

HOSPITALITY, TRAVEL AND TOURISM MANAGEMENT (BS)

Department Website (<https://www.sps.nyu.edu/homepage/academics/bachelors-degrees/bs-in-hotel-and-tourism-management.html>)

NYSED: 84424 **HEGIS:** 0508.00 **CIP:** 52.0901

Program Description

The BS in Hospitality, Travel and Tourism Management prepares students for management positions in one of the largest economic sectors worldwide. Combining a thorough liberal arts program of study with industry-specific business classes, students gain in-depth knowledge in the areas of hospitality finance, sales and marketing, revenue management, special event planning, destination development, and food and beverage operations. Students learn how to develop new hotel and resort concepts, market tourism destinations, and manage tourism and convention bureaus. Frequent site visits, industry events, and guest speakers ensure that students make use of all the opportunities New York City has to offer, both in and out of the classroom. In addition, they gain hands-on experience through internships, which develop them into successful—and highly employable—industry professionals.

Admissions

New York University's Office of Undergraduate Admissions supports the application process for all undergraduate programs at NYU. For additional information about undergraduate admissions, including application requirements, see How to Apply (<https://www.nyu.edu/admissions/undergraduate-admissions/how-to-apply.html>).

Program Requirements

The program requires the completion of 128 credits, and students may choose one of six concentrations listed below.

| Course | Title | Credits |
|---|--------------------------------------|---------|
| Writing | | |
| Select 8 credits from the following (AP credits will not substitute): | | 8 |
| EXWR1-UC 7502 | Writing Workshop I | |
| EXWR1-UC 7503 | Writing Workshop II | |
| WREX-UF 101 | Writing as Exploration | |
| WRCI-UF 102 | Writing as Critical Inquiry | |
| Math | | |
| Select one of the following: | | 4 |
| MATH1-UC 1105 | Mathematical Reasoning | |
| MATH1-UC 1171 | Precalculus | |
| MATH-UA 9 | Algebra, Trigonometry, and Functions | |
| MATH-UA 121 | Calculus I | |
| Social Sciences | | |
| TCHT1-UC 1000 | Tourism Impacts and Issues | 4 |
| TCHT1-UC 3470 | Tourism Planning and Policy | 4 |
| Select four courses from the following: | | 16 |
| ECI-UF 101 | Principles of Macroeconomics | |

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|---|---|----|
| ECON-UA 2 | Introduction to Microeconomics | |
| ECON1-UC 301 | Intro to Macroeconomics | |
| ECON1-UC 302 | Intro to Microeconomics | |
| CORE-UA 105 | Quantitative Reasoning: Elementary Statistics | |
| MATH1-UC 1172 | Statistical Methods | |
| PSYCH-UA 1 | Intro to Psychology | |
| SOC-UA 1 | Intro to Sociology | |
| SOCY1-UC 7200 | Intro to Sociology | |
| PSYC1-UC 6801 | Intro to Psychology | |
| Natural Sciences | | |
| Select one of the following: | | 4 |
| ENVST-UA 100 | Environmental Systems Science | |
| ENVST-UA 101 | Environment & Society | |
| CORE-UA 200s | Physical Science (formerly Natural Science I) - Select One | |
| CORE-UA 300s | Physical Science (formerly Natural Science II) - Select One | |
| BIOL-UA 11 | Principles of Biology I | |
| Humanities | | |
| Foreign Language OR American Sign Language | | 8 |
| Cultures and Contexts OR Texts and Ideas | | 4 |
| Humanities Electives | | 8 |
| Major Core | | |
| TCHT1-UC 1070 | Introduction to Hospitality | 3 |
| TCHT1-UC 1100 | Financial Management for Hospitality & Tourism | 3 |
| TCHT1-UC 1120 | Hotel & Tourism Accounting | 3 |
| TCHT1-UC 1300 | Hospitality & Tourism Sales & Marketing | 3 |
| TCHT1-UC 1500 | Research Methods | 3 |
| TCHT1-UC 1600 | Business Fundamentals | 3 |
| TCHT1-UC 2000 | Internship I | 1 |
| TCHT1-UC 2001 | Internship II | 1 |
| TCHT1-UC 1920 | Strategies for Academic Success | 0 |
| TCHT1-UC 1130 | Hospitality and Travel Technology and Innovation | 3 |
| TCHT1-UC 1140 | Service Operations | 3 |
| TCHT1-UC 1150 | Data Analytics and Visualization | 3 |
| Electives | | |
| Students are not required to select electives from the following list, but can use them towards their General Electives or as substitutions in their concentration: | | 15 |
| TCHT1-UC 2010 | Internship III | |
| TCHT1-UC 3900 | Independent Study | |
| TCHT1-UC 3905 | Special Topics in Hospitality | |
| TCHT1-UC 3910 | Special Topics in Travel and Tourism | |
| TCHT1-UC 3915 | Special Topics in Events | |
| TCHT1-UC 3920 | Field Study in Hospitality | |

