MASTER OF TOURISM ADMINISTRATION

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.

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: 30 credits, including 12 credits in required courses, 9 credits in courses taken in one area of specialization, and 9 credits in elective courses. Alternatively, the student may propose a 30-credit individualized plan of study for consideration.

### Code | Title | Credits
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**Required**
TSTD 6249 | Sustainable Destination Development | 
TSTD 6251 | Applied Quantitative Methods | 
TSTD 6270 | Research Methods and Applications | 
MBAD 6263 | Organizations and Human Capital | 
or MGT 6282 | New Venture Initiation | 
Completion of one of the following areas of specialization:

#### Sustainable tourism management specialization

**Required**
TSTD 6260 | Tourism Economics | 
TSTD 6261 | Tourism Policy and Planning | 
TSTD 6263 | Destination Marketing | 
**Electives**
9 credits in concentration-specific elective courses chosen in coordination with the student’s academic advisor or program director.

#### Event and meeting management specialization

**Required**
TSTD 6276 | Risk Management for Events and Meetings | 
TSTD 6277 | Event Management | 
TSTD 6278 | Conference and Exposition Management (Suggested Electives) | 
**Electives**
9 credits in concentration-specific elective courses chosen in coordination with the student’s academic advisor or program director.

#### Hospitality management specialization

**Required**
TSTD 6220 | International Hospitality Management | 
TSTD 6221 | Hospitality Market Analysis | 
TSTD 6296 | Hospitality Digital Marketing Strategies | 
**Electives**
9 credits in concentration-specific elective courses chosen in coordination with the student’s academic advisor or program director.

### Individualized plan of study

Students may design a 30-credit plan of study, with a brief proposal specifying the courses to be taken submitted to the program director for review.