

# Tourism Development and Management, B

PPTDMBS

When you become a tourism professional who understands how the bigger pieces of tourism fit together, you can positively impact communities, economies and the environment.

## Program description

Through the BS program in tourism development and management, students acquire the planning, management and leadership skills related to the growth and development of tourism throughout the world.

The curriculum takes 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 travel, tourism and related fields. Students are exposed to the practices of heritage tourism, sustainable tourism, resort management, and meeting and convention planning.

While pursuing the bachelor's degree in tourism development and management, a student also may 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](#) [WUE](#)
- **Second language requirement:** No

- **First required math course:** MAT 142 - College Mathematics
- **Math intensity:** General 

## Required courses (Major Map)

[2024 - 2025 Major Map](#)

[Major Map \(Archives\)](#)

## 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 plus master's degree** with:

[Community Resources and Development \(Sustainable Communities\), MS](#)

[Community Resources and Development \(Tourism\), MS](#)

[Community Resources and Development, MS](#)

[Sustainable Tourism, MST](#)

Acceptance to the graduate program requires a separate application. Students typically receive approval to pursue the accelerated master's during the junior year of their bachelor's degree program. Interested students can learn about eligibility requirements and [how to apply](#).

## Admission requirements

**General university admission requirements:**

All students are required to meet general university admission requirements.

[First-year](#) | [Transfer](#) | [International](#) | [Readmission](#)

## Tuition information

When it comes to paying for higher education, everyone's situation is different. Students can learn about [ASU tuition and financial aid](#) options to find out which will work best for them.

## Change of Major Requirements

A minimum cumulative GPA of 2.00 is required to change into this program.

Students should visit the [Change of Major form](#) 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 [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.

## Program learning outcomes

Program learning outcomes identify what a student will learn or be able to do upon completion of their program. This program has the following program outcomes:

- Able to incorporate multiple perspectives when proposing creative solutions to complex tourism issues.
- Integrate knowledge from diverse disciplines to develop comprehensive strategies that address the complex challenges faced by tourism organizations.
- Able to demonstrate proficiency in written communications with diverse audiences (e.g., clients, interdisciplinary team members, community members).

## Global opportunities

### Global experience

Future tourism professionals need to develop an understanding of how and why people travel to destinations around the world and need to know how to share the local environment with visitors.

Through [study abroad programs](#), students gain valuable immersive experience in the various subsets of tourism development and management around the world, including in Europe, Latin America, Oceania, Asia and Africa.

## Career opportunities

Graduates are ready for successful careers in the rapidly expanding travel and tourism industry --- the largest industry in the world and the second largest in Arizona. Graduates can seek work across a wide variety of occupations in the public, nonprofit, or private and commercial sectors 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

Example job titles and salaries listed below are not necessarily entry level, and students should take into consideration how years of experience and geographical location may affect pay scales. Some jobs also may require advanced degrees, certifications or state-specific licensure.

Career	*Growth	*Median salary
<u><b>CEO</b></u>		\$189,520
<u><b>Event Planner</b></u> ☀️	7.5%	\$52,560
<u><b>Front Desk Manager</b></u> ☀️	6.7%	\$61,910
<u><b>General Manager (GM)</b></u> ☀️	4.2%	\$98,100
<u><b>Office Manager</b></u> ☀️	5.6%	\$103,330
<u><b>Public Relations Manager (PR Manager)</b></u> ☀️	5.9%	\$129,430
<u><b>Restaurant Manager</b></u>	0.5%	\$61,310
<u><b>Travel Agent</b></u>	3.5%	\$46,400
<u><b>Urban Planner</b></u>	3.7%	\$79,540

\* 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

## Contact information

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