

Tourism and Hospitality



Student Success Center
usm.maine.edu/success

Department of Tourism and Hospitality

Location: 300 Bailey Hall
Gorham Campus

Phone: (207) 780 -5322

Web Address: usm.maine.edu/tourism

POSSIBLE CAREER OPPORTUNITIES

Additional education, training or experience may be required.

Community Developer & Planner
Convention & Trade Show Planner
Ecotourism Planner & Manager
Editor
Position in Electronic Media
Event Planner & Promoter
Human Resources Agent
Lodging & Restaurant Manager
Market Researcher
Media Developer & Planner
Meeting & Convention Salesperson
Positions in Office Operations
Programs & Activities Planner
Property Acquisitionist & Developer
Positions in Public Relations
Publicist/Promoter
Research/Market Analyst
Teacher
Tourism Product Developer
Writer

PROGRAM OBJECTIVES

Tourism and Hospitality represents one of the largest industries in Maine and the world, with career opportunities in lodging, transportation, attractions, events, food service, and other areas.

The program currently offers a Bachelor of Arts in tourism and hospitality, featuring a broad array of courses, specialized concentrations in key skills areas and popular subjects, and faculty whose expertise touches on many aspects of tourism and hospitality.

Tourism and Hospitality is a multidisciplinary program based in the College of Management and Human Service that draws upon faculty and courses from several departments and colleges throughout the University of Southern Maine.

We welcome students who have an interest in tourism and travel, those currently employed in the hospitality industry, or those who are considering working in this growing field.

DEGREES & CONCENTRATIONS OFFERED

Graduation Planner: usm.maine.edu/success/gradplanner

Degree Offered: BA in Tourism and Hospitality

Concentrations Offered:

Tourism Products and Promotion
Managing in Tourism and Hospitality
Sustainable Tourism and Hospitality
Tourism Development and Planning
Nature-Based Tourism & Ecotourism
Cultural, Arts and Heritage Tourism

ACQUIRED TRANSFERABLE SKILLS

Active Listening

Coordination

Critical Thinking

Judgment & Decision Making

Management of Personnel Resources

Monitoring

Reading Comprehension

Service Orientation

Speaking

Time Management

For more information on transferable skills go to:
usm.maine.edu/careers/transferable-skills



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SOUTHERN MAINE



WHAT CAN I DO WITH THIS MAJOR?*

AREA	EMPLOYERS	INFORMATION/STRATEGIES
Management Lodging Management Restaurant/Food Service General Management	Lodging Restaurants Ecotourism Companies Conference Centers	-Work in a restaurant, catering facility, campus dining hall, or local hotel to gain relevant experience. -Acquire supervisory skills and experience by taking on roles such as Assistant Manager or Student Manager. -Join student professional associations or organizations and seek leadership positions. -Prepare to work "from the bottom up" to gain industry experience and to relocate for promotions.
Corporate Administration	Parent corporations for large chains of; hotels, motels, restaurants Airlines Cruise companies	-Assume leadership roles in student organizations and professional associations. Attend their meetings and conferences. -Study the industry leaders and trends by reading trade journals. -Gain experience in decision-making, planning, budgeting, and human resources through internships and summer jobs. -Develop excellent interpersonal and public speaking skills. -Be geographically flexible and willing to relocate for promotions.
Special Events Conventions Trade Shows Athletic Event Planning Children's Programming	Large Hotels Resorts Amusement Centers Conference Centers State, federal, local government	-Take classes in business, commercial recreation, advertising, and public relations. -Gain experience through planning activities and events for campus and community organizations. -Develop the ability to make quick decisions independently.
*To learn about these areas and much more visit: whatcanidowiththismajor.com/major © 2011 What Can I Do With This Major - The University of Tennessee		

ENRICHMENT OPPORTUNITIES

Internships

For more information contact Dept. of Tourism & Hospitality

Study Abroad

For more information contact the USM Office of International Programs.
usm.maine.edu/international/study-abroad

Clubs & Organizations

[Alternative Spring Break](#), [Free Press](#), Resident Assistant, [Student Senate](#), [Students in Free Enterprise](#), For a complete list of student organizations: webapp.usm.maine.edu/pathways/list

USM Corporate Partners

The USM Corporate Partners are over 350 business people, from nearly 100 companies.
usm.maine.edu/corporatepartners

Fun Facts

Did you know? During the summer of 2010, Maine had an estimated 9.5 million overnight visitors and 13.7 million day visitors.

HELPFUL CAREER LINKS

USM e-Recruiting: USM's career network for job and internship searches. usm.experience.com

O*NET OnLine: Learn more about a career opportunity by researching it with O*NET. onetonline.org

Occupational Outlook Handbook: Learn more about a career opportunity by researching it with the OOH. bls.gov/ooH

PROFESSIONAL ASSOCIATIONS *To name a few...*

[American Hotel and Lodging Association](#)

[Maine Campground Owners Association](#)

[Maine Innkeepers Association](#)

[Maine Merchants Association](#)

[Maine Chamber of Commerce](#)

[Maine Tourism Association](#)

[Maine Restaurant Association](#)

[National Restaurant Association](#)

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Gorham: 119 Bailey Hall • (207) 780-5652

Lewiston: 119 LAC • (207) 753-6536

Portland: 119 Payson Smith • (207) 780-4040



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