

TOURISM & HOSPITALITY MANAGEMENT (BA)

Innovation and Entrepreneurship

The BA in Tourism Management and Policy will imbue its graduates with the facility to assist others—municipal, state, and federal officials, planners, financial institutions, owners and general managers of accommodations and attractions, consultants, and chambers of commerce—in determining the role of tourism in accomplishing their respective purposes, thereby bringing greater efficiency to large and small tourism and hospitality ventures. Graduates will:

- be skilled at tracking trends within the tourism industry
- be able to convey their perceptions of the industry to others
- have a keen sense of the history of the tourism industry
- be prepared to assist the aforementioned to define their problems and prospects
- establish workable goals and objectives
- identify needs
- determine appropriate courses of action
- communicate these effectively to constituencies.

Tourism Management Policy students are trained to assist others in making adjustments to changes within the tourism industry and society as a whole.

Degree Requirements

Course	Title	Credits
Major Requirements		
TMP 2010	Introduction to Travel and Tourism (GACO)	4
TMP 2303	Stay Work Play : Wellness in Hospitality Management (WECO)	4
TMP 2850	Tourism/Hospitality Practicum ¹	1
TMP 3333	Hotel Operations Management	4
GE 3080	Economic Geography	4
TMP 4100	Tourism Management and Policy Internship ²	8
BUS 1100	Introduction to Marketing and Sales	4
BUS 2000	Financial & Managerial Accounting	4
BUS 2200	Management and Decision Making	4
MKT 3120	Marketing Research and Consumer Insights (QRCO)	4
Technology Electives		
Complete ONE course from the following :		4
GE 2050	GIS I: Introduction to Geographic Information Systems (QRCO,TECO)	
BUS 1300	Digital Information Technologies (TECO)	
Sustainability Electives		
Complete ONE course from the following:		4
SO 3605	Sustainability in Practice (WECO)	
SU 3112	Social Science Perspectives on Sustainability (DICO,GACO)	
SU 3115	Economic and Ecological Sustainability (GACO,QRCO)	
SU 3333	Environmental Humanities (WRCO)	

Tourism Electives		
Complete TWO courses from the following:		8
TMP 3060	Ecotourism	
TMP 3070	Cultural and Heritage Tourism (WRCO,DICO)	
TMP 3040	Special Topics in Tourism and Hospitality	
Social Science Electives		
Complete ONE courses from the following:		4
AN 2100	Foundations of Anthropology (GACO)	
ESP 2100	Introduction to Environmental Science and Policy I	
GE 2200	Human Geography	
PO 1035	World Politics (GACO)	
PO 2025	Public Administration (DICO)	
SO 2225	Foundations of Sociology (DICO)	
Marketing Electives		
Complete ONE course from the following:		4
MKT 3210	Event Planning and Marketing	
MKT 3140	Creating Effective Marketing Content	
MKT 3450	Sports Marketing and Sales	
MKT 4120	Impact Marketing	
Quantitative Reasoning in the Discipline Connection		
Complete ONE course from the following:		4
BU 2240	Business Statistics (QRCO)	
MA 2300	Statistics I (QRCO)	
SS 3705	Social Statistics (QRCO)	
General Education (https://coursecatalog.plymouth.edu/general-education/)		
EN 1400	Composition	4
IS 1115	Tackling a Wicked Problem	4
IS 4220	Signature Project (INCO,INCP)	4
MA (https://coursecatalog.plymouth.edu/general-education/#MATH)	Mathematics Foundations	3-4
CTDI (https://coursecatalog.plymouth.edu/general-education/#CTDI)	Creative Thought Direction	3-4
PPDI (https://coursecatalog.plymouth.edu/general-education/#PPDI)	Past and Present Direction	3-4
SIDI (https://coursecatalog.plymouth.edu/general-education/#SIDI)	Scientific Inquiry Direction	3-4
SSDI (https://coursecatalog.plymouth.edu/general-education/#SSDI)	Self and Society Direction	3-4
Directions (choose from CTDI, PPDI, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/) ³		4-8

GACO (https://coursecatalog.plymouth.edu/general-education/#GACO)	6-8
Electives	7-12
Total Credits	120

¹ Tourism/Hospitality Practicum (TMP 2850) requires a minimum major grade point average of 2.50.

² Tourism Management and Policy Internship (TMP 4100) requires a minimum grade point average in all TMP courses of 2.50.

³ Directions should total 20 credits (unless the major has a waiver for a specific Direction).

⁴ The foreign language requirement for all BA degrees calls for 0-8 credits: one year of one language (6-8 credits); or one 3000/4000 level world language course (3 credits); or being a native speaker of a language other than English (zero credit). American Sign Language I and II fulfill this requirement; however, American Sign Language does not satisfy the Global Awareness Connection.

Recommended Course Sequence

Check all course descriptions for prerequisites before planning course schedule. Course sequence is suggested but not required.

To complete the bachelor's degree in 4 years, you must successfully complete a minimum of 15 credits each semester or have a plan to make up credits over the course of the 4 years. For example, if you take 14 credits one semester, you need to take 16 credits in another semester. Credits completed must count toward your program requirements (major, option, minor, certificate, general education or free electives).

