Tourism Development and Management (Meetings and Events), BS

Can you imagine yourself hosting successful events and meetings? Then this program is right for you. Earn a degree that showcases your advanced knowledge of event programming, operations, financial management and marketing. The instructors work in all aspects of the event industry.

Program Description

The concentration in meetings and events allows students enrolled in the BS program in tourism development and management to focus their electives on courses that cover meetings and events planning topics. The concentration draws from both the special events program and the meeting management program, and prepares students to be competitive in the events sector.

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 Solutions
- 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)

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. By studying abroad, students gain
valuable field experience and immersion in various destinations around the world. Internships for credit in meetings and events are available in countries in Europe, Oceania, Latin America and more.

https://mystudyabroad.asu.edu/

Career Opportunities

Tourism-related meetings and events are significant contributors to the Arizona economy, as well as to other states. Graduates are prepared to enter meeting and event-related careers in resorts and hotels, convention and visitor bureaus, private event companies, destination management companies, parks and recreation departments, public relations, and nonprofit fundraising.

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>Convention or Entertainment Attendant</td>
<td>11.4%</td>
<td>$24,200</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>
</tr>
<tr>
<td>General Manager (GM)</td>
<td>9.1%</td>
<td>$100,410</td>
</tr>
<tr>
<td>Public Relations Manager (PR Manager)</td>
<td>10.4%</td>
<td>$111,280</td>
</tr>
<tr>
<td>TV Program Director</td>
<td>12.2%</td>
<td>$71,620</td>
</tr>
<tr>
<td>Tour Guide</td>
<td>4.9%</td>
<td>not available</td>
</tr>
<tr>
<td>Travel Agent</td>
<td></td>
<td>$36,990</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