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|---|-----------------------------------|------------|
| TCHT1-UC 3925 | Field Study in Travel and Tourism | |
| TCHT1-UC 3930 | Field Study in Events | |
| Capstone | | |
| TCHT1-UC 4000 | Consulting Practicum | 3 |
| Concentrations | | |
| Students are required to select one of the concentrations below and complete 7 courses in each as indicated. Of the 7 courses, students can substitute 2 courses with concentration electives or courses in different concentrations. | | 21 |
| Event Management | | |
| Marketing and Analytics | | |
| Leadership and Management | | |
| Hotel Real Estate Finance and Development | | |
| Travel and Tourism Development | | |
| Entrepreneurship | | |
| Total Credits | | 128 |

Concentrations

The BS in Hospitality, Travel and Tourism Management prepares students for a wide range of careers in hotels, restaurants, catering companies, real estate and management services companies, online travel agencies, marketing and PR firms, destination marketing organizations, event companies and consulting firms. The degree has six concentrations:

Event Management

This concentration explores career opportunities in festivals, weddings and social events, trade shows, and experiential marketing.

The event sector is growing fast, and offers a wealth of career opportunities. Whether you are interested in festivals, weddings, business conventions or sporting events, this concentration will equip you with the skills and knowledge you need to succeed in this exciting field.

Event planning, design and production are a central focus of this concentration. Event planners/producers coordinate every detail of the event: from the venue and speakers to arranging for printed materials and audio-visual equipment. They develop the concept for the event, and liaise with suppliers and staff. Event planners/producers may work for non-profit organizations, associations, hotels, corporations, and government. Many are independent business owners and coordinate events for a range of clients.

Events can also play an important role in a company's marketing strategy. Experiential or event marketing is a promotional strategy that involves face-to-face contact between companies and their customers at special events like concerts, fairs, and sporting events. Brands use event marketing entertainment (like shows, contests, or parties) to reach consumers through direct hand-to-hand sampling or interactive displays.

| Course | Title | Credits |
|---------------|---|---------|
| TCHT1-UC 3240 | Managing Food and Beverage Operations | 3 |
| TCHT1-UC 3255 | Event Design & Production | 3 |
| TCHT1-UC 3430 | Sports Tourism Development | 3 |
| TCHT1-UC 3600 | Conferences and Business Events | 3 |
| TCHT1-UC 3655 | Marketing of Conferences & Special Events | 3 |
| TCHT1-UC 1050 | Entrepreneurship | 3 |

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| TCHT1-UC 3500 | Cultural Events and Festivals | 3 |
| TCHT1-UC 3505 | Event Operations, Technology and Sustainability | 3 |

Marketing and Analytics

In this concentration, students study hospitality and travel sales and marketing, as well as strategies and processes that optimize a business's revenues.

