Tourism Development and Management, BS

Prepare to become a tourism professional. The comprehensive coursework, career exposure opportunities, study abroad options and culminating internship experiences of this program prepare you for management and leadership opportunities. By understanding how the bigger pieces of tourism fit together, you will affect change and improve tourism for communities, economies and the environment.

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 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% of Arizona resident tuition plus all applicable fees. Students should click the link for more information and eligibility requirements of the WUE program.

At a Glance

- **College/School:** [Watts College of Public Service & Community Solut](#)
• Location: Downtown Phoenix campus

• Additional Program Fee: Yes
• Second Language Requirement: No
• First Required Math Course: MAT 142 - College Mathematics
• Math Intensity: General

Required Courses (Major Map)

2020 - 2021 Major Map
Major Map (Archives)

Accelerated Program Options

This program allows students to obtain both a bachelor's and master's degree in as little as five years. It is offered as an accelerated bachelor's and master's degree 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 year, 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://changingmajors.asu.edu/request for information about how to change a major to this program.
Transfer Options

ASU is committed to helping students thrive by offering tools that allow personalization of the 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. Students may learn more about these programs by visiting the admission site: https://admission.asu.edu/transfer/pathway-programs.

Global Opportunities

Global Experience

Future tourism professionals need to develop an understanding of how and why people travel to destinations around the world, and how to share the local environment with visitors. Through studying abroad, students gain valuable immersive experience in the various subsets of tourism development and management around the world, including Europe, Latin America, Oceania, Asia and Africa. https://mystudyabroad.asu.edu/

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>CEO</td>
<td></td>
<td>$183,270</td>
</tr>
<tr>
<td>Event Planner 🌟</td>
<td>10.9%</td>
<td>$48,290</td>
</tr>
<tr>
<td>Front Desk Manager</td>
<td>4.0%</td>
<td>$51,800</td>
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<tr>
<td>General Manager (GM) 🌟</td>
<td>9.1%</td>
<td>$100,410</td>
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<tr>
<td>Office Manager 🌟</td>
<td>10.1%</td>
<td>$94,020</td>
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<tr>
<td>Public Relations Manager (PR Manager) 🌟</td>
<td>10.4%</td>
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<tr>
<td>Restaurant Manager</td>
<td>9.0%</td>
<td>$52,030</td>
</tr>
<tr>
<td>Travel Agent</td>
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<td>$36,990</td>
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<tr>
<td>Urban Planner 🌟</td>
<td>12.8%</td>
<td>$71,490</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
scrdadvising@asu.edu | 602-496-0550