

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

Requirements Effective Fall 2023

Code	Title	Credits
Required Courses: ¹		
NRRT 567	Tourism Entrepreneurship	2
NRRT 600	Tourism Industry Concepts and Practices	2
NRRT 609	Tourism and Conservation	2
NRRT 610	Tourism and Conservation Management	2
NRRT 615	Sustainable Tourism Development Foundation	2
NRRT 620	Organizational Management in Tourism	2
NRRT 667	MTM Capstone	2
NRRT 671	Strategic Management for Travel and Tourism	2
NRRT 679A	Current Topics in Nature Based Tourism	1
NRRT 679B	Current Topics in Nature Based Tourism	1
Electives (select a minimum of 12 credits from the following): ²		12
NR 569	Conservation Communication Fundamentals	
NR 570	Conservation Managers – Media Communications	
NR 571	New Media Communications for Conservation	
NR 572	Strategic Communications for Conservation	
NR 573	Conservation Crisis Communications	
NR 574	Advanced Communications for Conservation	
NRRT 520	Perspectives on Ski Area Management	
NRRT 521	Sustainable Ski Area Management	
NRRT 522	Ski Area Operations and Human Resources	
NRRT 523	Strategic Ski Area Marketing and Management	
NRRT 524	Ski Area Finance and Investment	
NRRT 525	Ski Area Planning and Development	
NRRT 530	Insight into the Adventure Tourism Industry	
NRRT 531	Building an Adventure Tourism Enterprise	
NRRT 532	Leading the Adventure Tourism Experience	
NRRT 533	Adventure Tourism Policy and Planning	
NRRT 534	Applications in the Outdoor Products Industry	
NRRT 601	Tourism Research Methods and Application I	
NRRT 602	Tourism Research Methods and Application II	
NRRT 625	Communication/Conflict Management in Tourism	

NRRT 650	Financial Management in Tourism	
NRRT 655	Marketing Tourism Products and Destinations	
NRRT 660	Law and Legal Liability in Tourism	
NRRT 662	Global Tourism Policy	
NRRT 677	Project Mgmt and Tourism Event Planning	
NRRT 678	Tourism Leadership	
Program Total Credits:		30

A minimum of 30 credits are required to complete this program.

¹ Memorandum of Understanding (MOU) with international universities may identify culturally specific course substitutions and total credits.

² For those international students enrolled in this program, the number of directed electives credits (approved by the advisor) is to be consistent with the MOU with the cooperating international university.