The marketing and analytics concentration provides students with in-depth knowledge of the marketing functions of hospitality businesses. Professionals in marketing and branding roles need strong analytical skills as they conduct market research, oversee multimedia advertising campaigns, and consult with outside agencies, promotional representatives and corporate executives.

Marketers and revenue managers currently evolve in an increasingly digital and data-driven environment. They are tasked to develop and implement strategies to maximize the business's revenues and profitability. On the basis of daily reports, they make predictions of demand and make distribution channels and pricing decisions. They also leverage the power of loyalty programs and optimize the entire guest acquisition phase; in partnership with travel agencies - on and offline - and other travel intermediaries.

| Course | Title | Credits |
|---------------|---|---------|
| TCHT1-UC 1360 | Customer Experience Management | 3 |
| TCHT1-UC 3265 | Brand Management | 3 |
| TCHT1-UC 3270 | Strategic Pricing & Revenue Management | 3 |
| TCHT1-UC 3275 | Sales & Distribution Management | 3 |
| TCHT1-UC 3655 | Marketing of Conferences & Special Events | 3 |
| TCHT1-UC 3525 | Integrated, Social Media and Digital Marketing | 3 |
| TCHT1-UC 3530 | International and Cross-Cultural Marketing Strategies | 3 |
| TCHT1-UC 3460 | Placemaking and Destination Branding | 3 |

Leadership and Management

This concentration focuses on the operational aspects of hospitality businesses – a great concentration for budding general managers!

The leadership and management concentration provides students with in-depth knowledge of the operational aspects of hospitality businesses. This is an attractive concentration for budding general managers, as the concentration includes aspects of sales and marketing, food and beverage management, but also leadership and law. Hotel operations roles are available in a wide range of departments: front desk, catering, events, housekeeping and human resources. Professionals in operations oversee the daily activities of their teams, and aim to ensure guest satisfaction.

| Course | Title | Credits |
|---------------|--|---------|
| TCHT1-UC 1360 | Customer Experience Management | 3 |
| TCHT1-UC 3200 | Advanced Hotel Operations Management | 3 |
| TCHT1-UC 3240 | Managing Food and Beverage Operations | 3 |
| TCHT1-UC 3620 | Casino Operations & Management | 3 |
| TCHT1-UC 3535 | Cases in Organizational Excellence | 3 |
| TCHT1-UC 1400 | Hospitality & Tourism Law | 3 |
| TCHT1-UC 1350 | Leadership in the Hospitality Industry | 3 |
| TCHT1-UC 1200 | Human Resource Management | 3 |

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|---------------|---------------------------------------|---|
| TCHT1-UC 3600 | Conferences and Business Events | 3 |
| TCHT1-UC 3640 | Management of Private Clubs & Resorts | 3 |

Hotel Real Estate Finance and Development

This concentration provides students with in-depth knowledge of financial management and the hotel development process.

The hotel real estate finance and development concentration provides students with in-depth knowledge of financial management and the hotel development process. Hotel finance careers may include responsibilities such as overseeing the financial processes of the hotel, maintaining audits and reports, producing monthly income statements, and coordinating budgets and forecasts. The hospitality sector is mostly associated with the hotel industry, however, many other asset classes fall into this sector, including large scale resorts, spas, timeshares, restaurants and casinos.

Another aspect of this concentration is hotel development and asset management. Many well-known hotel brand names do not own the building in which the hotel operates, but rather contract their management and brand name to the owner for a fee. Owners and real estate investment trusts employ analysts to maximize the returns earned by the property. Hotel investment professionals produce valuations, and make recommendations about the development of new assets or the remodeling of existing assets.

| Course | Title | Credits |
|---------------|--------------------------------------|---------|
| TCHT1-UC 1050 | Entrepreneurship | 3 |
| TCHT1-UC 3200 | Advanced Hotel Operations Management | 3 |
| TCHT1-UC 3300 | Introduction to Market Analysis | 3 |
| TCHT1-UC 3310 | Planning, Design and Construction | 3 |
| TCHT1-UC 3330 | Investment Analysis & Financing | 3 |
| TCHT1-UC 3510 | Hotel Asset Management | 3 |
| TCHT1-UC 3520 | Fundamentals of Hotel Ownership | 3 |
| TCHT1-UC 3515 | Corporate Finance | 3 |

Travel and Tourism Development

This concentration prepares students for careers in destination marketing organizations, (online) travel agents, tour operators, airlines, cruise lines, PR firms, and visitor attractions.

