

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

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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 C (<https://www.online.colostate.edu/certificates/agritourism-management/>) or 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.

## 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.