Course	Title	Credits
Year One		
EN 1400	Composition	4
IS 1115	Tackling a Wicked Problem	4
MA (https://coursecatalog.plymouth.edu/general-education/#MATH)	Mathematics Foundations	4
TMP 2010	Introduction to Travel and Tourism (GACO)	4
TMP 2303	Stay Work Play : Wellness in Hospitality Management (WECO)	4
BUS 1100	Introduction to Marketing and Sales	4
CTDI (https://coursecatalog.plymouth.edu/general-education/#CTDI)	Creative Thought Direction	4
Elective		4
Credits		32
Year Two		
TMP 2850	Tourism/Hospitality Practicum	1
Complete ONE course from the following:		4
TMP 3060	Ecotourism	
TMP 3070	Cultural and Heritage Tourism	
TMP 3040	Special Topics in Tourism and Hospitality	
TMP 3333	Hotel Operations Management	4

BUS 2200	Management and Decision Making	4
GE 2050 or BUS 1300	GIS I: Introduction to Geographic Information Systems (QRCO,TECO) or Digital Information Technologies (TECO)	4
PPDI (https://coursecatalog.plymouth.edu/general-education/#PPDI)	Past and Present Direction	4
SSDI (https://coursecatalog.plymouth.edu/general-education/#SSDI)	Self and Society Direction	4
Directions (choose from CTDI, PPDI, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/) ¹		8
Credits		33

Year Three

BUS 2000	Financial & Managerial Accounting	4
GE 3080	Economic Geography	4
Complete ONE course from the following:		4
BU 2240	Business Statistics (QRCO)	
MA 2300	Statistics I (QRCO)	
SS 3705	Social Statistics (QRCO)	
Complete ONE course from the following:		4
TMP 3060	Ecotourism	
TMP 3070	Cultural and Heritage Tourism	
TMP 3040	Special Topics in Tourism and Hospitality	
SIDI (https://coursecatalog.plymouth.edu/general-education/#SIDI)	Scientific Inquiry Direction	4
Complete ONE course from the following:		4
ESP 2100	Introduction to Environmental Science and Policy I	
PO 1035	World Politics (GACO)	
PO 2025	Public Administration (DICO)	
SO 2225	Foundations of Sociology (DICO)	
Electives		8
Credits		32

Year Four

MKT 3120	Marketing Research and Consumer Insights (QRCO)	4
Complete ONE course from the following:		4
MKT 3210	Event Planning and Marketing	
MKT 3140	Creating Effective Marketing Content	
MKT 3450	Sports Marketing and Sales	
MKT 4120	Impact Marketing	
Complete ONE course from the following:		4
SO 3605	Sustainability in Practice (WECO)	
SU 3112	Social Science Perspectives on Sustainability (DICO,GACO)	
SU 3115	Economic and Ecological Sustainability (GACO,QRCO)	
SU 3333	Environmental Humanities (WRCO)	
TMP 4010	Tourism Development (INCO,WRCO)	4

TMP 4100	Tourism Management and Policy Internship	8
	Credits	24
	Total Credits	121

¹ Directions should total 20 credits (unless the major has a waiver for a specific Direction).

Learning Outcomes

- Display an understanding of the production, implementation, and impacts of tourism development locally, nationally, and internationally.
- Demonstrate cultural and environmental sensitivity through an appreciation for various forms of diversity in our worlds.
- Conduct research ethically, as evidenced through effective research design and implementation.
- Write clearly and concisely in the conventions of tourism studies.
- Exhibit effective oral communication through personal interaction as well as classroom presentations, individually or as part of a group, to a larger audience.
- Demonstrate critical thinking and analytical skills through writing and verbal assessments.
- Possess skills and experience relating to management, leadership and production of tourism in a professional setting.
- Management principles of sales and marketing, human resources, operations, security, engineering, finance, front desk/reception, housekeeping.
- Understand motivation, leadership, diversity, and goal setting, coaching and conflict resolution

Career Pathways

Students will be prepared to enter management and marketing positions throughout the tourism and hospitality industries in resorts, outdoor recreation, theme parks, lodging, entertainment, leisure, events planning, destination marketing, travel, and general service operations. Students will also be prepared to enter careers in similar aspects of public services for local, state, and federal agencies, or to start their own businesses.

We train our students with the intention of them beginning management-level positions right after graduation because they already have the knowledge and experience that other candidates would have to learn on the job. Our graduates' successes prove that this "leg-up" really works. Since tourism and hospitality are fundamentally about the appreciation of place, the location of our students' eventual careers is really up to them. This is why our programs' motto is "Find your place".

Example Career Titles:

- Tourism agent or Manager
- Director of Tourism
- Social Event Sales Manager
- Destination Marketing Coordinator
- Wedding/Event Coordinator or Manager
- Wildland Firefighter U.S. Forest Service
- Sales Manager

- Director of Sales
- Concierge
- Manager: Ski, Board, and Sport Shop
- Relocation Consultant
- Front Office Manager
- Account Director
- Sales Development Representative
- Director of Operations
- Study Abroad Academic Advisor
- Chief Stewardess
- Hotel and Lodging Technical Trainer
- Retail Sales Specialist
- Director of Lodging
- Front Desk Manager
- Front of House Dining Manager