Degree Benefits
California University of Pennsylvania provides the opportunity to study the world’s largest industry through a program with world-class standards. Cal U’s bachelor’s degree program in tourism studies is accredited by the World Tourism Organization, Tourism Education Quality (WTO TedQual) Certification System. WTO TedQual Certification rigorously regulates international quality-assurance standards for education, training and research in the field of tourism. Cal U is one of only three institutions in the United States and 47 worldwide to merit this elite accreditation. California University of Pennsylvania is also a member of the prestigious World Tourism Organization Education and Science Council (EDSCO).

Find Your Destination: Career Options
The Bachelor of Arts in Geography: Tourism Studies degree can lead to a career in one of the world’s largest and fastest-growing industries. Students with advanced degrees are needed to fill upper-level positions within this growing industry. Cal U can help to get you there! Tourism program graduates are prepared to hold upper-level positions in the industry, such as: resort attraction developers; hospitality and hotel managers; tourism planners and designers; destination and lodging managers; event planners; convention directors; government agency directors; national association managers; tourist council members; travel writers, educators, editors and critics; tourism consultants and entrepreneur; regional tourism advisers; tourism marketers, analysts and product developers.

Program Purpose
This program provides a variety of data-gathering and analysis skills for tourism planning, development and management; exposure to theoretical, descriptive and problem-solving aspects of tourism and geography; knowledge and skills to promote professionalism, critical thinking, theoretical research and writing; comprehensive knowledge in the research, planning, development and management of tourism products and markets; a foundation in geo-technology and information systems; real-world experience through applied learning opportunities; a liberal arts background including written, visual and oral communication skills; and problem-solving skills for evaluation and integration of diverse information.

Program Mission
The mission of the tourism studies program at California University of Pennsylvania is to achieve academic and professional distinction in response to the needs of the tourism industry in the United States and abroad. We encourage students to develop a critical and constructive understanding of tourism planning, resources and impacts by offering them the best teaching, research and service opportunities in the discipline.

World-Class Facilities
In addition to the commitment of enthusiastic faculty to your classroom and extracurricular excellence, the tourism studies program offers its students exclusive use of superior equipment, resources and facilities. The newly constructed Tourism and Geography Instructional Facility, housed within the Cal U Tourism Research Center, is a hub of research and instruction within the tourism studies program. This state-of-the-art facility provides students access to some of the most up-to-date equipment and software available in this field of study.

Graduate with Experience
An interactive classroom experience plus real-world projects and internships comprise the learning experience. Cal U's tourism studies program provides many additional opportunities for student development outside of the classroom, including organizing on-campus events, trips and social activities, and attending regional and international conferences. Students also have an option to be members of the University’s student chapter of the International Travel and Tourism Research Association, a professional organization of travel and tourism professionals.

Tourism Studies Minor
The Department of Earth Sciences offers a 18-credit minor in tourism. As a field of study, tourism is highly interdisciplinary and therefore compatible with a variety of other academic majors.

BACHELOR OF ARTS
GEOGRAPHY: TOURISM STUDIES—120 CREDITS
The following eight-semester schedule of courses provides a recommended framework for completing this program of study in four years. To ensure that they are making satisfactory academic progress, students should consult with their faculty adviser, ensure that they complete necessary prerequisites and required courses in sequence, and complete a minimum of 15 credits each semester.
## TOURISM STUDIES

### Freshman Year

**First Semester** .................................................................16 credits
- ENG 101 English Composition I ........................................3 crs.
- UNI 100 First-Year Seminar ..............................................1 cr.
- GEO 150 Introduction to Tourism Studies .........................3 crs.
  *General Education Courses ...............................................9 crs.

**Second Semester** ...............................................................15 credits
- ENG 102 English Composition II ..........................................3 crs.
- GEO 100 Introduction to Geography ....................................3 crs.
- GEO 155 Hospitality Industry Operations .........................3 crs.
  *General Education Courses ...............................................6 crs.

