, growth, and background of the industry are provided within the study to better understand the convention and meeting/event industry. By utilizing the Internet, this study also reviews the programs among the four-year universities in the United States offering courses in Convention and Meeting/Event Planning. In addition, the literature review states the detail of the certificate in Convention and Meeting/Event Planning offered by the professional associations in the United States.

Convention and Meeting/Event Industry

Overview

Prior to focusing on the content of the literature review, it is important to state the general idea of the convention and meeting/event industry. Convention and Meeting/Event Planning plays a key role in the hospitality and tourism industry. According to the University of Nevada-Las Vegas (2001), the convention industry is composed of tradeshows, meetings, and events. Moreover, Dotson (1988) also defined "convention" as a body of delegates, representatives, or members, which periodically convenes for a common purpose.

Meetings, as an industry, have a complex connection to the convention and event industry. Goals of meetings are diverse. Companies hold an annual meeting to evaluate their work and plan ahead for the next year, or use a meeting to advertise their brand new product. The Meeting Planner is considered a complicated job that requires an effective strategy in both operation and management. There are numerous titles for the meeting planner, such as planner, meeting planner, coordinator, and meeting director, to name a few. (Montgomery and Strick, 1995).

"Event" is another type of industry that has a direct impact from the convention and meeting industry. McDonnell (1999) stated that the term "event" has been coined to delineate specific rituals, presentations, performances or celebrations that are consciously planned and created to mark specific occasions or to achieve particular social, cultural, or corporate goals and objectives.

The convention and meeting/event business would not succeed without the professionals who work in the industry, such as the meeting planner. According to Schulz, an event management specialist at the University of Wisconsin-Stout, when a large corporation wants to organize a convention, meeting, or event, their meeting department will employ people to do nothing but plan that function throughout the year. An association will also have a full-time professional staff member to do this task. Whenever a meeting department or a professional staff doesn't have the expertise to organize a meeting, they will hire a planner to plan and manage all facets of the function (personal communication, November 3, 2000).

Planning a convention, meeting, and/or event also requires some specific skills. To plan a successful convention, meeting, or event, planners must know the purpose of the meeting, attendant expectations, and how the event will be financed. Waller (1990) stated that ten crucial procedures for meeting planners to accomplish are the following: 1) purpose, goal and desirable outcome; 2) target population; 3) content of meeting; 4) speaker; 5) site selection and hotel negotiation; 6) publication and publicity; 7) logistics and arrangement; 8) registration; 9) on-site management; 10) billing and clean up.

In addition, the personality and technical skills of professionals can ultimately predict the outcome of their assigned tasks since the convention, meeting, or event professionals have to communicate and negotiate with a number of organizations, trade personnel, and sales staff. Montgomery and Strick (1995) reported that ten characteristic for an effective planner are to be: 1) organized; 2) efficient; 3) responsive; 4) attentive; 5) intelligent; 6) prompt; 7) courteous; 8) hardworking; 9) friendly; 10) hospitable.

History

To better understand the convention and meeting/event industry, the history of the industry is provided within the literature review context. According to Goldblatt (1990), one of the most important elements to the sustenance of humankind is the "emotional need to celebrate". Hildreth (1990) even observed that meeting has been an important part of humankind since earliest recorded history, such as religious meetings.

Shone (2001) supported that events have played a significant part in the human society around the world. Before the Industrial Revolution in Europe, daily routine activities were regularly involved with festivals and carnivals. Shone also noted that special events are that phenomenon arising from those non-routine occasions which have leisure, cultural, personal or organizational objectives set apart from the normal activity of daily life, whose purpose is to enlighten, celebrate, entertain or challenge a group of people.

Human society celebrates in many ways: both privately and publicly, individually and as a group (Goldblatt, 1990). Since mankind needs to learn and to share experiences, opinions, and expertise, this social process initiated the invention of the modern seminar or convention (The Professional Convention Management Association, 1986). However, Shone (2001) noted that some of the historic driving forces for events have changed in the modern world. Religious reasons for having major festivals, for example, have become less important.

Growth

In reviewing several articles, the convention and meeting/event industry shows a continuous growth. According to Goldblatt (1990), meeting planning became a recognized and organized career when the Meeting Planners International (MPI) was founded in 1972. There were 120 planners and suppliers who attended the first MPI meeting, of which number only two were woman. In addition, Dotson (1988) also stated that the number of meetings and attendees has increased steadily over the years to meet the demands and needs of the sponsoring organizations and the attendees.

According to Goldblatt (1990), there were two crucial factors that influenced the rapid development of both industry workshops and academic programs during the 1980s. The first factor was the initiation of the Certified Meeting Professional (CMP) and designation by the Convention Liaison Council (CLC). A second factor was the development of a meeting curriculum model by the Professional Convention Management Association (PCMA).

The meeting-planning profession was not as well known as 25 years ago. In 1999, almost every association and major corporation had its own meeting planning department or staff to enable a positive economic return from a meeting or convention. Furthermore, the independent meeting-planning segment has grown from nothing to one that is overshadowing the corporate and association planning department (Pennington and Lynn, 1999).

However, Meeting Professional International (2001) reported that the total number of meeting attendees in 1999 was 78.9 million, which decreased by one percent from the previous year. The industry expenditures in 1999 were $40.2 billion which is a four-percent decline over 1998.

Conversely, Meeting Professional International (2001) researched the meeting industry and found that the meeting industry is still gradually growing. The total number of meetings held in 1999 was 1,021,500, which is an increase of four percent over 1998. The University of Nevada-Las Vegas (2001) also reported that the convention industry, nationally, is a 73 billion dollar business, which employs over 1.5 million people. It ranks seventeenth in the U.S. private industry segment.

Trend

The previous literature reviewed shows that the convention and meeting/event industry is increasingly expanding and growing. As a multi-billion dollar industry, the convention and meeting/event industry has been impacted by several trends, including the aftermath of the September 11 tragedy and Internet Technology. A detail of both trends is described in the following:

Aftermath of September 11

 The September 11, 2001 tragedy had a tremendous effect on the convention and meeting/event industry. According to MeetingNews (2001), *meetings and conventions all over the United States were cancelled on September 11 due to the terrorist attacks that completely demolished the World Trade Center and seriously damaged the Pentagon.* Moreover, it also shut down public transportation, including airlines. However, the airline industry was shown to recover in schedules and frequency in key meeting markets.

Moreover, MeetingNews (2001) found that more than half of meeting planners confirmed they cancelled meetings within the first week after the terrorist attack on

September 11. On September 20, 2001, MeetingNews published an article with the following statistics found in a new survey of 722 meeting planners:

- 54 % indicated that they had already cancelled at least one meeting after the attack.

- Nearly 71 % of planners said they expect their organization's meetings will take place as normally scheduled in 2002.

- Some 86 % of those canceling meetings said a concern about travel by either the sponsoring organization or attendees was the main reason for canceling.

- 54 % said that they expect meeting attendance will decrease in 2002.

Meeting Professional (2002), a magazine published by Meeting Professional International, reported *that the events of September 11 had a world-wide-effect, reducing meeting and event expenditures*. According to MeetingNews (2001), Convention Industry Council had initiated a rebook program to retrieve the meeting space that planners cancelled due to September 11 terrorists' attacks in order to cope with the loss in revenue for the convention and meeting/event industry. Moreover, *the Internet played a key role in this industry-wide effort*. StarCite, the online site-selection and request-for-proposal service, offered a posting for cancelled space for free through December 31, 2001.

However, the number of meetings canceled due to the September 11 terrorist attacks had decreased significantly. Meeting Professional (2002) conducted a survey comparing the cancellation in 2001 between September 11 and October 31, and between November 1 and December 31, and for all of 2002. MPI found the following statistics:

- 68 % of planners canceled fewer than five meetings between Sept. 11 and Oct. 31.

- Between Nov. 1 and Dec. 31, the number of planners in the same category decreased, with 55 % indicating that they have no plans to cancel meetings.

- 74 % of planners do not anticipate further cancellations in 2002, while 25 % plan to cancel between one and five meetings.

Several journals also show that the convention and meeting/event industry is moving back to its precrisis levels. According to MeetingNews (2002), business travel is recovering from the September 11 terrorist attacks and the economic downturn. In a recent survey of 200 corporate travel managers conducted between March 8, 2002 and March 13, 2002, 22% of travel managers expect travel to return to previous levels within the next six months. 25% expect recovery in six to nine months and 35% expect recovery in 9 to 12 months. MeetingNews also indicated that business travel expenditures are normally a positive sign of economic recovery.

Internet Impact

The Internet has had a significant impact on virtually every career field, including the Convention, Meeting, and Event professions. *Hotel Online (2000) wrote that the meeting and event planning industry will benefit tremendously from the services available online.* As several suppliers provide Internet connections, planners will exercise an online tool to enhance their industry relationship to one another. Many planners felt that technology would help make booking rooms and flights easier in the future. Moreover, Ziddle (2000) believed that planners are looking for one website that provides

all information, such as: air evaluation, site search, city comparisons, and destination information.

Hotel Online (2000) found that an anonymous survey of approximately 200 meeting and event planners included the following statistics:

- 95 % indicated that the Internet helps them to do their job

- 54 % said that the Internet helps greatly

- 41 % indicated that the Internet helps slightly.

- 4 % felt that the Internet had no effect to their job.

- More than 90 % of those surveyed think that finding information, vendors, and new facilities will be even easier in the future.

Hotel Online (2000) also reported some additional findings of the online survey regarding tasks that are currently done online and will become easier in the future included the following:

- 74 % stated that online tools currently help when searching for planning tips and ideas.

- 88 % predict that the Internet will become more helpful in this area in the future.

- 60 % indicated that online technology has helped in submitting requests for proposal.

- 82 % believe further advancements will improve this process in the future.

