



**UNC GREENSBORO**

**Bryan School of  
Business and Economics**

[bryan.uncg.edu](http://bryan.uncg.edu)

## Major

*Sustainable Tourism & Hospitality (BA)*

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# SUSTAINABLE TOURISM & HOSPITALITY

*Our Tourism and Hospitality program teaches students to become innovative and responsible professionals in one of the largest business sectors in the world, hospitality and tourism. Students gain hands-on experience in classes working with area attractions, hotels, and restaurants, while gaining an understanding about how the industry enhances the communities they are a part of.*

## Degree Outcomes

- Graduates have obtained employment at companies such as Marriott, Quaintance-Weaver Restaurants & Hotels, Walt Disney World, Daly Seven Hotels, Wyndham, Biltmore Estate, Greensboro Science Center, Greensboro Coliseum, Greensboro Convention & Visitors Bureau, and Aramark.
- Graduates have gone onto graduate programs at schools such as North Carolina State University, Georgetown University, and Clemson University.

## The Student Experience

- Emphasizes hands-on learning, with visits to organizations in the hospitality and tourism industry, guest speakers, and student projects addressing issues facing individual organizations in that industry.
- Many courses require an external project working directly with hospitality and tourism organizations that require assistance in meeting the business challenges they face in today's global market economy.
- Through their course work, students have the opportunity to gain industry-specific certifications, including a Certificate in Hotel Industry

## Accolades & Accomplishments

- There is a practical approach to student learning.
- We educate students to be innovative and responsible professionals for companies, as well as to start their own businesses.
- Award-winning faculty in teaching with years of industry experience.

## Accreditations & Affiliations

- AACSB
- Travel and Tourism Research Association
- Guilford County Hotel Association
- Piedmont Triad Destination Marketing Organization
- Sustainable Tourism and Hospitality Club

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