

Tourism Development and Management (Meetings and Events), BS

PPTDMMMEBS


Can you imagine yourself hosting successful events and meetings? If so, this program is right for you. Earn a degree that showcases your advanced knowledge of event programming, operations, financial management and marketing. Learn from instructors who 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, thus preparing 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 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:

- 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 learn how to share the local environment with visitors. When [studying abroad](#), students gain valuable field experience and immersion in various locales around the world. Internships for credit in meetings and events are available in countries in Europe, Oceania, Latin America and elsewhere.

Career opportunities

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

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>Convention or Entertainment Attendant</u> ☀	5.4%	\$27,260
<u>Event Planner</u> ☀	7.5%	\$52,560
<u>Front Desk Manager</u> ☀	6.7%	\$61,910
<u>General Manager (GM)</u> ☀	4.2%	\$98,100
<u>Public Relations Manager (PR Manager)</u> ☀	5.9%	\$129,430
<u>TV Program Director</u> ☀	6.7%	\$85,320
<u>Tour Guide</u> ☀	8.1%	\$34,440
<u>Travel Agent</u>	3.5%	\$46,400

* 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

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