In the future, the need and use of the Internet by professionals in the convention and meeting/event industry will increase. Anderson, the Sales Manager at Minneapolis Sofitel, stated that planners will operate some tasks or contracts electronically via a website. Hotels will use the Internet as a strategy to compete with other hotels and also attract planners to use hotel products and services, such as a guest room and meeting room. Attendants will obtain information regarding meeting schedules from electronic mail or website. The Internet will help professionals to get rid of paper work as well (personal communication, November 10, 2000).

According to Schulz, an event management specialist at the University of Wisconsin-Stout, "*Since the meeting industry is part of a Hospitality and Tourism industry, the planner has to be aware and cautious about losing the personal touch and one-on-one communication*" (personal communication, November 3, 2000).

However, Schulz said that virtual meetings will not replace a site meeting, but it will help the planner to serve the needs of attendants in remote locations. Like virtual meetings, Internet technology will not substitute for all of the planner's tasks, but it will help the planner to set up a successful meeting and still have more time to do other work effectively (personal communication, November 3, 2000).

Schulz also stated that: "*The bigger the company or association, the higher level of the Internet used by the meeting planner.*" The planner who is more accepting of technology use may utilize the Internet for meeting planning more often than the older planner who is reluctant to make decisions based on Internet technology (personal communication, November 3, 2000).

Curriculum in Convention and Meeting/Event Planning

This study listed the universities that offer a curriculum in Convention and Meeting/Event Planning. It also stated an overview of each university with the description in detail of the requirements and emphasis of each program.

Like the professional associations, several universities also offer the curriculum in Convention and Meeting/Event Planning. Successful Meetings (2002) noted that there are a number of schools around the United States that offer degrees and certificates in hospitality and tourism. Benini (1998) also emphasized that the popularity of the meeting planning program in the educational institute assists the maturation of the meeting industry since the meetings have become a business tool within the organization, along with products and marketing strategies.

However, only a small number of them offer an emphasis or concentration on meeting and event management. The Connected International Meeting Professionals Association (2001) also agreed that most of the curriculums in meeting planning are not specifically designed for meeting professionals. Some of them only offer basic courses on meeting planning (Successful Meetings, 2002).

According to Successful Meetings (2002), there are eleven four-year universities in the United States offering curriculum in Convention and Meeting/Event Planning as in table 1:

Table 1.

Universities offering programs in Convention and Meeting/Event Planning

University	Location	Degree	Major	Concentration
Grand Valley State University	Allendale, Michigan	Bachelor of Science; Bachelor of Arts	Hospitality and tourism management	Meeting Planning (Emphasis)
James Madison University	Harrisonburg, Virginia	Bachelor of Business Administration	Hospitality and tourism management	Special Events and Meeting Planning
Johnson & Wales University	Providence, Rhode Island	Bachelor of Science	Sports/entertainment/event management	Hospitality sales and meeting management
New York University	New York, New York	Bachelor of Science	Hotel and tourism management	Conference and event management
Northeastern State University	Tahlequah, Oklahoma	Bachelor of Business Administration	Meetings and destination management	N/A
Roosevelt University	Chicago, Illinois	Bachelor of Science	Hospitality and tourism management	Meetings, conventions, and expositions management
University of Alabama	Tuscaloosa, Alabama	Bachelor of Science	Restaurant and hotel management	Conventions and trade shows
University of Central Florida	Orlando, Florida	Bachelor of Science	Hospitality management	Convention and conference management
University of Nevada, Las Vegas	Las Vegas, Nevada	Bachelor of Science	Hotel administration	Convention management; entertainment and event management
University of New Orleans	New Orleans, Louisiana	Bachelor of Science	Hotel, restaurant, and tourism administration	Meeting and convention management
Youngstown State University	Youngstown, Ohio	Bachelor of Science in Applied Science	Hospitality management	Event management

To better model a curriculum in Convention and Meeting/Event Planning, this study includes an overview and the specific attribute of each university offering those curriculums. However, this study did not include some of the university's curriculum since it was not available on the Internet.

<u>Grand Valley State University</u>

Grand Valley State University (2002) stated that the university offers both Bachelor of Science Degree and Bachelor of Art Degree in Hospitality and Tourism Management. The Bachelor of Science degree requires a three-course in quantitative reasoning. The Bachelor of Art degree requires the student to complete a foreign language course in the third semester. Both degrees offer the same emphasis in: Food Service, Lodging, Tourism, and other subjects including Resorts, Clubs, **Meeting Planning**, Convention Sales & Services, and Recreation. The curriculum of both Bachelor degrees in Hospitality and Tourism Management are excluded from this study since the curriculum plans were not available on the Internet.

<u>James Madison University</u>

According to James Madison University (2002), their university is the first hospitality program to be accredited by both Accreditation Commissions for Programs in Hospitality Administration (ACPHA) and The International Association for Management Education (AACSB). As one of the four year universities in the United States, James Madison University offers a Bachelor of Business Administration degree in Hospitality and Tourism Management with a concentration in: Food and Beverage Management; Lodging Management; Tourism and Entertainment Management; and **Special Events and Meeting Planning**. A minimum of 120 credit hours of undergraduate work is required for the student in the Hospitality and Tourism Management. The credit hours required for each of the program components is shown in table 2:

Table 2.

Curriculum at James Madison University

Requirement	Credit Hours
General education requirements	41-44
B.B.A lower-level core courses	23-30
Hospitality and Tourism major requirements	24
B.B.A upper-level core courses	15
Non-business electives	4-8
MINIMUM TOTAL	**120**

<u>Johnson & Wales University</u>

According to Johnson & Wales University (2002), the Center for Sports, Recreation and Event Management at Johnson & Wales University offers a Bachelor of Science degree in **Sports, Entertainment, and Event Management** with concentration in the following areas: Commercial Recreation, Hospitality Sales and Marketing, and Sport Management. Moreover, each class at Johnson & Wales University is 4.5 credits, while other universities offer 3 credit classes. The student is required to complete the following curriculum in table 3:

Table 3.

Curriculum at Johnson & Wales University

Requirement	Credit Hours
Major Courses	103.5
Related Professional Studies	23
General Studies	69.5
MINIMUM TOTAL	**194**

According to New York University (2002), the university, located in New York City, offers a Bachelor of Science degree in Hotel and Tourism Management which focuses on skills in destination marketing, business management, finance and accounting, human resource management, guest service operations, tourism planning, information technology, international business, and destinations and culture. The Bachelor of Science degree in Hotel and Tourism Management also offers the following concentration:

- Hotel and Resort Operations Analysis
- Tourism Planning
- **Conference and Event Management**
- Information Technology in Hospitality and Tourism
- Hotel Catering Management

To complete the Bachelor of Science degree in Hotel and Tourism Management with a concentration in Conference and Event Management, the student is required to acquire a total of 128 credits as in table 4:

Table 4.

Curriculum at New York University

Requirement	Credit Hours
University Core Courses	60
Professional Studies Core	8
Major Core	42
Conference and Event Management Concentration	12
Professional Electives	6
MINIMUM TOTAL	**128**

Northeastern State University offers a Bachelor of Business Administration in the **Meetings and Destination Management** (MDM) major. The MDM program is accredited by the Accreditation Commission for Programs in Hospitality Administration. Furthermore, it is approved by the Professional Convention Management Association (PCMA) (Northeastern State University, 2002).

The MDM program focuses on managing and serving meetings, conventions, trade shows, and special events. Students in the MDM program may choose to complete the program in three different ways, either Meeting and Convention management, Tourist Destination Development, or both (Northeastern State University, 2002).

According to Northeastern State University (2002), the following is the requirement for the MDM program in table 5:

Table 5.

Curriculum at Northeastern State University

Requirement	Credit Hours
University Core Courses	49
MDM Business Core	39
Required MDM Course	36
MINIMUM TOTAL	**124**

Roosevelt University

According to Roosevelt University (2002), the university, located in Chicago, Illinois, offers a Bachelor of Science in Hospitality and Tourism Management (BSHTM) that requires the student to complete a total of 120 credits, which is 66 semester hours in general education and 54 semester hours in the major. As shown in table 6, the student is

also required to select four courses in one of the four emphases which are Lodging

Management, Food and Beverage Management, Culinary Management, and **Meeting,**

Convention, and Exposition Management.

Table 6.

Curriculum at Roosevelt University

Requirement	Credit Hours
Hospitality Management course	54
University's general education course	36
Elective course	30
MINIMUM TOTAL	**120**

University of Alabama

According to The University of Alabama (2002), the university offers a Bachelor

of Science degree in Restaurant and Hotel Management with a concentration in:

Restaurant Management, Hotel Management, and **Conventions and Trade Shows**. The

University of Alabama also requires the Restaurant and Hotel Management students to

select one of the three concentrations by the first semester of their junior year. The

following is the curriculum requirement in table 7:

Table 7.

Curriculum at University of Alabama

Requirement	Credit Hours
University of Alabama Core Courses	41
Computer	6
Writing	6
HES Core	6
Major courses	32
Conventions and trade shows Concentration	11
MINIMUM TOTAL	**102**

University of Central Florida

Located in Orlando, Florida, The University of Central Florida (2002) offers a

Bachelor of Science degree in Hospitality Management, with a concentration in:

Generalist Track; **Convention/Conference Management** Track; Food Service and

Restaurant Operations Management Track; Vacation Ownership Resort Management

Track; Theme Park and Attraction Management Track; Tourism Management Track;

Lodging Management Track; and Financial Management and Technology Track. The

student needs to complete the university's requirements as in table 8:

Table 8.