### Sophomore Year

**Third Semester** ...............................................................15 credits
- GEO 217 Demographic Analysis .........................................3 crs.
- GIS 311 Geographic Information Systems .........................3 crs.
  *Professional Competencies (e.g., Dark Tourism) ................3 crs.
  General Education Courses ...............................................6 crs.

**Fourth Semester** ...............................................................15 credits
- GEO 330 Meetings Expositions Events & Convention Operations ..................................................3 crs.
  *Professional Competencies, General Education, Related Electives or Internship (GEO 479) ......................12 crs.

### Junior Year

**Fifth Semester** ....................................................................15 credits
- GEO 358 Comprehensive Tourism Planning .......................3 crs.
  *Professional Competencies, General Education, Related Electives or Internship (GEO 479) .........................12 crs.

**Sixth Semester** ....................................................................15 credits
- GEO 352 Hotels, Resorts, and Lodging .........................3 crs.
  *Professional Competencies, General Education, Related Electives and/or Internship (GEO 479) ....................12 crs.

### Senior Year

**Seventh Semester** ................................................................15 credits
- GEO 351 Research Methods for Tourism Studies ...............3 crs.
- GEO 474 Developing the Master Plan .................................3 crs.
  *Professional Competencies, General Education, Related Electives and/or Internship (GEO 479) .......................9 crs.

**Eighth Semester** ................................................................15 credits
- GEO 426 Impacts and Sustainability of Tourism ................3 crs.
  *Professional Competencies, General Education, Related electives and/or Internship (GEO 479) .....................12 crs.

*See your academic adviser for suggested courses and opportunities for professional competencies, related electives and internships.

### Program Contact Information

Contact the Department of Earth Sciences by phone at 724-938-4531.

### Department Website

www.calu.edu/

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**QUESTIONS ABOUT ADMISSIONS?**
Office of Admissions
California University of Pennsylvania
250 University Ave.
California, PA 15419-1394

Phone: 724-938-4404
Toll-free: 888-412-0479
Fax: 724-938-4564
E-mail: inquiry@calu.edu

**ABOUT US**
California University of Pennsylvania is a proud member of the Pennsylvania State System of Higher Education. Located in the borough of California, just 35 miles from Pittsburgh, Cal U serves about 8,200 undergraduate and graduate students.

- Cal U’s main campus houses academic buildings, dining and recreation facilities, and six suite-style residence halls.
- Cal U’s upper campus includes the Vulcan Village apartments, athletic facilities at Roadman Park, and space for student meetings and outdoor recreation at SAI Farm.
- Cal U Global Online is the University’s virtual campus, offering degree and certificate programs 100% online.

**FINANCIAL AID**
For information on student loans and undergraduate scholarships, visit www.calu.edu or call 1-888-412-0479.

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California University of Pennsylvania is an academic community dedicated to the ideals of justice, fairness and equal opportunity for all. In compliance with federal and state laws, the University is committed to providing equal educational and employment opportunities for all persons without regard to race, color, sex, religion, national origin, age, disability, ancestry, sexual orientation or status as a disabled or Vietnam era veteran. The University will not tolerate racial, ethnic or sexual discrimination. Sexual harassment is considered by law to be a form of sexual discrimination and is, therefore, unacceptable. Direct equal opportunity and affirmative action inquiries or complaints to the Special Assistant to the President for Equal Employment and Educational Opportunity (EEO), Office of Social Equity, South Hall 112, 724-938-4014. Direct inquiries regarding services or facilities accessibility to the ADA/504, Compliance Officers, Office of Student Development and Services, G.2 Carter Hall, 724-938-4056. Direct Title IX inquiries to the Senior Women’s Administrator/Title IX Coordinator, Department of Athletics, Hamer Hall 248, 724-938-4351.

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Policies and Procedures: Note that the policies and procedures described above may be reviewed and revised at any time. This fact sheet should be used as an informational guide. For details on current policies and procedures, contact the Provost/Vice President of Academic Affairs at 724-938-4407.

Rev 5/14