Program Description

The BA degree in business with a concentration in tourism is an innovative, transdisciplinary program intended to prepare students for positions in a variety of professions in which business and tourism play important roles in ensuring success. Developing tourism and recreation opportunities requires an understanding of effective marketing techniques and the ability to interact with many different types of businesses that support those efforts. A solid academic preparation in business helps prepare students for success in the tourism industry and affiliated professions. Students in this program complete rigorous courses within the tourism concentration in addition to the skill and core courses required of all W. P. Carey School of Business majors.

At a Glance

• **College/School:** W. P. Carey School of Business  
• **Location:** Tempe campus or online  
  
• **Additional Program Fee:** Yes  
• **Second Language Requirement:** No  
• **First Required Math Course:** MAT 210 - Brief Calculus  
• **Math Intensity:** Moderate

Required Courses (Major Map)

2018 - 2019 Major Map (On-campus)  
2018 - 2019 Major Map (Online)  
Major Map (Archives)

Admission Requirements
General University Admission Requirements:

All students are required to meet general university admission requirements.

Freshman | Transfer | International | Readmission

Additional Requirements:

Freshman admission requirements for this program are the same as the university's freshman admission requirements.

Readmission requirements: Students must have a 3.00 transfer GPA (if applicable) and a 3.00 cumulative ASU GPA.

Transfer Admission Requirements

Transfer applicants must have a 3.00 GPA for all transfer work and meet university transfer admission requirements. Transfer students should select an additional major, which must be outside W. P. Carey School of Business, when applying for admission.

Students with fewer than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice will be placed in the exploratory social and behavioral sciences program in the College of Integrative Sciences and Arts.

Students with more than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice will be prompted in My ASU to select a new major.

Change of Major Requirements

Students should refer to the following W. P. Carey website to determine if they meet change of major requirements: https://students.wpcarey.asu.edu/degrees-and-advising/degree-programs/change-majors. Students ready to change their major should submit their request through W. P. Carey's Advising SOS: https://apps.wpcarey.asu.edu/apps/advising/index.cfm.

Attend Online
ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may view the program description and request more information here.

Transfer Options

ASU is committed to helping you thrive by offering tools that allow you to personalize your transfer path to ASU. Students may use the Transfer Map search to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools, and resources and help students save time and money in their college journey. Learn more about these programs by visiting the Admissions site.

Global Opportunities

Global Experience

With over 250 programs in more than 65 countries (ranging from one week to one year), study abroad is possible for all ASU students wishing to gain global skills and knowledge in preparation for a 21st century career. Students earn ASU credit for completed courses, while staying on track for graduation, and may apply financial aid and scholarships toward program costs. https://mystudyabroad.asu.edu/

The W.P. Carey School of Business recommends the following study abroad programs for students majoring in business with a concentration in tourism: http://links.asu.edu/SAO.bus-tourism.

Career Opportunities

Tourism management and development combines marketing and economic development with an emphasis on managerial understanding to promote smooth operations. The combination of skills acquired from exposure to both business and tourism courses make graduates more marketable and productive in their careers.

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.
<table>
<thead>
<tr>
<th>Occupation</th>
<th>Salary Increase</th>
<th>Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Analyst</td>
<td>14.3%</td>
<td>$82,450</td>
</tr>
<tr>
<td>Employee Training Manager</td>
<td>10.3%</td>
<td>$108,250</td>
</tr>
<tr>
<td>General Manager (GM)</td>
<td>9.1%</td>
<td>$100,410</td>
</tr>
<tr>
<td>Office Manager</td>
<td>10.1%</td>
<td>$94,020</td>
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<tr>
<td>Public Relations Specialist</td>
<td>8.8%</td>
<td>$59,300</td>
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<tr>
<td>Sales Manager</td>
<td>7.5%</td>
<td>$121,060</td>
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<tr>
<td>Tour Guide</td>
<td>4.9%</td>
<td>not available</td>
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<tr>
<td>Travel Agent</td>
<td></td>
<td>$36,990</td>
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</tbody>
</table>

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

☀ Bright Outlook 🌿 Green Occupation

**Contact Information**

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