

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

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
TRVL3010	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 Accelerated Master's program students, up to three graduate-level 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 course(s).

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 options for major, minor, arts and sciences, and elective credit at many affordable price points for students during the academic year, break periods, and summer. 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 scholarships are available. Visit the study abroad website for information, program descriptions and online applications. Where will you go?