



**TOURISM MANAGEMENT
Degree Program**

Career Curriculum 00TRT3000
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 ¹	3	—
MAT 113 Introduction to Contemporary Mathematics ² OR BUS 111 Business Mathematics	3	—
TRT 150 Introduction to Hospitality and Tourism	3	—
TRT 153 Travel Geography ³	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 ³	3	—
TRT 256 Introduction to Marketing in Tourism ³	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 ³	3	—
TRT 254 Nonprofit Organization Management ³	3	—
	<u>3</u>	—
	13	—

SECOND YEAR – SPRING SEMESTER

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

¹ Requires a grade of "C" or higher.

² Recommended for transfer students.

³ Online course.

The Tourism Management AAS Degree (00TRT3000) is the parent program to:

- Tourism Management Certificate Program (00TRT2008)

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.