The travel and tourism industry has shown remarkable resilience in the face of economic challenges, geopolitical conditions and natural disasters. It remains one of the largest and fastest growing industry sectors in the world. Graduate tourism degrees prepare students for a wealth of careers in the public, private and voluntary sectors. WTTC estimates that the travel and tourism sectors support 292 million jobs worldwide, or 1 in every 10 jobs.

The travel and tourism development concentration prepares students for careers in destination marketing organizations, (online) travel agents, tour operators, airlines, cruise lines, event companies, development agencies, marketing and PR firms and visitor attractions. Students will explore various aspects of this large and multi-faceted sector, including casinos, special interest tourism products, sports tourism and mega-events, entrepreneurship and destination marketing.

| Course | Title | Credits |
|---------------|--|---------|
| TCHT1-UC 3400 | Creative Community Tourism Development | 3 |
| TCHT1-UC 3430 | Sports Tourism Development | 3 |

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|---------------|---|---|
| TCHT1-UC 3460 | Placemaking and Destination Branding | 3 |
| TCHT1-UC 3620 | Casino Operations & Management | 3 |
| TCHT1-UC 3540 | Airline Management | 3 |
| TCHT1-UC 3545 | Corporate Travel Management | 3 |
| TCHT1-UC 3550 | Visitor Attractions and Entertainment | 3 |
| TCHT1-UC 3555 | Sustainability, CSR and Impact Planning | 3 |

Entrepreneurship

In this concentration, students will learn the different aspects of the typical entrepreneurship journey: from ideation, to prototyping, to business launch, and management as applied to hospitality.

Entrepreneurship plays a crucial role in innovation, economic development and competitiveness. The entrepreneurship concentration provides students with in-depth knowledge of the crucial role that entrepreneurship plays in the travel and hospitality business. It also provides them with the entrepreneurial and innovative mindset sought after by many employers. The courses offer an overview of the different aspects of the typical entrepreneurship cycle, from ideation to business launch and management. Courses in this concentration are experiential, applying theory to real world problems and opportunities.

| Course | Title | Credits |
|---------------|--|---------|
| TCHT1-UC 1050 | Entrepreneurship | 3 |
| TCHT1-UC 3560 | Innovation and Venture Development | 3 |
| TCHT1-UC 3565 | New Venture Financing | 3 |
| TCHT1-UC 3525 | Integrated, Social Media and Digital Marketing | 3 |
| TCHT1-UC 3570 | Family and Social Entrepreneurship | 3 |
| TCHT1-UC 3575 | Experiential Learning: The Start-Up Lab | 3 |
| TCHT1-UC 3300 | Introduction to Market Analysis | 3 |
| TCHT1-UC 3265 | Brand Management | 3 |

