Tourism Development and Management, BS

PPTDMBS

Program Description

Through the BS program in tourism development and management, students acquire the planning and management skills related to the growth and development of tourism throughout the world. The curriculum prepares students for employment across a wide variety of occupations in the rapidly expanding travel and tourism industry while taking full advantage of its strong connections with the professional tourism community in Phoenix.

The required internship component of the program allows students to gain practical experiences leading to professional positions in various travel, tourism and related fields. Exposure to the practices of heritage tourism, sustainable tourism, resort management, and meeting and convention planning prepares students for successful careers in the travel and tourism industry. While pursuing the bachelor's degree in tourism development and management, a student may also choose to complete a certificate in convention sales and meeting planning. Additionally, students have the opportunity to participate in a study abroad program.

This major is eligible for the Western Undergraduate Exchange (WUE) program at the following location: Downtown Phoenix campus. Students from Western states who select this major and campus may be eligible for reduced nonresident tuition at a rate of 150 percent of Arizona resident tuition plus all applicable fees. See more information and eligibility requirements on the Western Undergraduate Exchange (WUE) program.

At a Glance

- College/School: College of Public Service and Community Solutions
- Location: Downtown Phoenix campus
- Additional Program Fee: No
- Second Language Requirement: No
- First Required Math Course: MAT 142 - College Mathematics
- Math Intensity: General

Required Courses (Major Map)
Accelerated Degrees

This degree is also offered in an accelerated format with:

Community Resources and Development (Sustainable Communities), MS
Community Resources and Development (Tourism), MS
Community Resources and Development, MS
Sustainable Tourism, MAS

Acceptance to the graduate program requires a separate application. During their junior and senior years, eligible students will be advised by their academic departments to apply.

Admission Requirements

General University Admission Requirements:

All students are required to meet general university admission requirements.
Freshman | Transfer | International | Readmission

Change of Major Requirements

A current ASU student has no additional requirements for changing majors. Students should refer to https://students.asu.edu/changingmajors for information about how to change a major to this program.

Transfer Agreements

Career Opportunities

The travel and tourism industry is the largest employer in the world and the second largest in Arizona. Based upon interests, graduates can seek work in the public, nonprofit or private and commercial sectors. Graduates find employment in such diverse settings as resorts, meeting planning, convention and visitor bureaus, tour operations and commercial recreation businesses. In such settings, graduates design, develop and manage services that address the needs of a particular clientele. The metropolitan Phoenix area is a major hub of tourism in the southwestern U.S. and has experienced rapid growth in:
• air transportation
• business and corporate travel
• gaming and casinos
• meetings and conventions
• resorts and hotels
• sports tourism
• state and national parks

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>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Desk Manager</td>
<td>7.6%</td>
<td>$47,680</td>
</tr>
<tr>
<td>Marketing Associate</td>
<td>4.7%</td>
<td>$96,720</td>
</tr>
<tr>
<td>Public Relations Manager (PR Manager)</td>
<td>7.1%</td>
<td>$101,510</td>
</tr>
<tr>
<td>Restaurant Manager</td>
<td>5.1%</td>
<td>$48,560</td>
</tr>
<tr>
<td>Store Security Manager</td>
<td>3.9%</td>
<td>$105,060</td>
</tr>
<tr>
<td>Tour Guide</td>
<td></td>
<td>$35,100</td>
</tr>
<tr>
<td>Travel Agent</td>
<td></td>
<td>$34,800</td>
</tr>
</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**

School of Community Resources and Development | UCENT 550  
scrd@asu.edu | 602-496-0550