Tourism and Recreation Management, BS

The travel and tourism industry is the largest industry and employer in the world. Along with recreation, sports and other leisure-oriented enterprises, there is significant employment potential for graduates with opportunities in most communities or regions. This program is appropriate for students starting as freshmen as well as for transfer students.

**Program Description**

Through the BS program in tourism and recreation management, students acquire the planning and management skills needed to work in the growing tourism and recreation industries throughout the world. Selecting one of four emphasis areas: tourism, recreation, events or sports, the curriculum prepares students for employment across a wide variety of occupations. These areas of emphasis allow graduates to contribute to community economic and social development and to positively influence quality of life both domestically and abroad. Students are able to gain professional positions in various travel, tourism, recreation, sports and related fields.

**At a Glance**

- **College/School:** Watts College of Public Service & Community Solut
- **Location:** ASU@Lake Havasu or online
- **Additional Program Fee:** No
- **Second Language Requirement:** Yes
- **First Required Math Course:** MAT 142 - College Mathematics
- **Math Intensity:** General

**Required Courses (Major Map)**
Admission Requirements

General University Admission Requirements:

All students are required to meet general university admission requirements.

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.

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.

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/.

Career Opportunities

Based upon interests, graduates can seek work in the public, nonprofit, or private and commercial sectors. Graduates find employment in such diverse organizations as resorts and hotels, convention and visitor...
bureaus, and in areas such as business and corporate travel, transportation, tour operations, event and meeting planning and management, and attractions management. Opportunities are also found with city and state parks and recreation departments; youth, recreation and sports-oriented nonprofits; sports and recreation program planning and management; sports events and tourism; and many others. In such settings, graduates plan, design, develop and manage services that address the needs of a particular clientele.

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>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>Marketing Associate</td>
<td>5.5%</td>
<td>$106,130</td>
</tr>
<tr>
<td>Marketing Manager</td>
<td>10.1%</td>
<td>$132,230</td>
</tr>
<tr>
<td>Recreation Coordinator</td>
<td>8.7%</td>
<td>$24,540</td>
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<tr>
<td>Sales Manager</td>
<td>7.5%</td>
<td>$121,060</td>
</tr>
<tr>
<td>TV Program Director</td>
<td>12.2%</td>
<td>$71,620</td>
</tr>
<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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