Tourism and Recreation Management, BS

With a degree that combines business and pleasure, you can enjoy a rewarding career empowering people to live a healthy leisure lifestyle.

Program Description

Through the BS program in tourism and recreation management, students acquire the planning and management skills required for work in the growing tourism, recreation, sport and event industries throughout the world.

Selecting one of four emphasis areas — tourism, recreation, events or sport — lets students hone in on what most interests them. The curriculum offers both broad understanding of each sector as well as the specific skills needed within a chosen field, enabling students to prepare to contribute to communities' economic and social development and to positively influence quality of life both domestically and abroad.

At a Glance

- **College/School:** Watts College of Public Service & Community Solutions
- **Location:** Online, ASU Local
- **Additional Program Fee:** Yes
- **Second Language Requirement:** No
- **First Required Math Course:** MAT 142 - College Mathematics
- **Math Intensity:** General

Required Courses (Major Map)

- 2023 - 2024 Major Map (Online)
- 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:

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.

Tuition Information

When it comes to paying for college, 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 current ASU student has no additional requirements for changing majors.

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.
- Demonstrate proficiency in written communications with diverse audiences (e.g. clients, interdisciplinary team members, community members).
- Integrate knowledge from diverse disciplines to develop comprehensive strategies that address the complex challenges faced by tourism organizations.

**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 all 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. Based upon interests, graduates can seek work in the public, nonprofit, or private and commercial sectors. Graduates find employment in such diverse organizations as resorts, hotels, and convention and visitor bureaus and in areas such as business and corporate travel, transportation, tour operations, event and meeting planning and management, and
attractions management. Opportunities are also found with city and state parks and recreation departments and national parks and protected areas. Other career options can be found in youth, recreation and sports-oriented nonprofits; sports and recreation program planning and management; sports events; and many others.

In such settings, graduates plan, design, develop and manage services that address the needs of a particular clientele.

Career example titles and salaries listed below are not necessarily entry level, and students should take into consideration how years of experience, geographical location, and required advanced degrees or certifications may affect pay scales.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Planner</td>
<td>7.5%</td>
<td>$52,560</td>
</tr>
<tr>
<td>Front Desk Manager</td>
<td>6.7%</td>
<td>$61,910</td>
</tr>
<tr>
<td>General Manager (GM)</td>
<td>4.2%</td>
<td>$98,100</td>
</tr>
<tr>
<td>Marketing Associate</td>
<td>1.9%</td>
<td>$127,830</td>
</tr>
<tr>
<td>Marketing Manager</td>
<td>6.6%</td>
<td>$140,040</td>
</tr>
<tr>
<td>Recreation Coordinator</td>
<td>4.6%</td>
<td>$31,680</td>
</tr>
<tr>
<td>Sales Manager</td>
<td>4.0%</td>
<td>$130,600</td>
</tr>
<tr>
<td>TV Program Director</td>
<td>6.7%</td>
<td>$85,320</td>
</tr>
<tr>
<td>Travel Agent</td>
<td>3.5%</td>
<td>$46,400</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

Contact Information

School of Community Resources and Development | UCENT 550
scrdadvising@asu.edu | 602-496-0550