

TOURISM MANAGEMENT, B.S.

The Bachelor of Science in Tourism Management degree is designed to prepare students for managerial and leadership roles in the tourism industry, including convention centers, tourism events, festivals, conferences, destination management organizations, and the travel industry. The mission of the School of Hotel, Restaurant, and Tourism Management (HRTM) is to educate global leaders for the hospitality and tourism industry through innovative and experiential curriculum, research, and community engagement.

The program provides a comprehensive curriculum that includes courses in general education, business, and tourism and hospitality management, combined with relevant operational management experience under the guidance and supervision of industry professionals, and program faculty.

The School of Hotel, Restaurant and Tourism Management prepares students for responsible citizenship roles in business and society. It enables them to understand and apply the concepts of problem-solving in general, and in organizational and industry-related issues.

The HRTM faculty provide uncompromising individualized attention to meeting the educational needs of our students and assume very active, and influential roles in numerous professional organizations, at all levels.

Learning Outcomes

- Students should be able to apply business management principles to identify problems and utilize analytical reasoning to formulate local-to-global solutions.
- Students should be able to identify, evaluate and explain tourism impacts on the host community and global environment.
- Students should be able to examine and apply tourism policy and planning principles to match the needs of diverse stakeholders, destinations and environments.
- Students should be able to demonstrate an understanding of the concepts and characteristics of tourism as an academic area of study.
- Students should be able to understand the products, processes, structure(s) and interactions in the tourism system.