

# Business, Economics and Enterprise Sciences

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## B.A. in Geography: Tourism, Hospitality and Event Studies Concentration

### Program Description

The Tourism, Hospitality and Event Studies concentration of the Bachelor of Arts in Geography degree builds skills and knowledge relevant to careers in the tourism, hospitality and event planning industries.

### Delivery Mode

Traditional (on campus)

### Curriculum

The following eight-semester schedule of courses provides a recommended framework for completing this program of study in four years.

Course	Credits
<b>Freshman Year</b>	
<b>First Semester</b>	<b>16</b>
<b>ENG 101</b> English Composition I	3
<b>GEO 150</b> Introduction to Tourism Studies	3
<b>UNI 100</b> First-Year Seminar	1
General Education Courses	9
<b>Second Semester</b>	<b>15</b>
<b>GEO 100</b> Introduction to Geography	3
<b>GEO 155</b> Hospitality Industry Operations	3
General Education Courses	9
<b>Sophomore Year</b>	
<b>Third Semester</b>	<b>15</b>
<b>GEO 217</b> Demographic Analysis	3
<b>GIS 311</b> Geographic Information Systems	3
Professional Competencies, General Education AND/ OR Electives	9
<b>Fourth Semester</b>	<b>15</b>
<b>GEO 330</b> Meetings Expositions Events and Convention Operations	3
Professional Competencies, General Education AND/ OR Electives	12

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Course	Credits
<b>Junior Year</b>	
<b>Fifth Semester</b>	<b>15</b>
<b>GEO 358</b> Comprehensive Tourism Planning	3
Professional Competencies, General Education AND/ OR Electives	12
<b>Sixth Semester</b>	<b>15</b>
<b>GEO 352</b> Hotels, Resorts, Lodging	3
Professional Competencies, General Education AND/ OR Electives	12
<b>Senior Year</b>	
<b>Seventh Semester</b>	<b>15</b>
<b>GEO 474</b> Developing the Master Plan	3
Professional Competencies, General Education AND/ OR Electives	12
<b>Eighth Semester</b>	<b>15</b>
<b>GEO 351</b> Research Methods for Tourism Studies	3
<b>GEO 426</b> Impacts of Tourism	3
Professional Competencies, General Education AND/ OR Electives	9
<b>Total</b>	<b>120</b>

## Tourism Professional Competencies (9 credits)

- **GEO 205** World Cities Geography of Tourism
- **GEO 220** Geography of North America and Pennsylvania
- **GEO 277** Casinos and Gaming Entertainment
- **GEO 383** Dark Tourism and Extreme Topics
- **REC 165** Introduction to Recreation and Leisure
- **REC 374** Commercial Recreation Management

## Program Notes

42 credits of advanced coursework at 300 or 400 level required.

## Program Webpage

<https://www.calu.edu/academics/undergraduate/bachelors/tourism-studies/index.aspx>