FAST FACTS

Bachelor of Arts in Business with a Concentration in Tourism Management

Tourism management and development combines marketing and economic development, with emphasis on managerial understanding to promote smooth operations. The combination of skills acquired from exposure to both business and tourism courses will make these graduates more marketable and productive in their functions.

The Bachelor of Arts program at the W. P. Carey School of Business is one of the newest additions to the business school. It offers students an excellent opportunity to concentrate on a specific subdivision of business that most interests them. The capable faculty at W. P. Carey look forward to incorporating this BA concentration into the business program.

The travel and tourism industry is the largest employer in the world and the second largest industry in Arizona. This has dramatically increased the 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.

Salaries and Careers for the Bachelor of Arts – Tourism Concentration

Average Tourism Management salaries will vary greatly due to location, company, industry, experience, and benefits, but are expected to be in the W. P. Carey graduate range of $30,000 – $50,000.

Examples of Job Titles are listed below:

- Meetings and Convention Planner
- Ecotourism
- Public Relations Manager
- Transportation Agent
- Special Events Coordinator
- Cruise Ship Activities Director
- Airline Reservations Specialist
- Hotel Management
- Community Relations and Tourism Development
- Incentive Travel Manager
- Director of Tourism
- Marketing Manager
- Policy Analyst

What Career Path works for you?

Meetings and Convention Planner

- Arrange, manage, and promote activities to provide for the meetings and convention business.
- Negotiate contracts, make hotel and conference room reservations, and find possible accommodations and activities.

Hotel Management

- Responsible for the day-to-day management of a hotel and its staff.
- Accountable for planning, organizing, and directing all hotel services.
- Prepare and manage budgets and financial plans, and promote and market the business.

Public Relations Manager

- Direct publicity programs to an audience such as consumers, stockholders, or the general public to promote their organization’s success.
- Use all available communication media in their efforts to maintain their target group’s support.
- Requires strong communication skills, as well as the ability to effectively connect with his/her audience; also must build strong relationships with not only clients, but also media to continue advertising abilities.

- Employment is projected to increase rapidly, but competition for jobs is expected to be intense.
Community Relations and Tourism Development

- Utilize marketing and sales roles to promote the destination to a group tour market while working with local businesses to develop tourism products and packaging.
- Requires an outgoing individual that is able to work with all tourism related entities both within the community and outside the region.
- Markets/packages the destination as well as plans and implements networking events for stakeholders.
- Approximately 50% of this position’s time is spent outside of the office meeting within the community.
- In addition, minimal travel outside the area is required to attend trade shows.

Student Organizations and Professional Associations

Travel and Tourism Student Association (TTSA)
facebook.com/TTSAatASU

The purpose of the Travel and Tourism Student Association shall be to bring together students who are interested in the travel and tourism industry, helping members to become better acquainted with peers and interact with industry professionals, with the intention of promoting academic, social, and professional success.

Meeting Professionals International (MPI)
mpiweb.org

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)
pcma.org

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 meetings and event professionals.

Who can you talk to?

Tempe Campus
480-965-4154

To schedule an appointment:
wpcarey.asu.edu/sos

1 careers.stateuniversity.com
2 prospects.ac.uk/cms/ShowPage/Home_page/pLaXi
3 jobprofiles.monster.com
4 hcareers.com