

TOURISM MANAGEMENT AND POLICY (BA)

Tourism, Environment, and Sustainable Societies

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 2850	Tourism/Hospitality Practicum ¹	1
TMP 4010	Tourism Development (INCO,INCP,WRCO)	4
TMP 4100	Tourism Management and Policy Internship ²	8
BUS 1100	Introduction to Marketing and Sales	4
MKT 3120	Marketing Research and Consumer Insights (QRCO)	4
MGM 3450	Organizational Behavior & Team Development (DICO)	4
EPL 2105	Community Planning	4
GE 2050	GIS I: Introduction to Geographic Information Systems (QRCO,TECO)	4
GE 3080	Economic Geography	4
SO 3605	Sustainability in Practice (WECO)	4
Tourism Electives		
Complete one course from the following:		4
TMP 3040	Special Topics in Tourism and Hospitality	
TMP 3060	Ecotourism	
TMP 3070	Cultural and Heritage Tourism	
Social Science Electives		
Complete two courses from the following:		6-8
AN 2100	Foundations of Anthropology (GACO)	
ESP 2100	Introduction to Environmental Science and Policy I	
GE 2002	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:		3
MKT 3210	Event Planning and Marketing	
MKT 3120	Marketing Research and Consumer Insights (QRCO)	
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:		3-4
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
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
WECO (https://coursecatalog.plymouth.edu/general-education/#WECO)	Wellness Connection	3-4
GACO (https://coursecatalog.plymouth.edu/general-education/#GACO)	Foreign Language ⁴	6-8

Electives	19-24
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.

Complementary Courses

Course	Title	Credits
BUS 1200	Business Law and Ethics (DICO)	4
CM 2405	Public Speaking	4

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	3-4
TMP 2010	Introduction to Travel and Tourism (GACO)	4
BUS 1100	Introduction to Marketing and Sales	4
Directions (choose from CTDI, PPDI, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/)		3-4
GACO (https://coursecatalog.plymouth.edu/general-education/#GACO)	Foreign Language	6
Elective		2-4
Credits		30-34

Year Two		
TMP 2850	Tourism/Hospitality Practicum	1
EPL 2105	Community Planning	4
GE 2050	GIS I: Introduction to Geographic Information Systems (QRCO,TECO)	4
Complete two Group B Courses from the following:		6-8
AN 2100	Foundations of Anthropology (GACO)	

ESP 2100	Introduction to Environmental Science and Policy I	
GE 2002	Human Geography	
PO 1035	World Politics (GACO)	
PO 2025	Public Administration (DICO)	
SO 2225	Foundations of Sociology (DICO)	
Directions (choose from CTDI, PPDI, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/) ¹		10-16
Elective		2
Credits		27-35

Year Three		
MKT 3120	Marketing Research and Consumer Insights (QRCO)	4
MGM 3450	Organizational Behavior & Team Development (DICO)	4
GE 3080	Economic Geography	4
SO 3605	Sustainability in Practice (WECO)	4
Complete one Group A Course from the following:		4
TMP 3040	Special Topics in Tourism and Hospitality	
TMP 3060	Ecotourism	
TMP 3070	Cultural and Heritage Tourism	
Directions (choose from CTDI, PPDI, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/)		3-4
Complete one Quantitative Reasoning in the Discipline Connection Course from the following:		3-4
BU 2240	Business Statistics (QRCO)	
MA 2300	Statistics I (QRCO)	
SS 3705	Social Statistics (QRCO)	
Electives		4-6
Credits		30-34

Year Four		
TMP 4010	Tourism Development (INCO,INCPWRCO)	4
TMP 4100	Tourism Management and Policy Internship	8
Complete one Group C Course from the following:		3
MKT 3210	Event Planning and Marketing	
MKT 3120	Marketing Research and Consumer Insights (QRCO)	
MKT 3140	Creating Effective Marketing Content	
MKT 3450	Sports Marketing and Sales	
MKT 4120	Impact Marketing	
WECO (https://coursecatalog.plymouth.edu/general-education/#WECO)	Wellness Connection	3-4
Electives		11-12
Credits		29-31
Total Credits		120

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 the management and production of tourism in a professional setting.

Career Pathways

Students will be prepared to enter management and marketing positions throughout the tourism and hospitality industries in resorts, outdoor recreation, 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.