Curriculum at The University of Central Florida

Requirement	Credit Hours
General Education Requirement	36
Introduction to Hospitality Mgmt	3
Hospitality Management Core	49
Hospitality Electives *(Convention/Conference Management Track)*	18
Foreign Language	0-8
University Free Electives	6-14
MINIMUM TOTAL	**120**

The University of Nevada, Las Vegas (2002) has long offered a Bachelor of
Science degree in Hotel Administration, with a concentration in **Convention
Management** Track, **Entertainment and Event Management** Track, and Tourism
Administration Track. The Convention Management concentration focuses on courses in
Meetings, Expositions, Exhibit Management, and Service Contracting. The concentration
in Entertainment and Event Management focuses on courses in: Performing Artist
Management and Representation, Touring, and Production Show Management.

With the Convention Management Concentration, table 9.1 shows the
requirements for this minor:

Table 9.1

Curriculum at The University of Nevada, Las Vegas

Requirement	Credit Hours
English Composition and Literature	9
Fine Arts	3
Humanities	6
Multicultural	3
International	3
Social Science	6
Constitutions	3-6
Sciences	6-8
Mathematics	3
Business	15
Hotel Administration Core	46
Convention Management Core	9
Convention Management Electives	6
Electives	14-15
MINIMUM TOTAL	**128**

Table 9.2 shows the requirements for the student in the Entertainment and Event

Management Concentration:

Table 9.2.

Curriculum at The University of Nevada, Las Vegas

Requirement	Credit Hours
English Composition and Literature	9
Fine Arts	3
Humanities	6
Multicultural	3
International	3
Social Science	6
Constitutions	3-6
Sciences	6-8
Mathematics	3
Business and Economic Core Requirement	15
Hotel Administration Core	46
Entertainment and Event Management Core	9
Entertainment and Event Management Electives	6
Electives	14-15
MINIMUM TOTAL	**128**

University of New Orleans

The University of New Orleans (2002) offers a Bachelor of Science degree in

Hotel, Restaurant, and Tourism Management (HRT) with six concentrations: Food and

Beverage Operations; **Meeting and Convention Management**; Tourism; Lodging

Operations Management; Club Management; and Gaming Operations Management.

The following curriculum in table 10 shows the requirements of a student with the

Meeting and Convention Management concentration:

Table 10.

Curriculum at The University of New Orleans

Requirement	Credit Hours
General Education Courses	47
Business Requirements	42
HRT Core	25
HRT Electives (*Meeting and Convention Management*)	15
MINIMUM TOTAL	**129**

Youngstown State University

  Youngstown State University (2002) offers a Bachelor of Science in Applied Science in Hotel, Restaurant & Event Management (HREM) with a concentration in Hotel and Lodging Management, **Event Management**, and Restaurant and Food Service Management. Moreover, each class at Youngstown State University is approximately 4 credits, while other universities offer 3 credit classes.

  The concentration in Event Management requires the student to complete the requirements in table 11:

Table 11.

Curriculum at Youngstown State University

Requirement	Credit Hour
General University core	60
Major core	71
Other core course	39
Concentration (*Event Management*)	20
MINIMUM TOTAL	**186**

Summary

This chapter reviews convention and meeting/event in its introduction to the industry. The literature review also includes the aftermath of the September 11 tragedy and the impact from the Internet Technology that tremendously affects the convention and meeting/event industry. Furthermore, the study embraced the universities and professional associations offering a curriculum in Convention and Meeting/Event Planning in order to identify the courses. The courses and certificates are listed and categorized in Chapter Three.

Chapter III

Introduction

This chapter discusses the format and required courses of the minor in Convention and Meeting/Event Planning by evaluating the educational programs offered by four-year universities in the United States. The study found eleven of the four-year universities offering specific programs related to Convention and Meeting/Event Planning.

To model a minor in Convention and Meeting/Event Planning, this chapter categorized different universities' courses and organized them into a course matrix. The matrix was then used to identify the common core of curriculum among the eleven universities and evaluate the courses that need to be included in this minor.

Overall, this chapter describes a methodology of study in the following areas: research design, population, instrumentation, and summary.

Research Design

This study was designed mainly to identify courses that need to be included in the Convention and Meeting/Event Planning minor. The researcher constructed a framework of this study as follows:

1. Researched on: overview, history, growth, and trend of the convention and meeting/event industry.

2. Researched on: the educational programs in Convention and Meeting/Event Planning offered by universities in the United States.

3. Developed the Matrix for the Convention and Meeting/Event Planning Minor

4. Identified the common core of courses that need to be included in the Convention and Meeting/Event Planning Minor.

5. Identified the fundamental and specialized courses that need to be included in the Convention and Meeting/Event Planning Minor.

By reviewing the article in the Successful Meetings Magazine and using Google Search Engine, the researcher found eleven universities in the United States offering educational programs in Convention and Meeting/Event Planning. Then, the researcher visited each website to list the courses required by each university. At the same time, the Matrix of Convention and Meeting/Event Planning Minor was developed and eventually categorized into common sub-core courses and core courses.

Population

To identify the courses that need to be included in the Convention and Meeting/Event Planning Minor, the researcher started with researching on the Convention and Meeting/Event Planning and event programs that already exist. Successful Meetings (2002), one of the leading meeting planning magazines, provides a

comprehensive list of eleven of the four-year universities in the United States offering an educational program in Convention and Meeting/Event Planning. To update the most current information, the researcher used "Google," which is one of the most comprehensive search engines on the Internet, on April 1, 2002 to identify the university that did not exist on the list in Successful Meetings's article.

According to Google (2002), the user could include more than one word by putting a "+" sign in front of it when it is essential to get the desired results. The user could also exclude a word from each search by putting a minus sign ("-") immediately in front of the term that need to be avoided. Moreover, Google also supports the "OR" operator. To search for the webpage that includes either word A or word B, use an uppercase OR between terms.

With the Google search engine, the researcher refined the search by setting the search limit with *convention+meeting+event+university+concentration*. The researcher found that there were total of 20,100 results relevant to the keyword. Due to the limitation of time, the researcher explored only the first 100 results. Starting on April 2, 2002 and finishing on April 3, 2002, the researcher found three of four-year universities in the United States that offer the related educational programs in Convention and Meeting/Event Planning. In addition, those three results also all are on the list in Successful Meetings's article.

On April 18, 2002, the researcher revisited eleven of the four-year universities's websites in the United States which offer an educational program in Convention and Meeting/Event Planning. The purpose was to identify the specific attribute of each program in order to model the educational program in Convention and Meeting/Event

Planning. The researcher updated the university's list in the Successful Meetings's article since the information on the Internet is more current. As some of information was not available on the Internet, the researcher utilized email to inquire of the contact person of each university. However, some universities did not respond to the email and therefore the information for some universities, such as a curriculum requirement for the concentration, is not available in this study.

Instrumentation

The researcher revisited the websites of the eleven universities on April 18, 2002 to identify the list of courses required by each university. The researcher selected only the "major" core courses and the "concentration" courses required in each university. The elective courses were excluded from this study since they are not specifically required by the universities.

Concurrently, the Matrix of Convention and Meeting/Event Planning Minor was developed by using Microsoft Excel program. As an evaluating instrument, the matrix was based on the Internet Marketing Matrix of Kim, whose study was done in 1999. This research used a modified method adapting Kim's Internet Marketing Matrix to collect and analyze data.

As the researcher listed all courses required by each university into the Matrix, the Matrix of Convention and Meeting/Event Planning Minor was, at the same time, categorized by all courses found in each university's website into 38 of common Courses by Area. After the researcher finished visiting each university's website on April 21,

2002, the research also categorized 38 of common sub-core courses into 11 common core courses. The core courses and courses by area are shown in the following table:

Table 12.

List of Core Courses and Courses by Area

Core Courses	Courses by Area	Total of Category	
		Net	%
Fundamentals	Hospitality and Tourism	5	13.16
	Business		
	Meeting, Destination, and Convention		
	Computer		
	Related Courses		
Hospitality and Tourism	Hospitality Management	6	15.79
	Hotel Management		
	Service Management		
	Restaurant, Catering, Banquet		
	Tourism		
	Related Courses		
Business	Sales and Marketing	6	15.70
	General Business		
	Finance		
	Human Resource		
	Accounting		
	Related Courses		
Law	Business	3	7.89
	Hospitality		
	Convention, Meeting, Event		
Seminar	Seminar	1	2.63
Field Experience, Internship, and Externship	Field Experience	3	7.89
	Internship		
	Externship		
Meeting, Convention, Event	Meeting Management	8	21.05
	Convention Management		
	Event Management		
	Trade Show Management		
	Destination Management		
	Exposition Management		
	Entertainment Management		
	Related Courses		
Science& Mathematics	Science& Mathematics	1	2.63
Professional Development	Professional Development	1	2.63
Research, Project, and Practicum	Research	3	7.89
	Project		
	Practicum		
Other courses	Other courses	1	2.63
TOTAL		**38**	**100%**

Summary

This study evaluated the courses that need to be included in the Convention and Meeting/Event Planning Minor. The Matrix was developed based on Kim's Internet Marketing Matrix. This chapter delineated two key methdologies in this study: the process of identifying courses in Convention and Meeting/Event Planning, and the process of developing its Matrix. The next chapter, chapter four, explains the findings of the study

Chapter IV

Introduction

The main purpose of this study was to identify the fundamental and specialized

courses that need to be included in a Convention and Meeting/Event Planning Minor. The

supportive purpose was to identify the common core of curriculum among the four-year

universities offering courses in Convention and Meeting/Event Planning in the United

States.

This chapter will present the findings of this study. The analysis will also focus

and explain in detail the following core courses:

- Fundamentals

- Hospitality and Tourism

- Business

- Law

- Seminar

- Field Experience, Internship, and Externship

- Meeting and Convention/Event

- Science& Mathematics

- Professional Development

- Research, Project, and Practicum

- Other

Findings of the Study

Credit Hours

Eight of the eleven universities in this study offer three-credit hours, while

Johnson & Wales University offers four and a half credit hours and Youngstown State

University offered four credit hours instead. The total required credit hours, for the

university offering three credit hours, vary from 102 to 129 and average 122 credit hours

as shown in table 13:

Table 13.