Sample Plan of Study

| Course | Title | Credits |
|--------------------------|--|-----------|
| 1st Semester/Term | | |
| TCHT1-UC 1070 | Introduction to Hospitality | 3 |
| TCHT1-UC 1000 | Tourism Impacts and Issues | 4 |
| WREX-UF 101 | Writing as Exploration | 4 |
| ECON-UA 2 | Introduction to Microeconomics | 4 |
| TCHT1-UC 1920 | Strategies for Academic Success | 0 |
| Credits | | 15 |
| 2nd Semester/Term | | |
| TCHT1-UC 1120 | Hotel & Tourism Accounting | 3 |
| TCHT1-UC 1300 | Hospitality & Tourism Sales & Marketing | 3 |
| MATH1-UC 1171 | Precalculus | 4 |
| WRCI-UF 102 | Writing as Critical Inquiry | 4 |
| CORE-UA 400s | Text and Ideas | 4 |
| Credits | | 18 |
| 3rd Semester/Term | | |
| TCHT1-UC 1600 | Business Fundamentals | 3 |
| TCHT1-UC 1500 | Research Methods | 3 |
| ENVST-UA 101 | Environment & Society | 4 |
| ECON-UA 1 | Introduction to Macroeconomics | 4 |
| CORE-UA 000s | Foreign Language I | 4 |
| Credits | | 18 |
| 4th Semester/Term | | |
| TCHT1-UC 1130 | Hospitality and Travel Technology and Innovation | 3 |
| TCHT1-UC 1140 | Service Operations | 3 |
| TCHT1-UC 3470 | Tourism Planning and Policy | 4 |

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|--------------------------|--|------------|
| PSYCH-UA 1 | Intro to Psychology | 4 |
| CORE-UA 000s | Foreign Language II | 4 |
| Credits | | 18 |
| 5th Semester/Term | | |
| TCHT1-UC 1150 | Data Analytics and Visualization | 3 |
| TCHT1-UC 1100 | Financial Management for Hospitality & Tourism | 3 |
| MATH1-UC 1172 | Statistical Methods | 4 |
| TCHT1-UC 3400 | Creative Community Tourism Development | 3 |
| Humanities Elective I | | 4 |
| Credits | | 17 |
| 6th Semester/Term | | |
| Humanities Elective II | | 4 |
| TCHT1-UC 3620 | Casino Operations & Management | 3 |
| TCHT1-UC 3430 | Sports Tourism Development | 3 |
| TCHT1-UC 3460 | Placemaking and Destination Branding | 3 |
| TCHT1-UC 3905 | Special Topics in Hospitality | 3 |
| Credits | | 16 |
| 7th Semester/Term | | |
| TCHT1-UC 3540 | Airline Management | 3 |
| TCHT1-UC 2000 | Internship I | 1 |
| TCHT1-UC 3915 | Special Topics in Events | 3 |
| TCHT1-UC 3545 | Corporate Travel Management | 3 |
| TCHT1-UC 1360 | Customer Experience Management | 3 |
| Credits | | 13 |
| 8th Semester/Term | | |
| TCHT1-UC 4000 | Consulting Practicum | 3 |
| TCHT1-UC 2001 | Internship II | 1 |
| TCHT1-UC 3915 | Special Topics in Events | 3 |
| TCHT1-UC 3920 | Field Study in Hospitality | 3 |
| TCHT1-UC 3550 | Visitor Attractions and Entertainment | 3 |
| Credits | | 13 |
| Total Credits | | 128 |

School of Professional Studies Policies

Additional academic policies can be found on the School of Professional Studies academic policy page (<https://bulletins.nyu.edu/undergraduate/professional-studies/academic-policies/>).

Learning Outcomes

Upon successful completion of the program, graduates will:

1. Comprehend the historical development of the industry, including its key global stakeholders, terminology and data/information sources.
2. Develop analytical and critical thinking skills, by understanding the selection of appropriate research methods and data, and the principles of analyzing data effectively to address industry challenges.
3. Develop the business skills and attributes required of contemporary, global hospitality and tourism professionals, to include the areas of management, service, leadership, communication, ethical responsibility, finance and technology.
4. Develop strong business writing skills, as well as engaging and effective presentation skills.
5. Develop a specialized focus on a specific area of study within hospitality and tourism.
6. Prepare for successful careers by integrating work experiences with academics.

Policies

NYU Policies

University-wide policies can be found on the New York University Policy pages (<https://bulletins.nyu.edu/nyu/policies/>).