GRADUATE CERTIFICATE IN TOURISM MANAGEMENT

The graduate certificate in tourism management program is designed for tourism professionals and career changers with a wide range of backgrounds and interests in tourism and event and hospitality management. Students in the program gain fundamental knowledge of tourism management and learn how to apply the concept of sustainability in tourism development, develop and manage a destination marketing program, evaluate the impact of tourism development on local communities, develop digital marketing strategies, and promote destination through events and conferences.

All credits earned toward the certificate are eligible for transfer to the master of tourism administration degree.

REQUIREMENTS

The following requirements must be fulfilled: 12 credits in required courses.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Required</td>
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<tr>
<td>TSTD 6249</td>
<td>Sustainable Destination Development</td>
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<tr>
<td>TSTD 6263</td>
<td>Destination Marketing</td>
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<tr>
<td>TSTD 6278</td>
<td>Conference and Exposition Management</td>
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<tr>
<td>TSTD 6296</td>
<td>Hospitality Digital Marketing Strategies</td>
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