Credit Hours

University	Credit Hours per Course	Total Required Credit Hours
James Madison University	3	N/A
Johnson & Wales University	4.5	194
New York University	3	128
Northeastern State University	3	124
Roosevelt University	3	120
University of Alabama	3	102
University of Central Florida	3	120
University of Nevada, Las Vegas	3	128
University of New Orleans	3	129
Youngstown State University	4	186

Curriculum in Convention and Meeting/Event Planning

The findings in this study are shown in table 14 as follows:

Table 14.

Curriculum in Convention and Meeting/Event Planning

Core Courses	Courses by area	Total Core Courses		Total Courses by area	
		Net	%	Net	%
Fundamentals	Hospitality and Tourism	17	**6.83**	34	**13.65**
	Business	9	**3.61**		
	Meeting, Destination, and Convention	4	**1.61**		
	Computer	3	**1.20**		
	Related Courses	1	**0.40**		
Hospitality and Tourism	Hospitality Management	12	**4.82**	63	**25.30**
	Hotel Management	10	**4.02**		
	Service Management	6	**2.41**		
	Restaurant, Catering, and Banquet Management	25	**10.04**		
	Tourism Management	5	**2.01**		
	Related Courses	5	**2.01**		
Business	Sales and Marketing	15	**6.02**	48	**19.28**
	General Business	4	**1.61**		
	Finance	4	**1.61**		
	Human Resource	6	**2.41**		
	Accounting	12	**4.82**		
	Related Courses	7	**2.81**		
Law	Business	1	**0.40**	11	**4.42**
	Hospitality	9	**3.61**		
	Convention, Meeting, Event	1	**0.40**		
Seminar	Seminar	5	**2.01**	5	**2.01**
Field Experience, Internship, and Externship	Field Experience	8	**3.21**	19	**7.63**
	Internship	10	**4.02**		
	Externship	1	**0.40**		
Meeting, Convention, and Event	Meeting Management	2	**0.80**	49	**19.68**
	Convention Management	5	**2.01**		
	Event Management	6	**2.41**		
	Trade Show Management	2	**0.80**		
	Destination Management	2	**0.80**		
	Exposition Management	2	**0.80**		
	Entertainment Management	5	**2.01**		
	Related Courses	25	**10.04**		
Science& Mathematics	Science& Mathematics	4	**1.61**	4	**1.61**
Professional Development	Professional Development	3	**1.20**	3	**1.20**
Research, Project, and Practicum	Research	2	**0.80**	6	**2.41**
	Project	1	**0.40**		
	Practicum	3	**1.20**		
Other courses	Other courses	7	**2.81**	7	**2.81**
TOTAL		249	**100%**	249	**100%**

Figure 1 also shows the percentage found in this study of each core course:

Figure 1.

Percentage of Core Courses
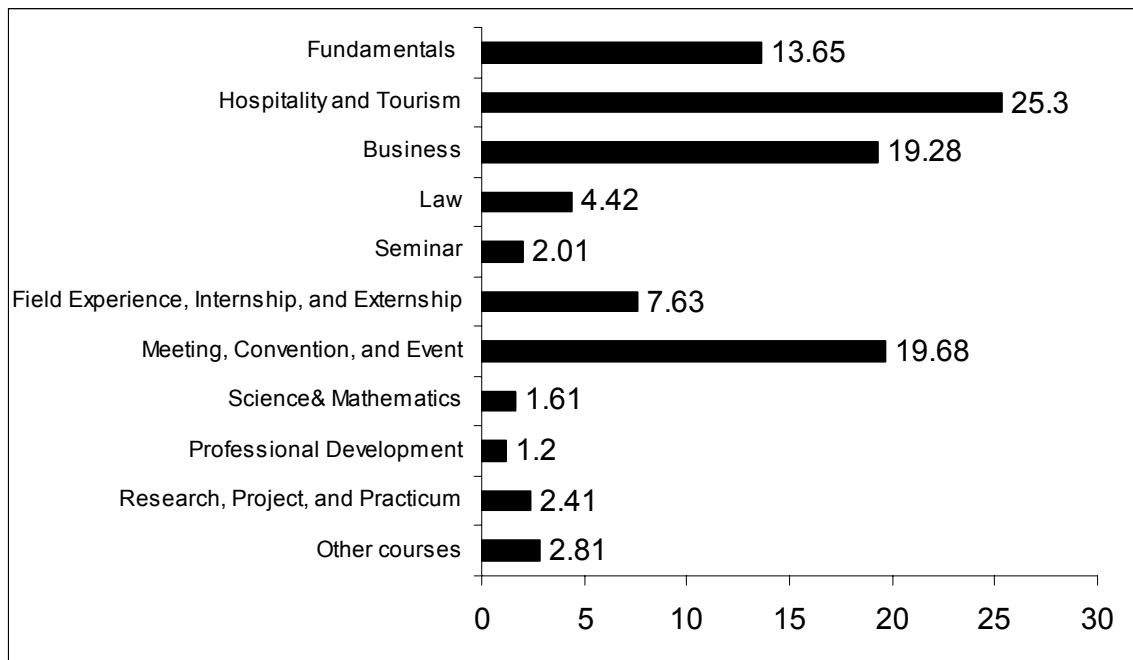
Core Fundamentals Courses

All eleven universities required the student to take the fundamental courses. From the entire 249 courses, there are 33 fundamental courses, 13.25 %, found in this study. The course titles are different, such as Fundamentals, Introduction, and Principle. The core fundamentals courses found in this study include the following courses by area:

- Hospitality and Tourism Courses

- Business Courses

- Meeting and Convention/Event Planning Courses

- Computer Courses

- Related Courses

Figure 2 shows the percentage of each course by area found in the Core

Fundamentals Courses:

Figure 2.

Percentage of Fundamental Courses
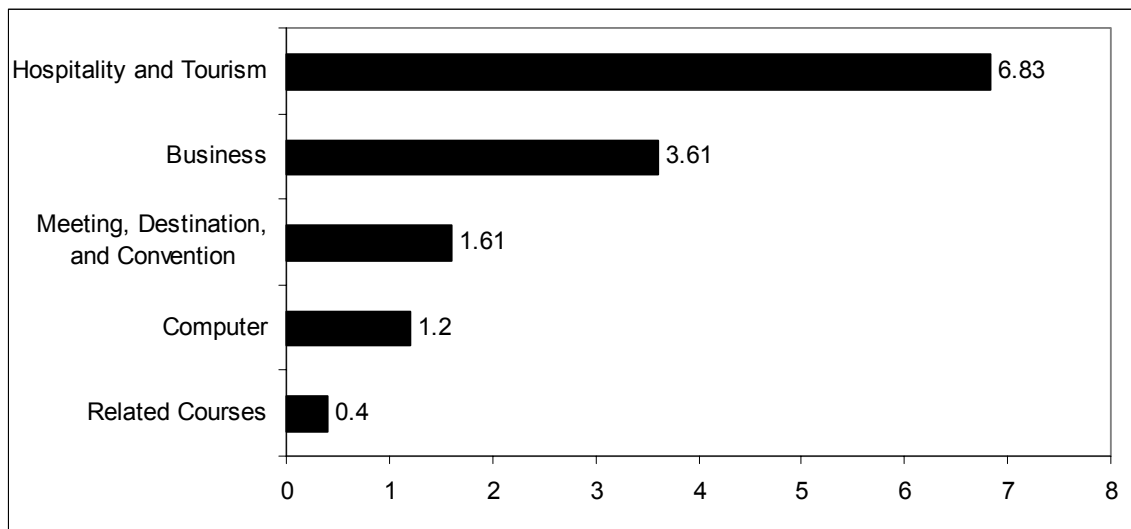
Hospitality and Tourism

Hospitality and tourism is the most important course among the fundamental

courses. As the largest segment within the fundamental courses, most hospitality and

tourism courses are an introduction to the hospitality and tourism industry. Some courses,

as shown in table 15, are an introduction to the specific business, such as hotel,

restaurant, food service, sport, entertainment, resort time sharing, and event management.

Table 15.

Fundamental Hospitality and Tourism Courses

Course Title	Net
Fundamentals	2
Introduction to Hospitality and Tourism Management	2
Introduction to Hotel and Tourism Management	1
Introduction to Tourism Management	1
Introduction to the Hospitality and Tourism Industry	2
Introduction to Hotel, Restaurant, and Hospitality Management	1
Introduction to Hotel, Restaurant, and Tourism Administration	1
Principles of Resort Time Sharing	1
Introduction to Hospitality Industry	2
Introduction to Food Service Management	1
Principles of Food Preparation	1
Food Service Operations Fundamentals	1
Principles of Travel and Tourism	1
TOTAL	**17**

Business

Business courses are the second largest segment within the fundamental courses.

As shown in table 16, nine courses were found in this study as fundamentals of business

courses. Three courses are focused on: Macroeconomics, Microeconomics, and

Economics. The remaining courses are related to accounting, finances, marketing, and

management.

Table 16.

Fundamental Business Courses

Course Title	Net
Introduction to Finance Accounting	1
Principles of Macroeconomics	1
Introduction to Managerial Accounting	1
Principles of Microeconomics	1
Introduction to Marketing	1
Principles of Finance	1
Principles of Economics	2
Principles of Management	1
TOTAL	**9**

Meeting, Destination, and Convention

Table 17 shows three courses related to Meeting, Destination, and Convention Management, which is the third largest segment in fundamental courses. Those three courses are offered by Northeastern State University and University of Nevada, Las Vegas.

Table 17.

