

Adventure, Sport and Sustainable Tourism Management - B.S.

Curriculum

Effective May 17, 2024 FYS1020 and CAR0010 will no longer be requirements in our undergraduate programs.

The Adventure, Sport and Sustainable Tourism major provides students with a solid foundation and professionally focused experience in the areas of this industry sector. Focus is on all aspects of operations, program development, implementation and evaluation of success in the niche of tourism planning.

Completion of the Adventure, Sport and Sustainable Tourism major helps students develop a critical awareness of the ways tourism can enhance the welfare of people by fostering economic, cultural preservation, health and wellness, and environmental conservation. Students are prepared to communicate professionally with suppliers, distributors, industry partners and guests. This degree opens doors to a wide variety of careers internationally within the adventure, recreation and leisure, sport, nature-based, ecotourism and sustainable tourism field, as well as providing a solid business foundation to become a successful entrepreneur.

Upon completion of the program, graduates are expected to:

- Advocate for the importance of sustainable tourism development in fostering economic, social and environmental conservation.
- Create and execute an adventure, sport, and sustainable based tourism experience.
- Assess sustainable tourism leadership decisions informed by policies, laws and regulations within various cultural, political and geographical locations.
- Evaluate strategic plans and product development to improve consumer experience in adventure, sport and sustainable tourism.

Adventure, Sport and Sustainable Tourism Management

A four-year program leading to the bachelor of science degree

Business Foundations

ACCT2150	Accounting for Hospitality Service Organizations	3
ACCT3150	Financial Management for Hospitality Service Organizations	3
FIT1040	Spreadsheet Design for Business Solutions	3
LAW2005	Hospitality Law	3

Major Courses

EVNT2020	The Business of Event Management	3
HOSP1001	Orientation to the Hospitality Industry	3
HOSP2040	Human Resources Management in Service Organizations	3
HOSP3053	Hospitality Strategic Marketing	3
SEE2015	Leadership in Recreation/Leisure Settings	3
SEE2040	Outdoor Recreation Planning	3
TRVL1105	Adventure, Sport and Nature-Based Tourism	3
TRVL2010	Dynamics of Tourism and Sustainability	3
TRVL3020	Ecotourism	3
TRVL3035	Tour Management Operations *	3
TRVL4035	Leading an Adventure Experience	3

Major Electives

Choose two of the following:		6
TRVL2801	World Geography for Tourism and Hospitality	
TRVL3030	International Policies of Tourism	
TRVL3801	Special Topics in Adventure Resort Management	

Applied/Experiential Learning

Choose 12 credits from the following:		12
COHM4799	College of Hospitality Management Internship	
DEE3999	Directed Experiential Education ^D	
	Study Abroad ^{Sa}	

Related Professional Studies

CAR0010	Career Management	1
FYS1020	First-Year Seminar	1

A&S Core Experience

Communications Foundation Courses		9
ENG1020	Rhetoric & Composition I	
ENG1021	Rhetoric & Composition II	
ENG1030	Communication Skills	
Integrative Learning		6
Two ILS courses, one at the 2000 level, and one at the 4000 level		

Arts and Humanities		6
PHIL3240	Ethics: A Global Perspective	
One course from ART, HIST, HUM, LIT or REL		
Mathematics		6
MATH1002	A Survey of College Mathematics (or higher, based on student's placement)	
MATH2001	Statistics I	
Science		3
SCI1010	Environmental Science	
Social Sciences		6
PSCI2001	International Relations and World Politics	
One course from ANTH, ECON, GEND, LEAD, PSYC, RES or SOC		
A&S Electives		6
ECON1001	Macroeconomics	
One course with an EASC attribute		
Free Electives #		
15 credits selected from 1000-4999 numbered offerings within the university		15
Total Credits		122.0

* A travel fee is associated with TRVL3035 Tour Management Operations.

^D Directed Experiential Education (DEE) opportunities are based on project availability with community partners and student eligibility. For more information, visit Experiential Education & Career Services (EE&CS).

^{Sa} To be eligible to count toward Applied/ Experiential Learning, a Study Abroad offering must meet certain requirements. Contact JWU Global to discuss eligible Study Abroad options for this degree program.

In addition to classes, free elective credits may be applied to a number of options such as internship, study abroad, Directed Experiential Education courses and courses in a specialization or minor as relevant. For students who qualify for the J2 program, up to four graduate courses may apply. Students are strongly encouraged to contact a faculty advisor before scheduling free elective credits.

Note: Students must pass MATH0010 Pre-Algebra or have equivalent placement scores to enroll in required math courses.

Note: Students must pass ENG0001 Writing Workshop or have equivalent placement scores to enroll in ILS 2000-level courses.

In collaboration with academic colleges across all JWU campuses, JWU Global Study Abroad programs offer a variety of international, domestic, and digital options for major, minor, free electives, experiential learning, and transferable courses. There are many affordable options for students during a semester, winter session, spring and/or summer breaks. Faculty-led, exchange, affiliate, and direct-enroll programs range in duration from one week to a full semester or full year. Financial aid may be applied, and some partners offer external scholarships. Premiere programs do not qualify for JWU scholarships or grants; however federal aid is available. Visit the study abroad website for information, program descriptions and online applications. Where will you go? Wherever you decide, make the best of your educational journey!

Accelerated Program Options

J2 Program

The JWU J2 program allows qualified students enrolled in a matriculating undergraduate program to take graduate level courses at JWU. Students interested in pursuing this option should meet with their academic advisor to discuss their interest, qualifications, and plans. The undergraduate student may take up to four graduate courses (maximum 12 credits) and are limited to 6 credits a semester and 3 credits per session (Fall Session I and Fall Session II).

The completion of graduate credits to fulfill undergraduate program requirements does not guarantee acceptance into the graduate program after completion of the baccalaureate degree. Matriculating undergraduate students who wish to formally enroll in a graduate program, must fulfill all requirements for entrance into the intended graduate program and complete a graduate program application.

Note: Not all graduate courses are included as part of this policy. Courses offered as part of the Masters of Arts in Teaching, Masters of Education, Masters of Science in Physician Assistant Studies and doctoral courses

are excluded from this policy and are restricted to program majors only. Additional courses and/or programs as determined by individual colleges may also have restricted access.

Eligibility Criteria:

To be eligible to enroll in graduate level courses (excludes: Masters of Arts in Teaching, Masters of Education, Masters of Science in Physician Assistant Studies, doctoral courses and other programs as outlined by the colleges).

Undergraduate students must meet the following criteria:

- Undergraduate cumulative GPA of 3.00 or higher
- Completed & registered undergraduate credits at least 90 credits
- Meet the individual course prerequisites

Appeal to Eligibility Criteria: College Dean or designee will receive a copy of the Petition Form, Student's GPS and email requesting appeal if the student requests to appeal the GPA or earned/registered credit criteria. College Dean / designee will review and determine approval.

These courses carry graduate credit and will replace undergraduate degree requirements when applicable, traditionally free-electives (maximum of 12 credits). The course will be applied to the undergraduate degree in the order in which they are taken (if required) and will also be applied towards both the students undergraduate and graduate GPA.

Students should maintain enrollment in at least 12 credits of undergraduate coursework to maintain full-time status; graduate course enrollment is not calculated into undergraduate full-time status. For students already attending full-time as undergraduates (12 credits or more) and paying the full-time tuition, the graduate credits will be included in full-time tuition fee. Students attending part-time (11 credits or less) will pay the cost per-credit undergraduate tuition for the graduate course.

Course registration will be based on space availability and students enrolled in graduate level courses will be required to maintain good academic standing at the undergraduate and graduate level.