RESORT TOURISM MANAGEMENT MINOR
Effective Fall 2013

The minor in Resort Tourism Management will prepare students majoring in non-business degree programs for supervisory positions in the tourism industry. Emphasis is placed on management, marketing, and other special topics relevant to supervisors in resort destination areas.

Students completing the Resort Tourism Management minor will have competencies in the basic managerial, marketing, and information system application in hospitality and tourism businesses. Additionally, they will be able to respond to challenges facing hospitality and tourism business supervisors in a resort destination area.

RESORT TOURISM MANAGEMENT MINOR (18 Credits)

CBAD 301 Management and Organizations .................................................................3
CBAD 350 Marketing ........................................................................................................3
RTMA 101 Introduction to Resort Tourism Management ..............................................3
RTMA 393 Management Information Systems (=CBAD 393) ..........................3

Choose two from the following: (6 Credits) .................................................................6
RTMA 230 Introductory Resort Tourism Internship (3)
RTMA 282 Survey of Food and Beverage Management (3) (=PGMP 282)
RTMA 385 Current Issues in Resort Tourism (3)
RTMA 387 Conventions and Event Management (3)

TOTAL CREDITS REQUIRED........................................................................................18