The master of tourism administration degree program is designed to prepare students for competitive professional management positions in public, commercial, or nonprofit organizations, providing visitor services at the local, national, or international level. In addition to coursework, students have opportunities to learn from culturally diverse colleagues and from a wide range of visitor-service organizations. Students may choose one of the three formal concentration areas: sustainable tourism, event and meeting management, or hospitality management. They also may develop an individualized studies program.

Specific admission requirements are shown on the Graduate Program Finder. (http://www.gwu.edu/all-graduate-programs)

Visit the program website (http://business.gwu.edu/current-students-2/specialized-masters-programs/mta-degree-requirements) for additional information.

### REQUIREMENTS

The following requirements must be fulfilled: 36 credits, including 18 credits in required courses, 9 to 12 credits in courses taken in one area of specialization, and 9 to 12 credits in elective courses. Alternatively, the student may propose a 36-credit individualized plan of study for consideration.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Required</strong></td>
<td></td>
<td></td>
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<tr>
<td>TSTD 6249</td>
<td>Sustainable Destination Development</td>
<td></td>
</tr>
<tr>
<td>TSTD 6251</td>
<td>Applied Quantitative Methods</td>
<td></td>
</tr>
<tr>
<td>TSTD 6270</td>
<td>Research Methods and Applications</td>
<td></td>
</tr>
<tr>
<td>One of the following capstone course series:</td>
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<tr>
<td>TSTD 6283 &amp; TSTD 6297</td>
<td>Practicum and Advanced Topical Studies</td>
<td></td>
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<tr>
<td>or TSTD 6998</td>
<td>Thesis Research</td>
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</tbody>
</table>

### Areas of specialization

**Sustainable tourism management**

- Required (12 credits)
  - TSTD 6260 | Tourism Economics                                                   |         |
  - TSTD 6261 | Tourism Policy and Planning                                         |         |
  - TSTD 6263 | Destination Marketing                                               |         |

**Event and meeting management**

- Required (9 credits)
  - TSTD 6276 | Risk Management for Events and Meetings                             |         |
  - TSTD 6277 | Event Management                                                    |         |
  - TSTD 6278 | Conference and Exposition Management (Suggested Electives)         |         |

**Electives (12 credits)**

- TSTD 6280 | Advanced Workshop (Management of Destination Organizations)         |         |
Recommended electives:

- **MGT 6292**: Small Business Management
- **MKTG 6248**: Advertising and Marketing Communications Strategy
- **TSTD 6296**: Hospitality Digital Marketing Strategies

Other elective options:

- **DNSC 6290**: Special Topics (Sports Analytics)
- **IBUS 6201**: International Marketing
- **MGT 6215**: Conflict Management and Negotiations
- **MGT 6254**: Negotiations and Labor Relations
- **PPPA 6031**: Governing and Managing Nonprofit Organizations
- **PPPA 6032**: Managing Fund Raising and Philanthropy
  or **PPPA 6033**: Nonprofit Enterprise
- **TSTD 6280**: Advanced Workshop (Sport Finance)
- **TSTD 6280**: Advanced Workshop (Global Issues in Sport Management)
- **TSTD 6280**: Advanced Workshop (Sport Philanthropy)
- **TSTD 6296**: Hospitality Digital Marketing Strategies

**Individualized plan of study**

The student designs a 36-credit plan of study and provides a brief proposal specifying the courses to be taken. The student submits the proposal through the faculty advisor.