

TOURISM & TRAVEL MAJOR

My Strategy to a Career in Tourism?

Tourism includes a wide range of businesses and career opportunities. For example tourism specialists might work as developers and promoters of tourist products and services to attract people to an area that would bring significant economic benefit to the area. Others might work in the area of visitor management and management of large tours. Still others might work as tourist consultants, researching into potential and current issues in the tourism and recommending appropriate actions to be taken. Tourism is a huge industry and it is getting bigger and bigger, as new areas open up. New and upcoming fields include ecotourism, agritour-



Codi Thompson 2009 Tourism and Travel graduate.

competitive tourism professional. The package is based on the Tourism Major, a related minor, and cognate courses to begin a career. After you have entered your career, you will gain more comprehensive knowledge and more polished skills.

The Tourism Major is made up of a core of required courses, and choice of elective courses. (See next page.) The electives you pick, depend on your interest and depend on the part of the tourism industry you want to enter.

Your energy, imagination, and drive will define how far you go and in what direction. Good Luck!

Career Opportunities

- Convention & Visitor Bureaus
- Event Management
- Travel Agencies
- Corporate Travel Offices
- International Tourism
- Tourism Marketing
- Tourism Branding
- Great Lakes Tourism
- Economic Development
- Resorts
- Cruise Companies
- Tourism Analysis & Research
- Airlines & Railroads

ism, and culinary tourism
This is what makes a tourism career exciting and dynamic.

No single program can prepare you for everything you will need to know in the tourism career. So, you will want to create a “package” of skills and knowledge that make you an attractive and

Starting in Community College?

If you begin at a community college, make sure that you get basic skills you will be able to use in tourism. This includes office and computer competence (word processing, spreadsheets, PowerPoint, etc.). Take the basic

general education courses needed for graduation. Do not avoid courses that focus on Europe (including history and art), Latin America, and the United States. You may need this background later. A public speaking course is impor-

tant. Tourism is very people-oriented, and good communication skills will be useful. Don't avoid basic math and critical thinking courses. You will need these skills sooner than you think. And you might want CPR and first aid skills too.

University Degree Requirements

Western Michigan University requires all students to have completed 122 semester credit hours to receive a bachelor's degree. This includes any credit hours that have been officially recognized from other colleges or community colleges.

The specific requirements for graduation that will govern you are found in the Western Michigan University Undergraduate Catalog. Since the University changes over time, the version of the

Catalog that governs you is the one that was current when you entered the University.

Your total credit hours will include those of your Tour-



Dr. Li Yang Tourism and Travel Core Faculty

ism Major, your related minor, general education, and elective courses. Please select these in consultation with an adviser or mentor, so that you can make them work together for you effectively.

The Tourism Major allows you to arrange a professional internship, to have an international study abroad experience, and/or to do an independent study project under the guidance of a Tourism faculty member. You need to plan your program well ahead of time in order to take advantage of these options in your own program of study.

Minors Supporting the Tourism Major

You should choose a minor as listed in the Undergraduate Catalog. Recommended minors can come from either the College of Arts & Sciences or the Haworth College of Business at Western Michigan University. To minor in

the College of Business you will have to have a GPA of 2.5 or higher to be admitted.

Arts & Science Minors include Foreign Languages & Linguistics, Asian & Middle Eastern Languages, Communications, Journalism, Practical Writing (English), Global

Studies (Asian, African, European, Latin American Studies), American Studies, or Public Administration.

College of Business minors include Marketing, Advertising, Management, Business Communication, Real Estate, and General Business

Internship, Study Abroad, or Research Experiences

We recommend that you consider pursuing an optional professional internship in a tourism-related enterprise. You will gain useful perspectives on the working world before entering it. Many employers use internships as a means of discovering whether a person would make a good employee. A number of our interns have received job offers at the end of their internship.

We recommend that Tour-

ism students consider an optional study abroad experience. This is a good way to learn about one part of the world outside the U.S., and it gives real knowledge regarding tourism issues when traveling abroad.

We also recommend that students consider doing an optional independent research activity under the supervision of a faculty member. Carrying through an independent research project is an impor-

tant demonstration to some employers that students can work self-reliantly to get useful answers to important questions. These experiences add value to your degree.



Dr. Lucius Hallett Tourism and Travel Core Faculty

The Tourism & Travel Curriculum

Your complete program of study at Western Michigan University, or at other colleges from which you are transferring credit, constitutes the entire Tourism curriculum. This Curriculum can be supplemented by adding other knowledge and skills also. The more accomplished you are, the more likely is a satisfying career.

