Travel and tourism 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 Solutions
- **Location:** ASU@Lake Havasu or online
- **Additional Program Fee:** Yes
- **Second Language Requirement:** Yes
- **First Required Math Course:** MAT 142 - College Mathematics
- **Math Intensity:** General

Required Courses (Major Map)

- [2019 - 2020 Major Map (On-campus)]
- [2019 - 2020 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

Change of Major Requirements

A current ASU student has no additional requirements for changing majors.

Students should refer to [https://changingmajors.asu.edu/request](https://changingmajors.asu.edu/request) 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](https://changingmajors.asu.edu/request).

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](https://changingmajors.asu.edu/request) 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](https://admission.asu.edu/transfer/pathway-programs).

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/](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>
</tr>
<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>
</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).

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**Contact Information**