

# 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.

## ADMISSIONS

<b>Admission deadlines*:</b>	<b>Fall &amp; Summer:</b>	1/15
	Round 1	
	Round 2	4/1
	Round 3	5/15

**Recommendations required:** One recommendation.

**Prior academic records:** Transcripts are required from all colleges and universities attended, whether or not credit was earned, the program was completed, or the credit appears as transfer credit on another transcript. Unofficial transcripts from all colleges and universities attended should be uploaded to your online application. Official transcripts are required only of applicants who are offered admission.

International applicants should upload only the English-language version of their transcripts.

### Statement of purpose:

In an essay limited to 500 words, discuss your long-term and short-term professional objectives and how your past experiences have contributed to and defined these objectives. Include in your statement why you want to pursue a graduate business degree at this point in time. You may also include your related qualifications, including collegiate, professional, and community activities, and any other substantial accomplishments not already mentioned in the application.

### Additional requirements:

A current resumé is required.

### International applicants only:

Please review International Applicant Information (<http://graduate.admissions.gwu.edu/international-applicants/>) carefully for details on required documents, earlier deadlines for applicants requiring an I-20 or DS-2019 from GW, and English language requirements.

PLEASE NOTE that the minimum English language test scores required by this program are:

- Academic IETLS: an overall band score of 7.0 with no individual band score below 6.0; or
- TOEFL: 600 on paper-based, or 100 on Internet-based; or
- Academic PTE: 68

### Supporting documents not submitted online should be mailed to:

School of Business  
The George Washington University  
2201 G Street NW  
Washington DC 20052

### Contact for questions:

business@gwu.edu ~ 202-994-1212  
9:00am - 5:00pm, Monday through Friday

# REQUIREMENTS

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

<b>Code</b>	<b>Title</b>	<b>Credits</b>
<b>Required</b>		
TSTD 6249	Sustainable Destination Development	
TSTD 6263	Destination Marketing	
TSTD 6278	Conference and Exposition Management	
TSTD 6296	Hospitality Digital Marketing Strategies	