General Education-Liberal Education Curricular Requirements. To complete the degree at Western Michigan University, each student fulfills “General Education” goals. Each student gains understanding of the natural & social sciences; knowledge of the United States and some international issues/regions; computer, mathematics, and critical reasoning proficiencies, etc. The General Education section of the Undergraduate Catalog has a full description. In addition, students in the College of Arts & Sciences take additional classes as listed in the Liberal Education Curriculum in the Undergraduate Catalog

The Tourism Major. The major has three parts. First, core courses are taken by all Tourism students. Second, elective courses are those students opt to take; they are not required of every student. What you take depends on the package of knowledge and skills you want to build. Third, each student must enroll in one non-classroom experience. The core courses make up 20 credit hours of the 32 credit hour major. Elective courses and the non-classroom experience make up the remainder of your major. This description is effective for all new majors beginning Fall 2007 or later.

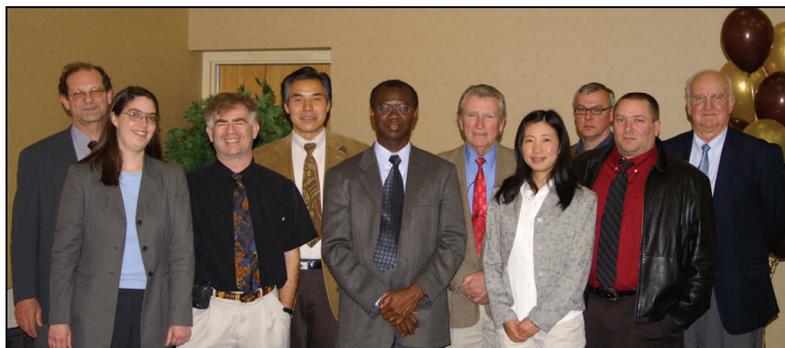
- *Core Courses:*

Geography 1000 World Ecological Problems	4 cr. hrs.
OR	
Geography 1050 Physical Geography	4 cr. hrs.
Geography 2050 Human Geography	3 cr. hrs.
Geography 3030 Geographic Inquiry	4 cr. hrs.
Geography 3100 Introduction to Tourism	3 cr. hrs.
Geography 4080 Tourism Marketing	3 cr. hrs.
Geography 4180 Tourism Planning and Development	3 cr. hrs.
- *Elective Courses:* You may enroll for up to two regional geography courses (numbered 3800 through 3900). You select additional elective courses to complete the major from the list below or from other appropriate department courses. You should consult with the Tourism Adviser about your plan of study.
- *Regional Geography Courses:* Geography 3800-3900 3 cr. hrs. each
 - Africa, U.S. & Canada; South America; Mexico & the Caribbean; Europe; Monsoon Asia; China, Japan, & Korea
- *Other Courses*

Geography 1020 World Geography Through Media & Maps	3 cr. hrs.
Geography 2440 Economic Geography	3 cr. hrs.
Geography 2650 Introduction to Geo-Spatial Technologies	3 cr. hrs.
Geography 5010 Introduction to Geographic Information Systems	4 cr. hrs.
Geography 5540 Outdoor Recreation: Resources and Planning	3 cr. hrs.
Geography 5560 Studies in Urban & Regional Planning	3 cr. hrs.
- *Non-Classroom Experience.* You must enroll for **one** of the following non-classroom experiences.

Geography 4120 Professional Practice	2-4 cr. hrs.
Geography 5970 Readings in Geography	3 cr. hrs.
International Studies 3300 Study Abroad	variable cr.

The Minor. Typically you select a minor that complements the major. Properly selected, the major and the minor strengthen a student for a career. It is often better to select a minor that interests you because that keeps you strongly motivated. We find that students often find interesting (even unique) uses for their minors. (Note: It is possible for students to have a second major instead of a minor. See the Undergraduate Catalog for details.) The following minors are recommended: Foreign Languages, Asian & Middle Eastern Languages, Communications, Journalism, Global Studies, American Studies, Marketing, Advertising, Real Estate or General Business.



Geography Faculty

Not photographed: L. Hallett, L. DeCahno-Cook, and J. Yin



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Western Michigan University & Tourism

Founded in 1903, Western Michigan University has had a strong Geography program from the start. The University has nearly 30,000 students with a comprehensive variety of academic programs. Usually about 2,000 of our students come from outside the United States, representing more than 100 countries. Western is one of the U.S.'s 40 largest universities by student size, and by international student size.

The Tourism Program has operated for almost 25 years. With many alumni around the globe, we look

to maintain our program as one of the best established 4-year Tourism programs in the United States. We welcome international students, and have always had many international students.

The University is located in the City of Kalamazoo, in southern Michigan about half way between Chicago and Detroit. Kalamazoo is a safe, small metropolitan area. You can get to Kalamazoo by air (AZO), rail and bus, and by Interstate and National highway (US-131 and I-94).

The University offers comprehensive cultural and

athletic programs. The City offers even more, so there are many opportunities to attend concerts, theaters and plays, and recreational athletics.

Michigan lies in the heart of the Great Lakes Region, one of the wonders of the world. The Great Lakes possess one-fifth of the world's surface fresh water. Michigan also offers tourism activities associated with these lakes. Beach and water activities abound. Michigan has wonderful golf courses, hotels, resorts, and B&Bs.



The Tourism and Travel Program is located in the Geography Department in Wood Hall.