



TOURISM AND HOSPITALITY

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/advising/degreeplanning

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

Department of Tourism and Hospitality

Gorham Campus, 300 Bailey Hall
(207) 780-5322

Web Address: usm.maine.edu/tourism

Career Possibilities*

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

* Additional education, training or experience may be required.

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/community-engagement-career-development/career-tools

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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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

Enrichment Opportunities

- Internships** For more information contact Dept. of Tourism & Hospitality usm.maine.edu/cecd
- 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

Helpful Career Links

- USMCareerConnections:**
 USM’s career network for job and internship searches. usm.maine.edu/community-engagement-career-development/usmcareerconnections
- 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 OOH. bls.gov/oooh
- PROFESSIONAL ASSOCIATIONS To name a few...**
[American Hotel and Lodging Association](#)
[Maine Campground Owners Association](#)
[Maine Innkeepers Association](#)
[Retail Association of Maine](#)
[Maine State Chamber of Commerce](#)
[Maine Tourism Association](#)
[Maine Restaurant Association](#)
[National Restaurant Association](#)

