

Tourism and Recreation Management, BS

PPTRMBS

Do you dream of empowering others to embrace a healthier, more active lifestyle? With a knack for business and a passion for tourism, you'll cultivate a career in one of the world's fastest growing industries. In this program, you'll develop knowledge alongside expert instructors and hone your skills through hands-on experience.

Program description

Through the Bachelor of Science program in tourism and recreation management, students acquire the planning and management skills required for careers in the growing tourism, recreation, sport and event industries throughout the world.

Selecting one of four emphasis areas --- tourism, recreation, events or sport --- enables students to home in on what most interests them. The curriculum offers broad understandings of each sector as well as the skills specific to a chosen field. Students are prepared to contribute to economic and social development and make a positive impact on quality of life, domestically and abroad.

At a glance

- **College/school:** [Watts College of Public Service & Community Solutions](#)
- **Location:** [Online](#), [ASU Local](#)
- **Second language requirement:** No
- **STEM-OPT extension eligible:** No
- **First required math course:** MAT 114 - College Mathematics
- **Math intensity:** General 

Curriculum

[View 2025 - 2026 curriculum](#)

[View curriculum 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:

[Interdisciplinary Education on Community Health and Wellbeing, MA](#)

[Sustainable Tourism, MST](#)

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 student must have a minimum cumulative GPA of 2.00 to change their major to this program.

Students should visit the [Change of Major form](#) 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's ASU Online page](#) for program descriptions and to request more information.

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.

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. Students gain valuable experience in the global travel context by learning sustainable tourism policies in destinations around the world, including in Europe, Latin America, Asia and Africa. More information is available on the [Global Education website](#).

Career opportunities

Industries in the leisure sector offer a wide variety of career options. Graduates are equipped to plan, design, develop and manage services to address the needs of a particular clientele. Graduates can seek work in the public, nonprofit, or private and commercial sectors based on their interests. Employment opportunities are available in diverse organizations, including resorts, hotels, and convention and visitor bureaus, as well as in business and corporate travel, transportation, tour operations, event and meeting planning and management, and attractions management. City and state parks, recreation departments, national parks and protected areas also offer potential career paths. Other career options include youth, recreation and sports-oriented nonprofits; sports and recreation program planning and management; sports events and many others.

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
Event Planner 🌟	7.5%	\$52,560
Front Desk Manager 🌟	6.7%	\$61,910
General Manager (GM) 🌟	4.2%	\$98,100

<u>Marketing Associate</u>	1.9%	\$127,830
<u>Marketing Manager</u> ☀	6.6%	\$140,040
<u>Recreation Coordinator</u> ☀	4.6%	\$31,680
<u>Sales Manager</u>	4.0%	\$130,600
<u>TV Program Director</u> ☀	6.7%	\$85,320
<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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