

# Tourism Development and Management (Sustainable Tourism), BS

PPTDMSBS

Do you love the travel experience and have a strong desire to maximize the positive impacts of tourism? A degree program that prepares you for leadership in the world's largest service industry can tie these passions together. We provide the instruction and practical experiences to help you succeed.

## Program description

The BS program in tourism development and management provides students with the theoretical understanding they need in order to maneuver the complexities of one of the world's largest industries. A concentration in sustainable tourism allows students to hone their understanding of the key concepts of resilience and sustainability, as well as how these concepts can be applied to tourism destinations and development.

Students learn the dominant theories and language that make up sustainability science and the skills necessary to measure, create and implement sustainability policies in tourism destinations, from the planning to management stages of development.



Students take courses offered by the School of Sustainability in addition to courses in the School of Community Resources and Development, guaranteeing a strong foundation in the basic theories of the growing field of sustainability while applying these newfound skills to tourism development and management.

The comprehensive coursework in tourism and sustainability science, career exposure opportunities, study abroad options and culminating internship experiences of this program prepare students for management and leadership.

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](#) 
- **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 of how to share the local environment with visitors. Through [study abroad programs](#), students gain valuable experience in the global travel context by learning sustainable tourism policies in destinations all around the world, including in Europe, Latin America, Asia and Africa.

## Career opportunities

Sustainable tourism is becoming increasingly important, and many tourism businesses are hiring sustainability coordinators. These businesses include hotels, airlines, museums, convention and visitor bureaus, and large attractions. Travel agencies and tour companies, such as those that implement ecotourism and volunteer tourism experiences, are especially interested in employees with a strong sustainable tourism background. Numerous sustainable tourism nonprofit organizations have emerged in recent years, and many government-related tourism organizations also hire those with a strong sustainability focus. Consulting opportunities are available to assist tourism businesses in developing sustainable practices as well.

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><a href="#">Compliance Manager</a></u>	3.3%	\$128,620
<u><a href="#">Event Planner</a></u> ☀️	7.5%	\$52,560
<u><a href="#">Front Desk Manager</a></u> ☀️	6.7%	\$61,910
<u><a href="#">General Manager (GM)</a></u> ☀️	4.2%	\$98,100
<u><a href="#">Marketing Associate</a></u>	1.9%	\$127,830
<u><a href="#">Restaurant Manager</a></u>	0.5%	\$61,310
<u><a href="#">TV Program Director</a></u> ☀️	6.7%	\$85,320
<u><a href="#">Tour Guide</a></u> ☀️	8.1%	\$34,440
<u><a href="#">Travel Agent</a></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

[School of Community Resources and Development](#) | UCENT 550  
[scrdadvising@asu.edu](mailto:scrdadvising@asu.edu) | 602-496-0550