Fundamental Meeting, Destination, and Convention Courses

Course Title	Net
Principles of Meeting Management	1
Principles of Destination Development	1
Introduction to Convention Industry	1
Introduction to Sport, Entertainment, and Event Management	1
TOTAL	**4**

<u>Computer</u>

Only Northeastern State University, University of Central Florida, and Grand

Valley State University offer fundamental courses in computer, as shown in table 18.

Table 18.

Fundamental Computer Courses

Course Title	Net
Fundamentals of Computer Usage	1
Computer Fundamentals for Business	1
Introduction to Computing	1
TOTAL	**3**

Core Hospitality and Tourism Courses

The analysis indicates that Hospitality and Tourism courses, the largest segment

of the core courses, play a key role in the curriculum of the educational program in

Convention and Meeting/Event Planning. There are a total of 63 courses in the

Hospitality and Tourism core courses, which is 25.30 % of the entire courses of this

study. This core includes the following courses by area:

- Hospitality Management

- Hotel Management

- Service Management

- Restaurant, Catering, and Banquet Management

- Tourism Management

- Related Courses

Figure 3 also shows the percentage of each course by area found in the Core

Hospitality and Tourism Courses:

Figure 3.

Percentage of Hospitality and Tourism Courses
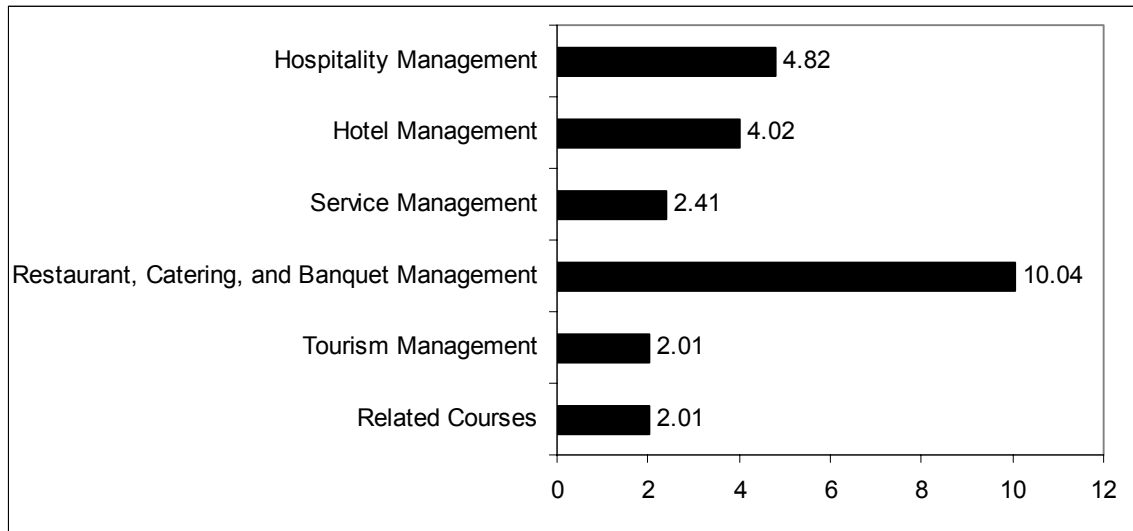
Hospitality Management

This study found 12 Hospitality Management courses, which is also 4.82 % of the

entire 249 courses in the findings. As shown in table 19, three of the hospitality and

tourism courses are administration courses and two of them are Hospitality Purchasing

courses.

Table 19.

Hospitality Management Courses

Course Title	Net
Hospitality Systems Analysis	1
Hospitality Administration	1
Strategic Management in the Hospitality Industry	1
Distinguished Lectures in Hospitality Management	1
Organizational Development for Hospitality	1
Hospitality Purchasing	2
Personnel Administration in the Hospitality Industry	2
Hospitality Industry Management	1
Hospitality Security	1
Hospitality Operations Management	1
TOTAL	**12**

Hotel Management

This study found ten Hotel Management courses in the Core Hospitality and

Tourism courses. Most of them are related to the Hotel operation, such as Front Office

Management, Hotel Operations and Catering, Hotel-Motel Operations and Management.

Four courses in this core are Lodging-related courses, as shown in table 20.

Table 20.

Hotel Management Courses

Course Title	Net
Lodging Systems	1
Lodging Operations	3
Room Division Management	1
Front Office Management	2
Hotel Operations and Catering	2
Hotel-Motel Operations and Management	1
TOTAL	**10**

Service Management

According to table 21, six courses are shown as Service Management courses, which is 2.41 % of all the courses in this study.

Table 21.

Service Management Courses

Course Title	Net
Service Industry Management	1
Organizational Theory Applied to the Service Industry	2
Service Systems, Planning and Control	2
Service Organization Management in Hospitality	1
TOTAL	**6**

Restaurant, Catering, and Banquet Management

The analysis determined that 10.04 % of the total courses were Restaurant, Catering, and Banquet Management. These courses seem to play a key role in most universities' overall curriculum. With a total of 25 courses, as shown in table 22, this course by area is composed of the following significant courses: Food and Beverage, Food Service, Food Systems, Quantity Food Production, Food Purchasing, Catering, and Banquet.

Table 22.

Restaurant, Catering, and Banquet Management Courses

Course Title	Net
Food and Beverage Control	1
Food and Beverage Cost Control	1
Food and Beverage Management	3
Food Service Systems	1
Food Science	1
Food Safety	1
Food Service Sanitation	2
Purchasing and Design in Food Service Systems	1
Quantity Food Production and Service	1
Quantity Food Preparation	1
Quantity Food Management	2
Food Purchasing, Production and Control	1
Advanced Food Service and Production Management	2
Catering and Banquet Organization	1
Catering Sales & Operations	1
Personal Nutrition	1
Food Management	1
Food Systems: Operation	1
Food Systems: Lab	1
Food Systems: Production and Service	1
TOTAL	**25**

Tourism Management

According to table 23, there are only five Tourism Management related courses, which are 2.01 % of the 249 courses in this study.

Table 23.

Tourism Management Courses

Course Title	Net
Travel Systems	1
Tourism Destinations and Cultures	1
Tourism Management	1
Incentive Travel	1
Tourism Planning and Operations	1
TOTAL	**5**

Related Courses

  Since some courses are a combination of two courses, the research decided to categorize those courses as "Related Courses", such as Hotel and Tourism Promotions and Public Relations, Hotel and Restaurant Management, and Policy Issues in Tourism and Hospitality. As shown in table 24, the other two courses, which are Guest Service Management and Hospitality Information Systems, are also identified as Related Courses.

Table 24.

Hospitality and Tourism Related Courses

Course Title	Net
Hotel and Tourism Promotions and Public Relations	1
Hotel and Restaurant Management	1
Hospitality Information Systems	1
Guest Service Management	1
Policy Issues in Tourism and Hospitality	1
TOTAL	**5**

Core Business and Related Courses

Forty eight courses, which are 19.28 %, are business-related courses found in this study. The business-related courses are also the third largest segment of courses in this study. This core course includes the following courses by area:

- Sales and Marketing

- General Business

- Finance

- Human Resources

- Accounting

- Related Courses

Figure 4 shows the percentage of each course by area found in the Core Business Courses:

Figure 4.

Percentage of Business Courses

A horizontal bar chart titled with categories and values:
- Sales and Marketing: 6.02
- General Business: 1.61
- Finance: 1.61
- Human Resource: 2.41
- Accounting: 4.82
- Related Courses: 2.81

X-axis scaled from 0 to 7.
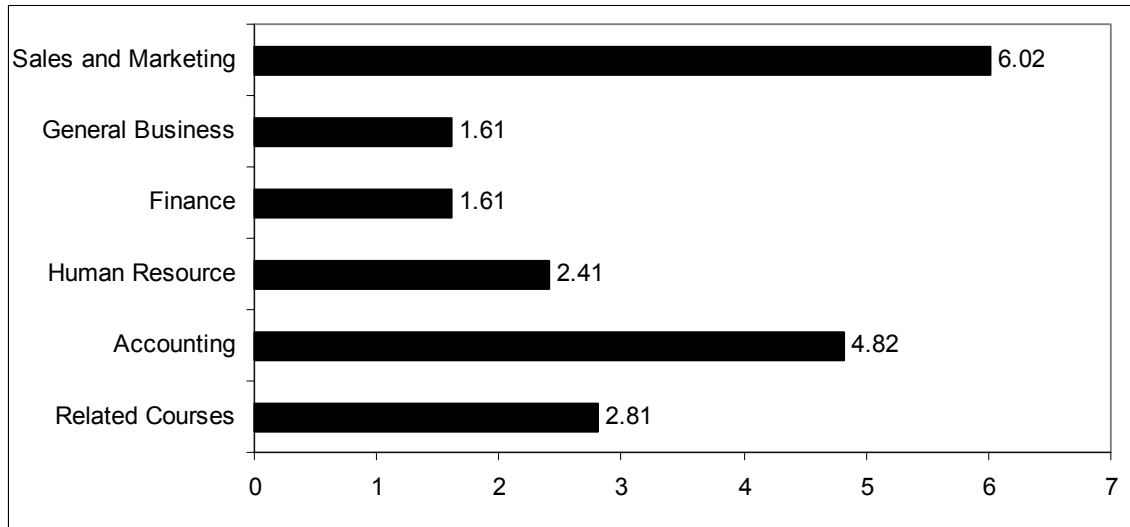
Sales and Marketing

      Sales and Marketing is the most important course requirement for all universities, except the University of Alabama. Table 25 shows that there are four courses of Hospitality Marketing offered by three universities, which are: the University of Central Florida, University of Nevada-Las Vegas, and Youngstown State University. The other Sales and Marketing courses are mostly the combination of two different courses, such as Tourism and Hospitality Marketing, Meetings and Destination Marketing, and Hospitality and Services Marketing.

Table 25.

