

Tourism Studies

BACHELOR OF ARTS IN GEOGRAPHY



Building Character.
Building Careers.

CALU



California University of Pennsylvania provides the opportunity to study the **world's largest industry** through a program with **world-class standards**.



The Bachelor of Arts in Geography: Tourism Studies Concentration is accredited by the World Tourism Organization, TedQual (Tourism Education Quality) Certification System. The WTO TedQual Certification rigorously regulates international quality-assurance standards for education, training and research in the field of tourism. Cal U is one of only three institutions in the United States and forty-seven worldwide to merit this elite accreditation.

“ This program has provided me a way of traveling and seeing the world that I would never have had before. ”

– JESSICA SARVER
TOURISM STUDIES



Our mission

The mission of the tourism studies program at California University of Pennsylvania is to achieve academic and professional distinction in response to the needs of the tourism industry in the United States and abroad. We encourage students to develop a critical and constructive understanding of tourism planning, resources and impacts by offering them the best teaching, research and service opportunities in the discipline.



World-class facilities

In addition to a commitment to classroom and extracurricular excellence, the tourism studies program offers its students exclusive use of superior equipment, resources, and facilities. The newly constructed Tourism and Geography Instructional Facility, housed within the Department of Earth Sciences, is a hub of research and instruction within the tourism studies program. This state-of-the-art facility provides students access to some of the most up-to-date equipment and software available in this field of study.



Attending international conferences

An interactive classroom experience plus real-world projects and internships comprise the learning experience. Cal U's tourism studies program provides many additional opportunities for student development outside of the classroom, including organizing on-campus events, trips, social activities, and regional and international conferences.



Itinerary

This eight-semester curriculum enables completion of this program of study in four years.

YEAR ONE

First-Year Seminar	1	credit
English Composition I	3	credits
Introduction to Tourism Studies	3	credits
General Education	15	credits
Intro to Geography	3	credits
English Composition II	3	credits

YEAR TWO

Demographic Analysis.....	3	credits
Geographic Information Systems	3	credits
Professional Competencies, General Education, Electives, and/or Internship.....	21	credits
Introduction to Recreation and Leisure	3	credits

YEAR THREE

Comprehensive Tourism Planning.....	3	credits
Professional Competencies, General Education, Electives, and/or Internship.....	24	credits
Commercial Recreational Management	3	credits
Impacts and Sustainability Tourism	3	credits

YEAR FOUR

Developing the Master Plan	3	credits
Professional Competencies, General Education, Electives, and/or Internship.....	24	credits
Research Methods for Tourism Studies	3	credits

begin your journey

Find your destination

The Bachelor of Arts in Geography: Tourism Studies Concentration degree can lead to a career in one of the world's largest and fastest-growing industries. Students with advanced degrees are needed to fill upper-level positions within this growing industry. Cal U can help to get you there!

Tourism program graduates are prepared to hold upper-level positions in the industry, such as:

- Resort Attraction Developers
- Tourism Planners
- Destination and Lodging Managers
- Government Agency Directors
- National Association Managers
- Tourist Council Members
- Travel Writers, Editors and Critics
- Tourism Consultants and Entrepreneurs
- Regional Tourism Advisors
- Tourism Marketers, Analysts and Product Developers





Go places with a Cal U Bachelor of Arts in Geography, Tourism Studies degree.

Affiliations

California University of Pennsylvania is an affiliate member of the World Tourism Organization Education Council, which is comprised of worldwide leading tourism education institutions. Also, the Pennsylvania Association of Convention and Visitors Bureaus, which represents officially designated destination management organizations in Pennsylvania, has officially endorsed Cal U's tourism education programs and has recognized the University as its exclusive education partner.



For more information on undergraduate and graduate Tourism Studies programs, both on-campus and online, contact: Dr. Susan Ryan, program director
724-938-4531 or e-mail ryan@cup.edu
www.cup.edu/go/tourism

California University of Pennsylvania, is a proud member of the Pennsylvania State System of Higher Education. The University is a diverse, caring and scholarly learning community dedicated to excellence in the liberal arts, science and technology, and professional studies. For more than 150 years, it has been known for its educational excellence, and for its mission of Integrity, Civility and Responsibility. The University is located in the Borough of California, PA, a community of approximately 6,000 residents, located on the banks of the Monongahela River, about one hour south of Pittsburgh.



**CALIFORNIA UNIVERSITY OF PENNSYLVANIA
BUILDING CHARACTER. BUILDING CAREERS.**

250 University Avenue, California, PA 15419

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