Business (Tourism), BA

Program Description

The BA in business with a concentration in tourism is an innovative, transdisciplinary program that prepares students for positions in a variety of professions in which business and tourism play important roles in ensuring success.

Students in this program complete rigorous courses within the tourism concentration in addition to the skill and core courses required of all W. P. Carey School of Business majors.

Developing tourism and recreation opportunities requires an understanding of effective marketing techniques and the ability to interact with many different types of businesses that support those efforts. With a solid academic preparation in business, graduates are positioned for success in the tourism industry and affiliated professions.

At a Glance

- **College/School:** W. P. Carey School of Business
- **Location:** Tempe campus or Online, ASU Local

- **Additional Program Fee:** Yes
- **Second Language Requirement:** No
- **First Required Math Course:** MAT 210 - Brief Calculus or MAT 117 College Algebra
- **Math Intensity:** Moderate

Required Courses (Major Map)
Concurrent Program Options

Students pursuing concurrent degrees (also known as a “double major”) earn two distinct degrees and receive two diplomas. Working with their academic advisors, students can create their own concurrent degree combination. Some combinations are not possible due to high levels of overlap in curriculum.

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:

- Global Management (Creative Industries and Design Thinking), MGM
- Global Management (Digital Audience Strategy), MGM
- Global Management (Global Affairs), MGM
- Global Management (Global Business), MGM
- Global Management (Global Development and Innovation), MGM
- Global Management (Global Digital Transformation), MGM
- Global Management (Global Entrepreneurship), MGM
- Global Management (Global Health Care Delivery), MGM
- Global Management (Global Legal Studies), MGM
- Global Management (Integrated Health Care), MGM
- Global Management (Nonprofit Leadership and Management), MGM
- Global Management (Public Administration), MGM
- Global Management (Public Policy), MGM
- Global Management (Sustainability Solutions), MGM
- Global Management (Sustainable Tourism), MGM
- Global Management, MGM

Acceptance to the graduate program requires a separate application. During their junior year, eligible students are 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

Additional Requirements:

Freshman admission requirements for this program are the same as the university’s freshman admission requirements.

Readmission requirements: Students must have a 3.00 transfer GPA (if applicable) and a 3.00 cumulative ASU GPA.

Transfer Admission Requirements:

Transfer applicants must have a 3.00 GPA for all transfer work and meet university transfer admission requirements. Transfer students should select an additional major, which must be outside W. P. Carey School of Business, when applying for admission.

Students with fewer than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice are placed in the exploratory social and behavioral sciences program in the College of Integrative Sciences and Arts.

Students with more than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice are prompted in My ASU to select a new major.

Change of Major Requirements

Students should refer to the following W. P. Carey School of Business website to determine if they meet change of major requirements:


Students should refer to https://changemajor.apps.asu.edu for information about how to change a major to this program.

Attend Online

ASU 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.

ASU Local
It is now possible to earn an ASU degree with ASU Local, an integrated college experience in which students take advantage of in-person success coaching and programming experiences on site while completing one of 130+ undergraduate online degree programs, all of which come with online faculty interaction and tutoring support. Those interested may learn more about ASU Local here.

**Transfer Options**

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use MyPath2ASU™ 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 they 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/MyPath2ASU.

**Global Opportunities**

**Global Experience**

As globalization continues to impact the way people live and work, study abroad programs provide students with valuable skills employers are looking for, including communication and interpersonal skills, flexibility, motivation and a global perspective on business applications worldwide. Business students can study abroad nearly anywhere in the world to gain practical, hands-on experience and learn how tourism impacts the local and global economy and best practices.

The W. P. Carey School of Business recommends the following study abroad programs for students majoring in business with a concentration in tourism: https://goglobal.asu.edu/students/major/wp-carey/tourism.

**Career Opportunities**

Tourism management and development combines marketing and economic development with an emphasis on managerial understanding to promote smooth operations. The combination of skills acquired from exposure to both business and tourism courses make graduates more marketable and productive in their careers.

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>Occupation</td>
<td>Change</td>
<td>Salary</td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>--------</td>
<td>---------</td>
</tr>
<tr>
<td>Business Analyst</td>
<td>10.7%</td>
<td>$87,660</td>
</tr>
<tr>
<td>Employee Training Manager</td>
<td>7.3%</td>
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<tr>
<td>Event Planner</td>
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<td>Front Desk Manager</td>
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<tr>
<td>General Manager (GM)</td>
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<td>$103,650</td>
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<tr>
<td>Office Manager</td>
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<tr>
<td>Public Relations Specialist</td>
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<tr>
<td>Sales Manager</td>
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<td>Tour Guide</td>
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<tr>
<td>Travel Agent</td>
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<td>$42,350</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**

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