Sales and Marketing Courses

Course Title	Net
Tourism Marketing & Promotion	1
Hospitality and Services Marketing	1
Integrated Functional Systems: Marketing	1
Hospitality Strategic Marketing	1
Hospitality Marketing	4
Meetings and Destination Marketing	1
Promotion Strategies	1
Sales Management	1
Advanced Marketing for the Hospitality Industry	1
Destination Marketing	1
Tourism and Hospitality Marketing	2
TOTAL	**15**

General Business

Table 26 shows only three general business courses, which is 1.61 % of the entire

249 courses in this study.

Table 26

General Business Courses

Course Title	Net
Integrated Functional Systems: Management	1
Business Policy	2
Advanced Administration	1
TOTAL	**4**

<u>Finance</u>

Like the General Business core, the Finance related courses are 1.61 % of all courses. However, two of them are Hospitality and Tourism-related courses, while the other course, Integrated Functional Systems: Finance, is not. The detail is shown in table 27.

Table 27

Finance Courses

Course Title	Net
Integrated Functional Systems: Finance	1
Financial Management for Hospitality and Tourism	1
Financial Accounting for the Hospitality Industry	2
TOTAL	**4**

<u>Human Resources</u>

As 2.41 % of the 249 courses in this study, the Human Resources course is the fourth largest segment in the core Business courses. Two courses, as shown in table 28, offered by both The University of Central Florida and Johnson & Wales University, are a combination of Hospitality and Human Resources, which are Hospitality Human Resource Management and Hospitality Human Resources and Diversity Leadership.

Table 28

Human Resource Courses

Course Title	Net
Human Resource Management	1
Hospitality Human Resource Management	1
Hospitality Human Resource and Diversity Leadership	1
Human Resource Development	1
Labor-Management Relations	2
TOTAL	**6**

Accounting

The analysis found that the Accounting course, which is 4.82 % of the entire 249 courses is the second largest segment of the Business core. As shown in table 29, seven of the twelve Accounting courses relate to Hospitality, Hotel, and Tourism. All four Hospitality Accounting courses are offered by the University of Nevada-Las Vegas, with two courses for its Convention Management concentration and the other two courses for its Entertainment and Event Management concentration.

Table 29.

Accounting Courses

Course Title	Net
Business Accounting and Lab	2
Managerial Accounting	3
Hospitality Managerial Accounting	1
Hotel and Tourism Accounting	1
Hospitality Accounting	4
Hospitality Industry Accounting	1
TOTAL	**12**

<u>Related Courses</u>

This study identified the non-category courses within the core business as the "Related courses." However, it is the third largest segment of the core business courses since is is 2.81 % of the total 249 courses. The detail is shown in table 30.

Table 30.

Business Related Courses

Course Title	Net
Business Management and Organization	1
Organizational Theory and Behavior	1
The Global Market	1
Statistical Methods for Business	1
Management Information Systems	1
Business Communications	1
Business Statistics	1
TOTAL	**7**

Core Law Courses

Core Law courses are 4.42 % of the eleven core courses. This topic includes the following Law courses by area:

- Business

- Hospitality

- Convention and Meeting/Event Planning

Since this study found only a small number of courses in the core Law courses, all three courses by area are explained in table 31:

Table 31.

Law Courses

Courses by area	Course Title	Net
Business	The Legal Environment of Business	1
	Hospitality Law & Legislation	2
	Legal Environment in Hospitality	2
Hospitality	Hospitality and Travel Law	1
	Hotel, Restaurant, and Convention Law	1
	Hotel Law	2
	Hospitality Industry Law	1
Convention, Meeting, and Event	Laws and Regulations for Meetings and Destinations	1
TOTAL		**11**

According to table 31, these nine courses are the major courses in core Law courses.

Core Seminar Courses

There are five courses listed in the core Seminar course which is 4.42 % of the total 249 courses in this study. The detail is shown in table 32.

Table 32.

Seminar Courses

Course Title	Net
Hospitality and Tourism Management Seminar	1
Recreation/ Leisure Management Seminar	1
Professional Seminar	1
Hotel, Restaurant and Management Seminar	1
TOTAL	**5**

Core Field Experience, Internship, and Externship Courses

At 7.63 %, the Field Experience, Internship, and Externship Courses are the fifth largest segment of the entire courses in this study. This area has three distinct titles:

- Field Experience

- Internship

- Externship

According to table 33, a total of 19 courses is found in the Core Field Experience, Internship, and Externship Courses. There are total of 8 courses in the Field Experience courses by area. All of them have a different course title, such as Field Preparation, Field Experience, and Practical Hospitality Experience. The other 10 courses are identified as an Internship. There is only one course, offered by James Madison University, that is a specific supervisory internship.

Table 33.

Field Experience, Internship, and Externship Courses

Courses by area	Course Title	Net
Field Experience	Field Preparation	1
	Field Experience	1
	Practical Hospitality Experience	2
	Hotel, Restaurant and Tourism Work Experience	2
	Hospitality Cooperative Work Experience	1
	Field Experience in Human Ecology	1
Internship	Senior Internship	1
	Internship Preparation	1
	Internship Required, No credit	1
	Supervisory Internship required, no credit	1
	Internship I	3
	Hospitality Internship	3
Externship	Sports/ Entertainment/ Event Management Externship	1
TOTAL		**19**

Meeting and Convention/Event Planning and Related Courses

Meeting and Convention/Event Planning and Related Courses are the second largest segment among the core courses. It consists of 49 courses, which is 19.68 %t of the total courses in this study.

This key area is composed of the following courses by typical area:

- Meeting Management

- Convention Management

- Event Management

- Trade Show Management

- Destination Management

- Exposition Management

- Entertainment Management

- Related Courses

Figure 5 also shows the percentage of each course by area in the core Meeting and Convention/Event Planning Courses:

Figure 5

Percentage of Meeting and Convention/Event Planning Courses
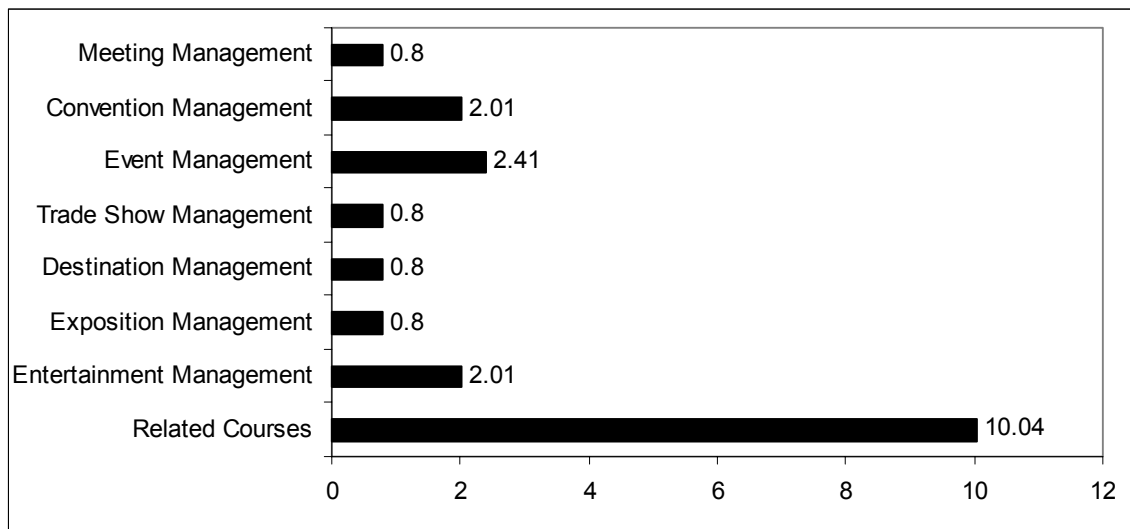
<u>Meeting Planning</u>

     Meeting Planning courses are 0.8 % of the total 249 courses. As a Course by

Area, Meeting Planning shows one courses offered by Grand Valley State University and

University of Central Florida. The detail is shown in table 34.

Table 34.

Meeting Planning Course

Course Title	Net
Meeting Planning	2
TOTAL	**2**

<u>Convention Management</u>

     This study found five courses in Convention Management, which is 2.01 % of the

total courses in this study. Two of them are also related to Conference Management as

well. Since Conference Management is not widely taught, this study categorized

Conference Management in the same Course by Area with Convention Management. The

detail is shown in table 35.

Table 35

Convention Management Courses

Course Title	Net
Convention Sales & Services	1
Conference and Convention Management	2
Convention and Conference Sales	1
Convention Service Management	1
TOTAL	**5**

Event Management

As the second largest segment within the core Convention and Meeting/Event
Planning Courses, Event Management courses are offered by six universities. Like the
Convention Management courses by area, the Event Management, as shown in table 36,
also includes the conference-related course in this category as well.

Table 36

Event Management Courses

Course Title	Net
Event Management	3
Technology for Conference and Event Management	1
Special Events Management	2
TOTAL	**6**

Trade Show Management

Trade Show Management, as a course by area, is 0.80 % of the courses in this
study. Exhibit-related course is also included in this course by area. According to table
37, Trade Show Management is offered by The University of Central Florida and The
University of Nevada, Las Vegas.

Table 37

Trade Show Management Courses

Course Title	Net
Exhibit and Trade Show Operations	1
Trade Show Operations	1
TOTAL	**2**

Destination Management

      Like Trade Show Management, Destination Management is 0.80 % of the total

249 courses. As shown in table 38, Destination Management is offered by Northeastern

State University and The University of Nevada, Las Vegas.

Table 38

Destination Management Courses

Course Title	Net
Applied Destination Management	1
Destination Management Company Administration	1
TOTAL	**2**

Exposition Management

      Exposition Management is another course that is identified as 0.80 % of the total

courses. As shown in table 39, it is offered by Johnson & Wales University and

University of Nevada, Las Vegas.

