ACADEMIC CATALOG
2026-2027



MIDWAY
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Midway University

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Course 2
TEM 450 - Equine Tourism 2

Course

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
Lab hours: 0.0

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