

Two Million New Jobs!

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!

Tourism is one of the fastest-growing industries in America. John A. Logan College will provide you with opportunities to master the skills needed to be a successful part of this ever-changing, fast-paced industry.

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...; and it starts now!

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
Tradeshaw Planner/Manager
Convention and Visitors Bureau Director/Sales
Chamber of Commerce Director
Museum/Zoo/Aquarium Promotions
Bed and Breakfast Owner/Manager
Travel Writer

Illinois Tourism Facts

Jobs

The travel and tourism industry employed 302,600 people in Illinois in 2002. They earned almost \$7.7 billion.

Visitors

In 2002, Illinois welcomed 83.3 million domestic visitors, 27.8 million for business and 55.5 million for leisure purposes.

In 2002, Illinois hosted 1,071,000 overseas visitors, making it the 6th most popular U.S. state for overseas visitors. Chicago remained the 9th most popular U.S. city for overseas visitors.

Impact

Travelers spent more than \$60 million dollars every day on Illinois businesses in 2002.

Source: Tourism Industry Association of America



JOHN A. LOGAN COLLEGE

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John A. Logan College does not discriminate on the basis of race, religion, color, national origin, disability, age, or gender orientation.

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Live, Learn, and Discover

TOURISM MANAGEMENT

Associate Degree in Applied Science



**JOHN A. LOGAN
COLLEGE**

Live, Learn, Discover



Located in scenic southern Illinois, John A. Logan College offers a quality education at an affordable price.

When you visit our beautiful campus, you will find over 500,000 square feet of attractive and functional facilities that provide a great atmosphere to enhance your educational opportunities.

The Program

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. This associate degree program is unique to John A. Logan College.

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 Internship

The Tourism Management Program focuses on meeting the needs of students who are interested in a career in the tourism industry and offers a variety of internship

opportunities. The internship allows students to gain practical knowledge of their chosen fields and transfer what they have learned in the classroom to their job.

The Industry

In addition to the internship, students will be exposed to a variety of industry professionals throughout their coursework. These professionals will provide a valuable insight to local, regional, and national tourism that can only be discovered through conversation and discussion.

The Faculty

The tourism faculty are trained professionals who have worked within the tourism industry.

Instructors are dedicated to passing their knowledge and experiences to students.

Each class is designed to provide students with the opportunity to interact directly with the instructor, as well as other students, through team projects and class discussions.



Program Curriculum

First Year - Fall Semester

BUS 235 or	Business Correspondence	3
ENG 101	English Composition	
BUS 110	Intro to Business	3
BUS 111	Business Math	3
TRT 150	Intro to Hospitality/Tourism	3
TRT 153	Travel Geography	<u>3</u>
	<i>Total</i>	<i>15</i>

First Year - Spring Semester

SPE 115	Speech	3
CIS 207	Computer Applications	3
HUM 101	Intro to Humanities	3
TRT 145	Cultural Heritage	3
TRT 151	Visitor/Customer Service	<u>3</u>
	<i>Total</i>	<i>15</i>

Second Year - Fall Semester

SPN 101	Elementary Spanish 1	3
TRT 250	Event Planning/Mgmt	3
TRT 251	Site Interpretation	3
TRT 254	Business for Not-for-Profits	3
TRT 256	Destination Sales/Mktg	<u>3</u>
	<i>Total</i>	<i>15</i>

Second Year - Spring Semester

PSY 132 or	Psychology	3
SOC 133	Sociology	
TRT 252	Destination Leadership	3
TRT 257	Financial Not-for-Profits	3
TRT 258	Destination Management	3
TRT 260	Internship	<u>4</u>
	<i>Total</i>	<i>16</i>

Transferable to Southern Illinois University Bachelor of Science degree in food and nutrition with a specialization in hospitality and tourism management