HOSPITALITY, TRAVEL AND TOURISM MANAGEMENT (BS)


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.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Writing</td>
<td>Select 8 credits from the following (AP credits will not substitute):</td>
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<tr>
<td></td>
<td>EXWR1-UC 7502 Writing Workshop I</td>
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<td>EXWR1-UC 7503 Writing Workshop II</td>
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<td></td>
<td>WREX-UF 101 Writing as Exploration</td>
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<td>WRCI-UF 102 Writing as Critical Inquiry</td>
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<tr>
<td>Math</td>
<td>Select one of the following:</td>
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<tr>
<td></td>
<td>MATH1-UC 1105 Mathematical Reasoning</td>
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<td></td>
<td>MATH1-UC 1171 Precalculus</td>
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<td>MATH-UA 9 Algebra, Trigonometry, and Functions</td>
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<td></td>
<td>MATH-UA 121 Calculus I</td>
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<tr>
<td>Social Sciences</td>
<td>TCHT1-UC 1000 Tourism Impacts and Issues</td>
<td>4</td>
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<td></td>
<td>TCHT1-UC 3470 Tourism Planning and Policy</td>
<td>4</td>
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<td>Select four courses from the following:</td>
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<td>ECI-UF 101 Principles of Macroeconomics</td>
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<td></td>
<td>ECON-UA 2 Introduction to Microeconomics</td>
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<td></td>
<td>ECON1-UC 301 Intro to Macroeconomics</td>
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<td>ECON1-UC 302 Intro to Microeconomics</td>
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<td>CORE-UA 105 Quantitative Reasoning: Elementary Statistics</td>
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<td>MATH-UA 1172 Statistical Methods</td>
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<td>PSYC-UA 1 Intro to Psychology</td>
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<td>SOC-UA 1 Intro to Sociology</td>
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<td>SOC-UA 3 Intro to Sociology</td>
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<td>SOCY-UC 7200 Intro to Sociology</td>
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<td>PSYC1-UC 6801 Intro to Psychology</td>
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<td>TCHT1-UC 1000 Tourism Impacts and Issues</td>
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<tr>
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<td>TCHT1-UC 3470 Tourism Planning and Policy</td>
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</table>

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 8
- Cultures and Contexts OR Texts and Ideas 4
- Humanities Electives 8

Professional Studies Requirement: 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 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:
- TCHT1-UC 2010 Internship III
- TCHT1-UC 3900 Independent Study
Consumers through direct hand-to-hand sampling or interactive displays.

Experiential or event marketing is a promotional strategy that involves face-to-face contact between companies and their customers. 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.

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agencies, marketing and PR firms and visitor attractions. Students will
for careers in destination marketing organizations, (online) travel agents,
The travel and tourism development concentration prepares students
estimates that the travel and tourism sectors support 292 million jobs
sectors in the world. Graduate tourism degrees prepare students for
disasters. It remains one of the largest and fastest growing industry
The travel and tourism industry has shown remarkable resilience in
PR firms, and visitor attractions.
organizations, (online) travel agents, tour operators, airlines, cruise lines,
This concentration prepares students for careers in destination marketing
The hotel real estate finance and development concentration provides students
the building in which the hotel operates, but rather contract their
Another aspect of this concentration is hotel development and asset
management. Many well-known hotel brand names do not own
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
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.
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.

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<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tr>
<td>TCHT1-UC 3400</td>
<td>Creative Community Tourism Development</td>
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<tr>
<td>TCHT1-UC 3430</td>
<td>Sports Tourism Development</td>
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<tr>
<td>TCHT1-UC 3460</td>
<td>Placemaking and Destination Branding</td>
<td>3</td>
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<td>TCHT1-UC 3620</td>
<td>Casino Operations &amp; Management</td>
<td>3</td>
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<tr>
<td>TCHT1-UC 3540</td>
<td>Airline Management</td>
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<td>TCHT1-UC 3545</td>
<td>Corporate Travel Management</td>
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<tr>
<td>TCHT1-UC 3550</td>
<td>Visitor Attractions and Entertainment</td>
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<tr>
<td>TCHT1-UC 3555</td>
<td>Sustainability, CSR and Impact Planning</td>
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Sample Plan of Study

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tr>
<td>TCHT1-UC 1050</td>
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<tr>
<td>TCHT1-UC 3200</td>
<td>Advanced Hotel Operations Management</td>
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<tr>
<td>TCHT1-UC 3300</td>
<td>Introduction to Market Analysis</td>
<td>3</td>
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<td>TCHT1-UC 3310</td>
<td>Planning, Design and Construction</td>
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<tr>
<td>TCHT1-UC 3330</td>
<td>Investment Analysis &amp; Financing</td>
<td>3</td>
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<tr>
<td>TCHT1-UC 3510</td>
<td>Hotel Asset Management</td>
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<tr>
<td>TCHT1-UC 3520</td>
<td>Fundamentals of Hotel Ownership</td>
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<tr>
<td>TCHT1-UC 3515</td>
<td>Corporate Finance</td>
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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. WTTTC
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
## 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.