

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.

Requirements Effective Spring 2024

Code	Title	Credits
Required Courses: ¹		
NRRT 567	Tourism Entrepreneurship	2
NRRT 600	Tourism Industry Concepts and Practices	2
NRRT 608	Nature, Outdoor Recreation–Human Well-being	2
NRRT 609	Tourism and Conservation	2
NRRT 615	Sustainable Tourism Development Foundation	2
NRRT 620	Organizational Management in Tourism	2
NRRT 667	Applied Experiential Learning in Tourism	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): ^{2,3}		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 330	Social Aspects of Natural Resource Management	
NRRT 340	Principles in Conservation Planning and Mgmt	
NRRT 350	Wilderness Leadership	
NRRT 351	Wilderness Instructors	
NRRT 384	Supervised College Teaching	
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 545	Culinary Tourism	
NRRT 565	Research-Human Dimensions Natural Resources	
NRRT 601	Tourism Research Methods and Application I	
NRRT 602	Tourism Research Methods and Application II	
NRRT 605	Human Dimensions of Natural Resources Theory	
NRRT 610	Tourism and Conservation Management	
NRRT 625	Communication/Conflict Management in Tourism	
NRRT 630	Protected Areas and Global Conservation	
NRRT 631	Protected Area Planning and Management	
NRRT 632	Public Use and Recreation in Protected Areas	
NRRT 633	Protected Areas and Resource Management	
NRRT 650	Financial Management in Tourism	

NRRT 655	Marketing Tourism Products and Destinations	
NRRT 656	Tourism Digital and Social Media Marketing	
NRRT 660	Law and Legal Liability in Tourism	
NRRT 662	Global Tourism Policy	
NRRT 665	Survey Research and Analysis	
NRRT 677	Project Mgmt and Tourism Event Planning	
NRRT 678	Tourism Leadership	
NRRT 695A	Independent Study: Administration	
NRRT 695B	Independent Study: Management	
NRRT 695C	Independent Study: Interpretation	
NRRT 695D	Independent Study: Landscape Planning	
NRRT 698	Research	
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.
- ³ A maximum of six (6) credits of 300-level elective courses may be counted.

Requirements for All Graduate Degrees

For more information, please visit Requirements for All Graduate Degrees (<https://catalog.colostate.edu/general-catalog/graduate-bulletin/graduate-study/procedures-requirements-all-degrees/>) in the Graduate and Professional Bulletin (<https://catalog.colostate.edu/general-catalog/graduate-bulletin/>).

Summary of Procedures for the Master's and Doctoral Degrees

NOTE: Each semester the Graduate School publishes a schedule of deadlines. Deadlines are available on the Graduate School website (<https://graduateschool.colostate.edu/deadline-dates/>). Students should consult this schedule whenever they approach important steps in their careers.

Forms (<https://graduateschool.colostate.edu/forms/>) are available online.

Step	Due Date
1. Application for admission (online)	Six months before first registration
2. Diagnostic examination when required	Before first registration
3. Appointment of advisor	Before first registration
4. Selection of graduate committee	Before the time of fourth regular semester registration
5. Filing of program of study (GS Form 6)	Before the time of fourth regular semester registration
6. Preliminary examination (Ph.D. and PD)	Two terms prior to final examination and PD)
7. Report of preliminary examination (GS Form 16) - (Ph.D. and PD)	Within two working days after results are known

8. Changes in committee (GS Form 9A)	When change is made
9. Application for Graduation (GS Form 25)	Refer to published deadlines from the Graduate School Website
9a. Reapplication for Graduation (online)	Failure to graduate requires Reapplication for Graduation (online) for the next time term for which you are applying
10. Submit thesis or dissertation to committee	At least two weeks prior to the examination or at the discretion of the graduate committee
11. Final examination	Refer to published deadlines from the Graduate School Website
12. Report of final examination (GS Form 24)	Within two working days after results are known; refer to published deadlines from the Graduate School website
13. Submit a signed Thesis/ Dissertation Submission Form (GS Form 30) to the Graduate School and Submit the Survey of Earned Doctorates (Ph.D. only) prior to submitting the electronic thesis/ dissertation	Refer to published deadlines from the Graduate School website.
14. Submit the thesis/dissertation electronically	Refer to published deadlines from the Graduate School website
15. Graduation	Ceremony information is available from the Graduate School website