

TOURISM STUDIES

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 is an international quality assurance system for education, training, and research in the field of tourism. Through this accreditation, the tourism program at Cal U is regulated by a series of rigorous education standards with universal scope. Cal U is one of only three institutions in the United States and twenty-seven worldwide to have this elite status.

Mission Statement

The tourism studies program at California University of Pennsylvania has the best and most complete teaching, research, and service within the discipline. Within the context of the institutional mission of California University of Pennsylvania, the Bachelor of Arts in Geography: Tourism Studies Concentration seeks to build the characters and careers of students through a commitment to academic excellence. The focus of the program is on developing a responsive approach to the needs of both the domestic and international

tourism industry by encouraging students to develop both a constructive and critical understanding of the global tourism industry and the wider social, cultural, economic, and environmental contexts in which it operates.

Career Opportunities

Tourism education provides global career opportunities. Career options are dynamic and adaptable to a variety of possibilities. Graduates are qualified geographers with special proficiency in tourism research, planning, and development. Graduates will be suited for employment as professional managers and supervisors in a breadth of tourism industry sectors including accommodation, attractions, tourist services, travel transportation, and tourism marketing.

These include public, non-profit, and private sector career options. Specific tourism geography careers include, but are not limited to, destination managers, resort attraction developers, lodging managers, tourism planners, government agency directors, national association managers, tourist council members, travel writers and editors, travel critics, tourism consultants, tourism entrepreneurs, regional tourism advisors, tourism marketers, tourism research analysts, and tourism product developers. This ever-expanding industry is paralleled by increasing job openings.

Program Purpose

This program provides:

- A variety of data gathering and analysis skills for tourism planning and development;
- Exposure to theoretical, descriptive, and problem solving aspects of tourism and geography;
- Knowledge and skills to promote professionalism, critical thinking, and theoretical research and writing;
- Comprehensive knowledge in the research, planning, and development of tourism products and markets;
- A foundation in Geo-technology and information systems;
- Real world experience through applied learning opportunities;
- A liberal arts background including written, visual, and oral communication skills; and
- Problem solving skills for evaluation and integration of diverse information.

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.

Professional Affiliations

Cal U is an Affiliate Member of the World Tourism Organization and a member of this organization's Education Council. Cal U is also an organizational member of the international Travel Tourism Research Association (TTRA), an international association of travel research and marketing professionals. Cal U also has a student chapter of this organization (Cal U TTRA). Cal U is also a proud member of several international, national, and statewide professional and trade organizations including the Destination Marketing Association International (DMAI), the International Council on Hotel and Restaurant, and Institutional Education (CHRIE), the US Travel Association of America (TIA), the Pennsylvania Association of Visitors and Convention Bureaus (PACVB), and the Pennsylvania Tourism and Lodging Association (PTLA).

CALU



CALIFORNIA
UNIVERSITY OF
PENNSYLVANIA

building character
building careers

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Curriculum

The international growth of the tourism industry has created increased demand for graduates with an integrated knowledge of the industry. Graduates will be equipped with diverse skills in the business of tourism internationally, industry operations, geo-technology, destination development, tourism impacts, and tourism planning and regional development. In addition to a core of courses in geography and tourism, students also complete six credits of professional competencies. This means, in collaboration with your academic advisor, you will be able to select courses to match your academic interests and professional goals for your career in tourism. You will further develop these interests through practical experience by taking an internship, which is required to graduate.

Tourism Minor

The Department of Earth Sciences offers a twenty-one credit minor in tourism. As a field of study, tourism is highly interdisciplinary and therefore compatible with a variety of other academic majors.

Note

The policies and procedures described here may be reviewed and revised as the need arises. This sheet should be used as an information guide. For details on current policies and procedures, contact the Program Director.

For More Information

Contact the Program Director or 724-938-4531 or by e-mail at ryan@calu.edu. Please also see our website via www.calu.edu or directly at www.calu.edu/go/tourism.

BACHELOR OF ARTS IN GEOGRAPHY: TOURISM STUDIES - 120 CREDITS

The following eight-semester schedule of courses provides a recommended frame-work for completing 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