ACADEMIC CATALOG
2026-2027



MIDWAY
UNIVERSITY

Midway University Course Catalog - Tourism and Event Management

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Tourism & Event Management

Tourism & Event Management

Courses

TEM 450 - Equine Tourism

The equine industry is big business in Kentucky. This class will focus on Equine tourism and events including the history, culture, heritage and value of horses in the state of Kentucky. The course will

include guest speakers, field trips and a class project with the Kentucky Horse Park. Course fee will apply; some class meeting times will need to be extended to accommodate field trips.

Upon completion, students will be able to:

- Understanding of the foundation of destination branding including defining a tourism destination. Understanding how the Kentucky Equine industry matches the definition of a tourism destination.
- Understanding the current perspective on the new trends in tourism. Understanding how the Kentucky Equine tourism industry has leveraged the new trends for growth.
- Understanding how a destination product is developed and the many organizations including government, businesses, trade associations, non-profits, etc. involved in destination management. Understanding both (1) the current state of KY Equine tourism destination products, management and destination-DMO relations and (2) where there market opportunity for a new KY equine tourism destination product and the partnerships required to realize it.
- Understanding the role of communication in destination branding generally and the specific mechanisms of Internet-based technologies.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

TEM 460 - Bourbon Tourism Industry Analytics

This course will consider local, regional, state, national and international forms for measuring tourism. A focus will be on evaluating and interpreting secondary data and conveying the meaning and significance of those analytical measures as it relates to tourism in general and bourbon-based tourism more specifically.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

TEM 476 - The Bourbon Experience and Hospitality

This course considers the history of and changing trends in hospitality, how the hospitality industry creates value, how the hospitality experience is defined from guest and management experiences, and the strategic value of success definitions and analytics for hospitality organizations. Special attention is devoted to the Kentucky Bourbon Tourism industry within the greater hospitality industry.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

TEM 480 - Special Topics

This course allows for some flexibility within the curriculum to offer topics of particular interest to students but not as a permanent addition to the course offerings. Course may be repeated under different topics.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

TEM 482 - Destination Branding and the Bourbon Experience

For the bourbon industry, this course considers place branding from a tourism planning perspective. Consideration is given to how bourbon tourism can be organized among discrete organizations to create unified image, consistency, valuation, and co-branding structures to attract business, leisure travelers and individual/family entities.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

TEM 485 - Independent Study

This course is designed for students to work independently with a faculty member on a project of particular interest beyond the traditional classroom experience. Students would be required to create a learning contract and work with the faculty member to develop outcomes, deliverables and deadlines. Course may be repeated under different topics.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

TEM 487 - Event Management and the Bourbon Experience

Professional event management is one to the fastest growing categories of job opportunity within the hospitality sector. This course is designed to prepare students to understand the current science, strategy and philosophy of event management and how value is created for clients, hosts, guests, vendor and everyone else participating in an event or a stream of interrelated events.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

TEM 490 - Internship

Internship courses allow practical application of classroom knowledge and intentional development of skills applicable to the student's professional growth. This experience focuses on the combination and integration of various concepts by applying them to the analysis and solution of problems viewed in the context of tourism and event management studies. The internship experience requires 135 hours of relevant field work at the internship site in addition to scheduled class meetings. Students will be under the supervision of faculty and site supervisors. Students will gain practical hands-on experience, enhance skills learned in the classroom, and acquire contacts with professionals in the

field. Students will be expected to complete reflections and demonstrate learning through a final project or presentation. Internship courses are graded Pass/Fail. May be repeated once.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

TEM 520 - Bourbon Tourism Industry Analytics

This course will consider local, regional, state, national and international forms for measuring tourism. A focus will be on evaluating and interpreting secondary data and conveying the meaning and significance of those analytical measures as it relates to tourism in general and bourbon-based tourism more specifically.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

TEM 576 - The Bourbon Experience and Hospitality

This course considers the history of and changing trends in hospitality, how the hospitality industry creates value, how the hospitality experience is defined from guest and management experiences, and the strategic value of success definitions and analytics for hospitality organizations. Special attention is devoted to the Kentucky Bourbon Tourism industry within the greater hospitality industry.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

TEM 600 - Destination Branding and the Bourbon Experience

This course considers place branding from a tourism planning perspective. Consideration is given to how bourbon tourism can be organized among discrete organizations to create unified image, consistency, valuation, and co-branding structures to attract business, leisure travelers and individual/family entities.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

TEM 632 - Event Management and the Bourbon Experience

Professional event management is one to the fastest growing categories of job opportunity within the hospitality sector. This course is designed to prepare students to understand the current science, strategy and philosophy of event management and how value is created for clients, hosts, guests, vendor and everyone else participating in an event or a stream of interrelated events.

Grade Basis: L
Credit hours: 3.0

Lecture hours: 3.0

TEM 642 - Bourbon Capstone Experience

Students will develop a literature review and proposal of a question to be explored, select and employ appropriate methodologies to research, analyze, develop conclusions and recommendations, and submit a final capstone paper and present the results orally.

Grade Basis: L
Credit hours: 6.0
Lecture hours: 6.0

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