

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

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.