

# 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
<b>Writing</b>		
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	
<b>Math</b>		
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	
<b>Social Sciences</b>		
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	

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	
SOC-UA 3		
SOCY1-UC 7200	Intro to Sociology	
SOCY1-UC 7200	Intro to Sociology	
PSYC1-UC 6801	Intro to Psychology	
TCHT1-UC 1000	Tourism Impacts and Issues	
TCHT1-UC 3470	Tourism Planning and Policy	
<b>Natural Sciences</b>		
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	
<b>Humanities</b>		
Foreign Language		8
Cultures and Contexts OR Texts and Ideas		4
Humanities Electives		8
<b>Professional Studies Requirement: Major Core</b>		
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		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
<b>Electives</b>		
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
TCHT1-UC 3925	Field Study in Travel and Tourism
TCHT1-UC 3930	Field Study in Events

**Capstone**

Students are required to complete the capstone course listed below:

TCHT1-UC 4000	Consulting Practicum	3
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**Concentrations**

Select one of the following concentrations (see concentration requirements below): 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
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
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
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
<b>1st Semester/Term</b>		
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
<b>Credits</b>		<b>15</b>
<b>2nd Semester/Term</b>		
TCHT1-UC 1120	Hotel & Tourism Accounting	3
TCHT1-UC 1300	Hospitality & Tourism Sales & Marketing	3
WREX-UF 102		4
MATH1-UC 1171	Precalculus	4
CORE-UA 400s	Text and Ideas	4
<b>Credits</b>		<b>18</b>
<b>3rd Semester/Term</b>		
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
<b>Credits</b>		<b>18</b>
<b>4th Semester/Term</b>		
TCHT1-UC 1130	Hospitality and Travel Technology and Innovation	3
TCHT1-UC 1140	Service Operations	3
TCHT1-UC 3470	Tourism Planning and Policy	4
PSYCH-UA 1	Intro to Psychology	4
CORE-UA 000s	Foreign Language II	4
<b>Credits</b>		<b>18</b>
<b>5th Semester/Term</b>		
TCHT1-UC 1150	Data Analytics and Visualization	3
TCHT1-UC 1100	Financial Management for Hospitality & Tourism	3
MATH-UC 1172		4
Humanities Elective I		4
TCHT1-UC 3400	Creative Community Tourism Development	3
<b>Credits</b>		<b>17</b>
<b>6th Semester/Term</b>		
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
<b>Credits</b>		<b>16</b>
<b>7th Semester/Term</b>		
TCHT1-UC 3540	Airline Management	3
TCHT1-UC 2000		1
TCHT1-UC 3915	Special Topics in Events	3
TCHT1-UC 3545	Corporate Travel Management	3
TCHT1-UC 1360	Customer Experience Management	3
<b>Credits</b>		<b>13</b>
<b>8th Semester/Term</b>		
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
<b>Credits</b>		<b>13</b>
<b>Total Credits</b>		<b>128</b>

## Policies

### NYU Policies

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

### School of Professional Studies Policies

Additional academic policies can be found on the School of Professional Studies academic policy pag (<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.