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Resort Tourism Management

What does a resort tourism major study?

Resort tourism management students focus on developing the skills necessary for managing hospitality or tourism service organizations in the context of a resort destination area. In addition to the standard business curriculum, the resort tourism management curriculum includes internships and specialized coursework in the areas of quality process management, real estate finance investment and resort planning. Senior-level students bring their coursework together as they propose new resort ideas for development along the Grand Strand during their Seminar in Resort Planning.

Why study resort tourism at Coastal Carolina University?

- The Wall College of Business is accredited by AACSB International, the premier accrediting body for business colleges.
- Students majoring in resort tourism are required to participate in three 480-hour paid internships in guest service production, guest service delivery, and guest service management. Students choose the segment of the tourism industry in which they want to work.
- The Myrtle Beach area is one of the top tourist destinations on the east coast.
- Students can apply for the Wall Fellow program, a unique organization designed to prepare top business students for high-level careers in major U.S. and international corporations and organizations. The two-year program features internships and coursework covering specific interpersonal and communications skills, ethics, personal appearance, and business and social etiquette.

What are some career options for resort tourism majors?

- Hotel/restaurant general manager
- Food and beverage director
- Event/conference management, planning or sales
- Resort/cruise industry recreation manager
- Tourism marketing
- Entrepreneur
- Revenue management

What kind of courses do resort tourism majors take?

RTMA 180/280	Guest Service Internships
RTMA 385	Current Issues in Resort Tourism
RTMA 386	Tourism Research
RTMA 467	Real Estate Finance and Investment
RTMA 474	Quality Process Management
RTMA 480	Resort Management Training Internship
RTMA 490	Seminar in Resort Planning

Whom can I contact for more information?

- Taylor Damonte, Ph.D., Director of the Brittain Center for Resort Tourism, 843-349-2698 or tdamonte@coastal.edu
- You can also find more information at www.coastal.edu/business.