Table 39

Exposition Management Courses

Course Title	Net
Trade Center/ Exposition Management	1
Exposition Service Contracting	1
TOTAL	**2**

<u>Entertainment Management</u>

Like Convention Management, Entertainment Management, as shown in table 40, has a total of five courses which is 2.01 % of the total courses in this study.

Table 40

Entertainment Management Courses

Course Title	Net
Entertainment Management	1
Box Office Management	1
Media in Entertainment	1
Hotel Entertainment	1
Entertainment on the Road	1
TOTAL	**5**

<u>Related Courses</u>

Convention and Meeting/Event Planning related courses is the largest group of courses in this section. According to table 41, most courses listed in this area are a combination of two related topics, such as Special Events and Meeting Planning, Convention and Trade Show Management, and Sport and Concert Arena Management. However, some courses are specialized courses, but those courses are considered as related courses, such as Facilities Management, Media Relations, and Association Management.

Table 41

Convention and Meeting/Event Planning Related Courses

Course Title	Net
Facilities Management	4
Public Assembly Facility Management	1
Media Relations	1
Contemporary Issues in Sport/ Entertainment/ Event Management	1
Meetings, Convention, and Exposition Industry	1
Special Events and Meeting Planning	1
Applied Meetings and Convention Management	1
Advanced Meetings and Convention Management	1
Convention and Trade Show Management	1
Special Events and Trade Show Management	1
Theme Park and Attraction Management	1
Fair and Amusement Park Administration	1
Festival and Event Management	1
Convention Facility Management	1
International Exhibition and Exposition Management	1
Association Management	1
Performing Artist Representation and Management	1
Production Show Management	1
Exhibit Management	1
Management of Hospitality Destination Systems	1
Sport and Concert Arena Management	2
TOTAL	**25**

Core Science& Mathematics Courses

As shown in table 42, core Science and Mathematics courses are offered by Grand Valley State University, Johnson & Wales University, and The University of Central Florida. As 1.61 % of the core courses, most courses in this core are related to Computing and Mathematics courses as shown in the following table:

Table 42.

Science and Mathematics Courses

Course Title	Net
Algebra or Quantitative Applications	2
Statistics	1
Applied Business Mathematics	1
TOTAL	**4**

Core Professional Development Courses

As 1.20 % of the core courses in this study, Core Professional Development

consists of only three courses offered by Johnson & Wales University and New York

University as shown in table 43.

Table 43

Professional Development Courses

Course Title	Net
Professional Development	1
Managing Negotiations in the Service Industries	1
Conflict Resolution	1
TOTAL	**3**

Core Research, Project, and Practicum Courses

According to table 44, core Research, Project, and Practicum is composed of six

courses offered by New York University, Roosevelt University, and The University of

Central Florida. This core is 2.41 % of the courses in this study, as shown in the

following table:

Table 44

Research, Project, and Practicum Courses

Courses by area	Course Title	Net
Research	Applied Research in Hospitality and Tourism	1
	Hospitality Methods and Research	1
Project	Hospitality Senior Project	1
Practicum	Practicum	3
TOTAL		**6**

Other courses

As shown in table 45, seven courses in this study are not compatible with any area

of courses and are therefore considered as the "Other courses." This is 2.81 % of the 249

courses in this study as shown in the following table:

Table 45

Other Courses

Course Title	Net
Integrated Functional Systems: Operations	1
Desktop Publishing	1
Layout and Design	1
Consumer Communication	1
Contemporary Issues	1
Family and Consumer Sciences Professional	1
Individual and Family Development	1
TOTAL	**7**

Summary

This chapter discussed the findings of the study by identifying the core courses and courses by area. This chapter also explained the frequency of each course in the "courses by area." The findings showed that there is a total of eleven universities in the United States that offer twelve Convention and Meeting/Event Planning related educational programs. With the total of 249 courses, Hospitality and Tourism is the largest segment of core courses. The second largest core course is Convention and Meeting/Event Planning courses, while the third largest segment of core courses is Business courses.

The next chapter, chapter five, will recommend the core courses, courses by area, and typical courses that need to be included in the Convention and Meeting/Event Planning Minor at the University of Wisconsin-Stout.

Chapter V

Introduction

This study reviews the curriculums in Convention and Meeting/Event Planning offered by four-year universities in the United States. Furthermore, this study reviews several articles related to convention and meeting/event to identify the skills needed in this profession. The main purpose of this study is to propose a curriculum for the Convention and Meeting/Event Planning Minor for the Hospitality and Tourism Department at the University of Wisconsin-Stout.

Curriculum in Convention and Meeting/Event Planning

This study found that the curriculums offered by the universities in the United States are somewhat similar to the skills needed by the industry. Moreover, the required curriculum in Convention and Meeting/Event Planning in most universities contains the basic educational foundation, major core courses, concentration courses, and elective courses. However, the core courses, courses by area, and typical courses at each university are very different.

To better model a curriculum in the Convention and Meeting/Event Planning Minor, this study reviewed the skills needed by the professionals in the convention and meeting/event industry. According to Business Wire (2001), the research conducted by Strategic Marketing Inc. and Pathfinder Research Group revealed that the Meeting

industry executives need the following skills in their profession: Meeting Management, Negotiation, Technology, Exhibition Management, Law, Finances, and Food and Beverage.

This chapter proposes a Convention and Meeting/Event Planning Minor based on a Lodging Minor at the University of Wisconsin-Stout (UW-Stout). Offered by the Hospitality and Tourism Department, the Lodging Minor was selected since it has the most relevant courses compared with the other two minors, which are the Property Management Minor and the Tourism Minor. The requirement of the Lodging Minor includes the following core courses: Business, Law, and Specialized courses.

From the review of the industry research and minors at UW-Stout, this study divided all core courses into two categories. The first category is the prerequisite courses for the minor in Convention and Meeting/Event Planning; the second category is the specialized courses for this minor. Furthermore, the following will recommend the necessary curriculum for minor prerequisite courses and minor courses.

Prerequisite Courses for the Minor in Convention and Meeting/Event Planning

This study recommends seven core courses, required by most universities in this study as a major course, to be included in the Prerequisite Courses for the Minor in Convention and Meeting/Event Planning:

- Fundamentals

- Hospitality and Tourism

- Seminar

- Field Experience, Internship, and Externship

- Science and Mathematics

- Professional Development

- Research, Project, and Practicum

The following will serve as selected courses at UW-Stout to be included as a prerequisite for the minor in Convention and Meeting/Event Planning. First, this study recommends courses that are already offered by the Department of Hospitality and Tourism. This study also recommends additional courses that should be included in this minor. If UW-Stout does not offer a relevant course in a specific area, the following tables will show these courses as "Not Available" in the "Recommended" or "New Additional Courses." If the table shows "Nothing New Recommended," it means UW-Stout offers all necessary courses that should be included in this minor and there are no further recommendations for additional courses.

Fundamentals

The fundamental core should include the introductory courses in the following areas: Hospitality and Tourism, Business, Meeting, Destination, and Convention, and Computer. Some introduction courses are already offered by The University of

Wisconsin-Stout (UW-Stout). However, some courses are not offered by UW-Stout and therefore this study recommends the additional courses as shown in table 46.

Table 46.

Recommended Fundamental Courses

Courses by Area	Recommended Courses at UW-Stout	Recommended New or Additional Courses
Hospitality and Tourism	• Introduction to Hospitality (HT100) • Introduction to Tourism (HT140)	• Introduction to Hotel, Restaurant, and Hospitality Management
Business	• Introduction to Financial Accounting (BUACT206) • Principles of Marketing (BUMKG330) • Principles of Management (BUMGT304) • Principles of Economics (ECON210)	Nothing New Recommended
Meeting, Destination, and Convention	Not Available	• Principles of Meeting Management • Principles of Destination Development • Introduction to Convention Industry • Introduction to Sport, Entertainment, and Event Management
Computer	• Computer Concepts (CS140)	• Computer Fundamentals for Business

Hospitality and Tourism

The Hospitality and Tourism core should include courses in Hospitality Management, Hotel Management, Service Management, Restaurant, Catering, and Banquet Management, and Tourism Management. Most of the recommended courses are offered at The University of Wisconsin-Stout, as table 47 shows:

Table 47.

Recommended Hospitality and Tourism Courses

Courses by Area	Recommended Courses at UW-Stout	Recommended New or Additional Courses
Hospitality Management	• Hospitality Organization Management (HT200)	• Hospitality Purchasing • Personnel Administration in Hospitality Industry
Hotel Management	• Housekeeping Procedures (HT130) • Front Office Operations (HT133) • Lodging Administration (HT430)	• Room Division Management • Hotel Operations and Catering
Service Management	• Hospitality Service Management (HT218) • Service Operations Management (SRVM210)	• Organizational Theory Applied to the Service Industry • Service Systems, Planning and Control
Restaurant, Catering, and Banquet Management	• Institutional Food Purchasing (HT150) • Quantity Food Production (HT324) • Food, Beverage and Labor Cost Controls (HT362) • Catering (HT424) • Restaurant Operational Management (HT426) • Food Service Administration (HT450) • Foods (FN124) • Nutrition in the Hospitality Industry (FN106)	• Restaurant and Beverage Control • Food Service Sanitation • Advanced Food Service and Production Management
Tourism Management	• Tourism Goods and Services (HT240)	• Travel Systems • Tourism Destinations and Cultures • Tourism Management • Incentive Travel • Tourism Planning and Operations

Seminar

The Hospitality and Tourism Department at The University of Wisconsin-Stout

offered one seminar course that is related to Hospitality and Tourism. However, this

study still recommends the additional Seminar courses in table 48.

Table 48.

