

MASTER OF TOURISM MANAGEMENT, PLAN C (M.T.M)

The Master of Tourism Management program is a professional master's degree that teaches the skills needed by future leaders of the rapidly expanding global tourism industry. It takes a holistic approach to learning that blends sustainable tourism practices, strategic analysis, and tourism industry expertise based on input from its advisory board.

The M.T.M. program is available on-campus (<https://warnercnr.colostate.edu/hdnr/master-tourism-management/>) or through CSU Online (<https://www.online.colostate.edu/degrees/tourism-management/>). It requires the completion of 30 credits. There are 18 required credits, and up to 12 credits of the elective courses may be used to earn a Graduate Certificate in Communications for Conservation (<https://www.online.colostate.edu/certificates/communications-for-conservation/>). Students are required to work with their Program Coordinator to determine their approved course plan.

Students interested in graduate work should refer to the Graduate and Professional Bulletin.

Learning Objectives

Upon successful completion of this program, students will be able to:

1. Discuss the importance of nature-based tourism in today's society and its ability to contribute to socio-cultural, economic, and environmental well-being.
2. Critically assess key trends within, and affecting, the tourism industry, and how to capitalize on current and future opportunities.
3. Utilize nature-based tourism as a tool for community and destination development through the conservation of natural resources.
4. Identify and implement relevant, sustainable business strategies and tools for strategic nature-based tourism development.
5. Implement business fundamentals to successfully operate a nature-based tourism operation.
6. Critically evaluate management and conservation challenges associated with tourism development in public and private spaces.
7. Communicate professionally with a wide range of industry, community, government, and third-sector stakeholders.