



**TOURISM MANAGEMENT  
Degree Program**

Career Curriculum  
Associate in Applied Science  
Minimum Hrs. 62  
Major Code: 1.2 520903C

**FIRST YEAR – FALL SEMESTER**

Dept. No.	Hrs.	Gr.
BUS 110 Introduction to Business	3	___
ENG 101 English Composition I <sup>1</sup>	3	___
MAT 113 Introduction to Contemporary Mathematics <sup>2</sup> OR BUS 111 Business Mathematics	3	___
TRT 150 Introduction to Hospitality and Tourism	3	___
TRT 153 Travel Geography <sup>3</sup>	3	___
	<u>3</u>	
	15	

**FIRST YEAR – SPRING SEMESTER**

Dept. No.	Hrs.	Gr.
CIS 207 Computer Applications	3	___
HUM 101 Introduction to Humanities	3	___
SPE 115 Speech	3	___
TRT 145 Cultural & Heritage Tourism	3	___
TRT 151 Visitor and Customer Service	3	___
	<u>3</u>	
	15	

**SECOND YEAR – SUMMER SEMESTER**

Dept. No.	Hrs.	Gr.
TRT 250 Event Planning and Management <sup>3</sup>	3	___
TRT 256 Introduction to Marketing in Tourism <sup>3</sup>	3	___
	<u>3</u>	
	6	

**SECOND YEAR – FALL SEMESTER**

Dept. No.	Hrs.	Gr.
PSY 132 General Psychology OR SOC 133 Principles of Sociology	3	___
SPN 101 Elementary Spanish I	4	___
TRT 251 Tourism Product Integration <sup>3</sup>	3	___
TRT 254 Nonprofit Organization Management <sup>4</sup>	3	___
	<u>3</u>	
	13	

**SECOND YEAR – SPRING SEMESTER**

Dept. No.	Hrs.	Gr.
TRT 252 Entrepreneurship Management <sup>3</sup>	3	___
TRT 258 Destination Management <sup>3</sup>	3	___
TRT 259 Crisis Management	3	___
TRT 260 Internship	4	___
	<u>4</u>	
	13	

<sup>1</sup> Requires a grade of "C" or higher.

<sup>2</sup> Recommended for transfer students.

<sup>3</sup> Online course.

The Tourism Management Associate in Applied Science Degree is the parent program to the Tourism Management Certificate Program.

The minimum general education component for the Associate in Applied Science degree requires satisfactory completion of at least 15 semester credits of coursework distributed over the disciplines of Communications, Mathematics, Arts and Humanities, Physical and Life Sciences, and Social and Behavioral Sciences. The curriculum guide for each Associate in Applied Science degree program will spell out the course requirements or options available for satisfying the general education component. With appropriate justification and in consultation with your academic advisor, a request to substitute a course for one recommended in this guide may be granted with the appropriate approvals from the Department Chair, Dean for Instruction and Vice-President for Instruction. However, no substitutions are allowed in Groups I-III (General Education Component; GECC) of the curriculum guide (see the Associate in Applied Science general degree requirements worksheet in the John A. Logan College Catalog).

Students planning to transfer and pursue a baccalaureate degree should, when given a choice, enroll in the general education course that is IAI GECC approved and articulated with participating Illinois institutions.

*John A. Logan College reserves the right to modify this curriculum guide as needed.  
Please verify with your academic advisor the accuracy and time lines of this document.*

**Effective Date: Fall 2008**

**Additional Information:** The Tourism Management Program is a two-year program designed to provide you with the knowledge and skills necessary to be successful in the tourism industry, whether you choose to stay in southern Illinois, or start a career in another part of the world. The curriculum examines a variety of facets of the tourism industry, including sales and marketing, financial and business management for non-profit organizations, historic and cultural site interpretation, cultural heritage, destination management, and event planning. In addition, students will have opportunities to expand their knowledge in a variety of fields, including business communications, computer applications, customer service, and the humanities.

The entire AAS curriculum is articulated with SIU-C's Bachelor of Science Degree in Food and Nutrition with a specialization in Hospitality and Tourism Management. An additional 2 years at SIU-C completes the Bachelor's degree.

The United States Department of Labor estimates that the tourism industry will grow 18% by the year 2012. This means over 2 million new jobs will be created as a result of tourism in the United States! Whether you want to manage a four-star hotel, plan special events, manage historic attractions, create advertising campaigns for your favorite city, or work for a sports marketing firm, your education in tourism management starts here.

**Career Opportunities:** Tour operator, tourism site interpreter, golf course manager, resort manager, guest relations, concierge, customer service account executive, sales training specialist, instructor, retail store manager, boutique owner, hotel and restaurant manager, staff catering manager, staff public relations specialist, special events promoter, meeting and conventions specialist, meeting planner, event sales manager, tradeshow planner/manager, convention and visitors bureau director/sales, chamber of commerce director, museum/zoo/aquarium promotions, bed and breakfast owner/manager, travel writer.