Recommended Seminar Courses

Core	Recommended Courses at UW-Stout	Recommended New or Additional Courses
Seminar	• Seminar in Hospitality and Tourism Management (HT492)	• Hospitality and Tourism Management Seminar • Recreation/ Leisure Management Seminar • Professional Seminar • Hotel, Restaurant, and Management Seminar

Field Experience, Internship, and Externship

This core course includes courses in the following areas: Field Experience,

Internship, and Externship. The University of Wisconsin-Stout offered only two Field

Experience courses as table 49 shows.

Table 49.

Recommended Field Experience, Internship, and Externship Courses

Courses by Area	Recommended Courses at UW-Stout	Recommended New or Additional Courses
Field Experience	• Field Experience (HT498) • Co-op (HT449)	• Practical Hospitality Experience • Hotel, Restaurant, and Tourism Work Experience • Hospitality Cooperative Work Experience
Internship	Not Available	• Supervisory Internship • Internship • Hospitality Internship
Externship	Not Available	• Sport, Entertainment, Event Management Externship

<u>Science and Mathematics</u>

Science and Mathematics core courses include Algebra, Statistics, and Mathematics. Since UW-Stout offers all of the necessary courses, there are no recommended additional courses in table 50.

Table 50.

Recommended Science and Mathematics Courses

Core	Recommended Courses at UW-Stout	Recommended New or Additional Courses
Science and Mathematics	- Fundamentals of Algebra (MATH010) - Elementary Statistics (STAT130) - Business Mathematics (MATH119)	Nothing New Recommended

<u>Professional Development</u>

This study recommends Professional Development core courses to be included in this curriculum as shown in table 51.

Table 51.

Recommended Professional Development Courses

Core	Recommended Courses at UW-Stout	Recommended New or Additional Courses
Professional Development	Organizational Leadership (INMGT400)	- Professional Development - Managing Negotiations in Service Industries - Conflict Resolution

<u>Research, Project, and Practicum</u>

In most universities, Research, Project, and Practicum courses are normally required for the student to complete in his or her senior year. The details and recommendations of these core courses are explained in table 52.

Table 52.

Recommended Research, Project, and Practicum Courses

Core	Recommended Courses at UW-Stout	Recommended New or Additional Courses
Research, Project, and Practicum	• Special Problems in Hospitality and Tourism (HT481)	• Applied Research in Hospitality and Tourism • Hospitality Methods and Research • Hospitality Senior Project • Practicum

Courses for the Minor in Convention and Meeting/Event Planning

This study recommends the Convention and Meeting/Event Planning Minor to include the following core courses in its curriculum:

- Business

- Law

- Meeting and Convention/Event Planning

<u>Business</u>

The business core should include courses in Sales and Marketing, General Business, Finance, Human Resource, and Accounting. The University of Wisconsin-

Stout offers most of the necessary courses. However, this study also recommends other courses as alternatives in table 53.

Table 53.

Recommended Business Courses

Courses by Area	Recommended Courses at UW-Stout	Recommended New or Additional Courses
Sales and Marketing	• Hospitality Service Marketing (HT208) • Hospitality Marketing and Sales (HT251) • Marketing Management (BUMKG436)	• Tourism Marketing and Promotion • Integrated Functional Systems: Marketing • Hospitality Strategic Marketing • Sales Management • Destination Marketing
General Business	• Integrated Management Systems (HT451) • Understanding Business (BUMGT115)	• Business Policy • Advanced Administration
Finance	• Hospitality - Financial Analysis, Budget and Forecasting (HT462)	• Integrated Functional Systems: Finance • Financial Management for Hospitality and Tourism
Human Resource	• Hospitality Industry - Employee and Labor Relations (HT461)	• Hospitality Human Resource Management • Hospitality Human Resource and Diversity Leadership • Human Resource Development
Accounting	• Hospitality and Tourism Accounting (HT361)	• Business Accounting and Lab • Managerial Accounting • Hotel and Tourism Accounting • Hospitality Industry Accounting

Law

Law core composes three different areas in Business, Hospitality, and Convention, Meeting, and Event Planning courses. According to table 54, this study recommends that the Law core courses include the following:

Table 54.

Recommended Law Courses

Courses by Area	Recommended Courses at UW-Stout	Recommended New or Additional Courses
Business	• Business Law (BULGL318)	• The Legal Environment of Business
Hospitality	• Consumer Law (HT381) • Hospitality Industry Law and Liability (HT460)	• Hospitality Law & Legislation • Legal Environment in Hospitality • Hospitality and Travel Law • Hotel, Restaurant, and Convention Law • Hotel Law • Hospitality Industry Law
Convention, Meeting, and Event	Not Available	• Laws and Regulations for Meetings and Destinations

Convention and Meeting/Event Planning

  The Convention and Meeting/Event Planning core is composed of the most important courses required in this minor. Table 55 recommends the following courses for this curriculum:

Table 55.

Recommended Convention and Meeting/Event Planning Courses

Courses by Area	Recommended Courses at UW-Stout	Recommended New or Additional Courses
Meeting Management	• Hospitality Convention/Meeting Planning (HT351)	• Meeting Planning
Convention Management	• Hospitality Convention/Meeting Planning (HT351)	• Convention sales & services • Conference and Convention Management • Convention and Conference Sales • Convention Service Management
Event Management	Not Available	• Event Management • Technology for Conference and Event Management • Special Events Management
Trade Show Management	Not Available	• Exhibit and Trade Show Operations
Destination Management	Not Available	• Applied Destination Management • Destination Management Company Administration
Exposition Management	Not Available	• Trade Center/ Exposition Management • Exposition Service Contracting
Entertainment Management	Not Available	• Entertainment Management • Box Office Management • Media in Entertainment • Hotel Entertainment • Entertainment on the Road

Recommended Requirements

To better model a minor in Convention and Meeting/Event Planning, this study reviewed minors offered at the University of Wisconsin-Stout in Lodging Management since it relates to the convention and meeting/event industry. This study found that the requirement of this minor is 23 credit hours. Therefore, this study recommends the following as a minimum requirement for the minor in Convention and Meeting/Event Planning at UW-Stout as shown in table 56.

Table 56.

Recommended Requirement

Recommended Courses at UW-Stout	Recommended New or Additional Courses
• Hospitality Marketing and Sales • Hospitality - Financial Analysis, Budget and Forecasting • Hospitality Industry Law and Liability • Hospitality Convention/Meeting Planning	• Event Management • Trade Show Management • Destination Management • Exposition Management • Entertainment Management

To propose a new minor in Convention and Meeting/Event Planning, it is necessary to identify the course level and credit hours. Since each university uses a different system of course levels, this study converted the course levels offered by other universities to the UW-Stout course level system. Therefore, the courses from the other universities are converted to the 150 level for the freshmen courses, 250 level for sophomore courses, 350 level for junior courses, and 450 level for senior courses.

The credit hour system also varies among different universities. Some universities, such as Johnson & Wales University and Youngstown State University, use a 4.5 and 4.0 credit hour system which is equivalent to the 3 credit hour offered by most universities in this study. To standardize the credit hours for each course, this study converts the 4.5 and 4.0 credit hour to the 3 credit. Most courses taught in Convention and Meeting/Event Planning tend to be delivered at the Junior/Senior-graduate level.

Figure 6 represents the proposed courses for the Convention and Meeting/Event Planning Minor. The courses represents those found in similar programs from around the United States. The minor requires the development of four new courses: Exposition Management, Entertainment Management, Destination Management, and Trade Show Management.

Figure 6.

Recommendation for The Convention and Meeting/Event Planning Minor

Convention and Meeting/Event Planning Minor
Hospitality and Tourism Department
University of Wisconsin-Stout

26 Credits are required

Required Courses

HT-251	Hospitality Marketing and Sales ……………………………...	**3**
HT-351	Hospitality Convention/Meeting Planning……………………	**2**
HT-3XX	Exposition Management……………………………………	**3 New**
HT-370	Event Management………………………………………..	**3**
HT-3XX	Entertainment Management………………………………...	**3 New**
HT-460	Hospitality Industry Law and Liability……………………...	**3**
HT-4XX	Destination Management………………………..………….	**3 New**
HT-4XX	Trade Show Management…………………………………..	**3 New**
HT-462	Hospitality - Financial Analysis, Budget and Forecasting…….	**3**

Consideration for Future Studies

There are some limitations in this study that should be reviewed if any future study will be conducted by using the same methodology. With more time, the future study will be more accurate if it includes universities in countries other than the United States in order to find a common curriculum in Convention and Meeting/Event Planning. It is also recommended that the future study include two-year universities offering curriculums in Convention and Meeting/Event Planning to compare and contrast the curriculum of the two-year university and the four-year university.

Conclusion

Education in Convention and Meeting/Event Planning is increasingly necessary for the professionals in this industry. Since the convention and meeting/event industry becomes more complicated and competitive, professionals in this industry tend to attend more professional development programs than before. Therefore, eleven four-year universities in the United States are offering a bachelor degree program with a concentration related to Convention and Meeting/Event Planning in order to serve the needs of the industry.

The University of Wisconsin-Stout is one of the universities in the United States that offers a limited course in Convention and Meeting/Event Planning. To better serve the demands of the industry, the University of Wisconsin-Stout needs to develop a curriculum for a Convention and Meeting/Event Planning minor. After reviewing the curriculum in Convention and Meeting/Event Planning in each university, this study recommends seven core major courses and three core minor courses to be included in the Convention and Meeting/Event Planning Minor at the University of Wisconsin-Stout.

Eventually, this study recommends the requirements for the Convention and Meeting/Event Planning minor to be based on the Lodging Minor at UW-Stout and the findings of this study. Some of the recommended courses are offered by UW-Stout; however, some of the recommended courses are offered by the other universities. Therefore, the Hospitality and Tourism Department at UW-Stout should use the curriculum model in this study as a guideline to develop a new minor in Convention and Meeting/Event Planning, yet customize its own course area by area.

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