The W. P. Carey business degree in tourism delivers the skills, knowledge, and experience you need to thrive in the tourism industry and affiliated professions. You’ll gain an understanding of industry-specific marketing techniques, learn to effectively interact with many different types of businesses, and graduate with the qualifications for a variety of leadership and management roles in the recreation and tourism industries, including:

- Airline reservations specialist
- Community relations and tourism development
- Cruise ship activities director
- Director of tourism
- Hotel management
- Incentive travel manager
- Marketing manager
- Meeting and convention planner
- Policy analyst
- Public relations manager
- Special events coordinator
- Transportation agent
- Travel agent
- Travel/tour guide

The travel and tourism industry is the largest employer in the world and second-largest industry in Arizona. There is a global need for trained professionals who are able to plan, develop, manage, provide quality service, and research support for the industry to ensure its sustainable growth and development.

Average tourism salaries will vary greatly due to location, company, industry, and experience, but are expected to range from $30,000 to $50,000 for new W. P. Carey graduates.

Pursue diverse career opportunities

- Meeting and convention planner
- Policy analyst
- Public relations manager
- Special events coordinator
- Transportation agent
- Travel agent
- Travel/tour guide

Map your future in tourism

Meeting and convention planner

Arrange, manage, and promote activities to provide for the meeting and convention business. Negotiate contracts, make hotel and conference room reservations, and find possible accommodations and activities. Specify the type, scope, and budget of the convention and promote the event to potential participants. Work with convention center planners as needed.

Hotel management

Be responsible for daily management of hotel and staff. Plan, organize, and direct all hotel services. Prepare and manage budgets and financial plans, and promote and market the business. Maintain statistical and financial records. Recruit, train, and monitor staff. Deal with customer complaints and comments, and meet and greet customers.

Public relations manager

Direct publicity program to promote the organization and its success to various audiences, such as consumers, stockholders, or the general public. Use all available communication media to maintain support and awareness from target group. Build strong relationships with clients and media professionals.

Community relations and tourism development

Marketing and sales skills are required to promote a destination to a group or tour while working with local businesses to develop tourism products and packaging. Work with tourism entities within the community and outside the region to market and package said destination, as well as event plan for stakeholders. Minimal travel outside the area may be required to attend trade shows.

Travel guide

Plan, organize, and conduct long distance or sightseeing tours, travel, or expeditions. May escort individuals or groups through places of interest, such as industrial establishments, public buildings, and art galleries.
Add value to your degree

As a W. P. Carey student, your classroom experience is just one part of your preparation for a successful career. A variety of extracurricular opportunities provide you with practical, real-world experiences to complement your classroom studies.

**Sports Event and Tourism Association (Sports ETA)**
[urls]

As the nonprofit 501(c)3 trade association for the sport tourism industry in the United States, Sports ETA is the most trusted resource for sports commissions, destination marketing organizations (DMOs), vendors, and sports event owners. Sports ETA is committed to the success of nearly 800 member organizations and 2,500 serious-minded sport tourism professionals.

**Entertainment Business Association**
[urls]

This organization provides students with educational, social, and networking opportunities in the entertainment business to promote professional and personal growth. It brings guest speakers from Arizona and nationwide to offer insight into areas such as content creation, film networking, and event planning for music festivals. Membership is open to all ASU students.

**Tourism Student Association (TSA)**
[urls]

TSA at Arizona State University empowers members to expand on what they have learned in the classroom and enjoy opportunities for professional development, networking, serving the community, and connecting with those who share a similar passion for tourism.

**Meeting Professionals International (MPI)**
[urls]

MPI is a professional membership organization for corporate, association, and independent meeting planners. Membership in a MPI chapter will provide an education and networking link between members in a specific locality.

**Professional Convention Management Association (PCMA)**
[urls]

PCMA serves the meetings and exhibition industry by enhancing the effectiveness of association and corporate meeting planners and suppliers including hotels, destinations, and convention centers, through the industry’s best education, products, and services. PCMA members represent more than 6,100 leading meeting and event professionals.

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**Contact**

Visit [asu.joinhandshake.com/appointments](asu.joinhandshake.com/appointments) to schedule an appointment with your career coach.

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1. National Association of Colleges and Employers Salary Survey