

# ASU COLLEGE of PUBLIC PROGRAMS

## Tourism BIS Concentration 2004-2005

The Concentration in Tourism provides students with an exposure and understanding of the components of the travel and tourism industry at the state, national, and global levels. Courses may include tourism planning and development, marketing, transportation, convention and meeting planning.

### Students should:

- ❑ Complete 18 hours of graded classroom work (internship or independent study not applicable)
- ❑ Take a minimum of 12 hours of upper division coursework from the approved list
- ❑ Earn a grade of “C” for all classes in the concentration
- ❑ Complete minimum of 12 hours residence credit at ASU Tempe Campus
- ❑ Maintain cumulative GPA of at least a 2.0
- ❑ Be Junior standing to take 400 level courses
- ❑ Use courses toward one concentration area only (no “double-counting” of courses)
- ❑ Tourism and Recreation Management concentrations cannot be combined as two BIS Concentrations (Students may choose any other combination)

Course Number	Course Title	Lower Division	Upper Division	General Studies Designation
M REC 120 (3)	Leisure and the Quality of Life			SB
M REC 305 (3)	Introduction to Travel and Tourism			G
<b>Choose Four courses (12 Credit hours) from the following:</b>				
M REC 325 (3)	Tourism Accommodations			
M REC 345 (3)	Meeting and Convention Planning			
M REC 350 (3)	Tourism Marketing			
M REC 372 (3)	Tourism Planning			
M REC 415 (3)	Tourism Transportation Systems			
M REC 458 (3)	International Tourism			G
M REC 480 (3)	Natural Resource Tourism			
M REC 494 (3)	Commercial Recreation and Tourism Entrepreneurship			
M REC 494 (3)	Destination Resort Management			
M REC 494 (3)	Special Event Management			
<b>Hours Required</b>			<b>12</b>	
<b>Total Hours Required</b>		<b>18</b>		

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AGRICULTURE (AG) 281

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College of Public Programs – School of Community Resources and Development

## Course Title and Description

### **REC 120 Leisure and the Quality of Life. (3) Offered fall, spring, summer**

Conceptual foundations for understanding the role of leisure in the quality of life. Social, historical, psychological, cultural, economic, and political foundations of play, recreation, and leisure. *General Studies: SB*

### **REC 305 Introduction to Travel and Tourism. (3) – Offered fall, spring**

Examines the components of the travel and tourism industry at the state, national, and global levels. *General Studies: G*

### **REC 325 Tourism Accommodations. (3) Offered once a year**

Local, national, and international overview of the lodging and food service industries. Prerequisites: REC 305; Recreation major or minor.

### **REC 345 Meeting and Convention Planning. (3) Offered once a year**

Basic aspects and skills in planning meetings and conventions. Industry and market overview of certified meeting planners. Prerequisite: REC 305.

### **REC 350 Promoting and Marketing Recreation Services. (3) Offered fall, spring**

Basic principles of promoting recreation services and strategies focusing on promoting and marketing concepts as they apply to recreation/tourism settings. Prerequisite: Recreation professional status.

### **REC 372 Tourism Planning. (3) Offered fall, spring**

Applies economic and regional development concepts and theories to destination product development. Prerequisites: REC 305; Recreation major or minor.

### **REC 415 Tourism Transportation Systems. (3) Offered once a year**

Examines the role of various modes of transportation in domestic and international tourism development. Prerequisites: REC 305; Recreation major or minor.

### **REC 458 International Tourism. (3) Offered fall, spring**

Global examination of international tourism and its significance as a vehicle for social and economic development. *General Studies: G*

### **REC 480 Natural Resource Tourism. (3) Offered spring**

Examines the interaction of tourism with culture, natural environment, as well as the impacts of tourism on the environment.

### **REC 494 Special Topics. (1–3) Offered fall, spring**

Special topics selected by department faculty.