Overview

Why Tourism Management Matters
Travel and recreation play an important role in shaping lives. A single excursion can change the way a person views the world. A successful company can boost its entire community’s economy. The tourism industry as a whole can support the livelihoods of millions while providing countless others unforgettable adventures for years to come. It just takes the right kind of manager to ensure this happens, and CSU’s online tourism management master’s program gives you the insight and training you need to become just that.

What You Learn
By teaching a "whole system" approach—one that recognizes the value of people and resources as much as it does the importance of profit—this tourism management master’s prepares you to step into the industry with a unique, and valuable, perspective.

Throughout the course of study, you obtain the tools to lead a financially sound business, develop strong management skills, and, beyond that, gain insight into the bigger picture. Learn about tourism’s impact on natural resources and global communities, and learn to apply theories and develop strategies that will ensure a more sustainable future for the industry and for the world.

When you earn your master’s in tourism management, you gain the skills to not only further your career, but to make a meaningful impact on the world while doing something you love.

Build Your Knowledge of Ski Area Tourism
If you are interested in learning more about tourism in the ski industry, you may replace up to six credits with courses in ski area management. See the Requirements and Curriculum page for details.

More About the Program
Taught by the same faculty and following the same curriculum as the on-campus program, CSU’s online tourism management master’s allows you to earn the same degree as on-campus students, but with the flexibility you need in your busy life.
Curriculum
It is suggested that NRRT 600 be taken in the first or second semester. All courses are eight weeks with some courses offered the first part of a semester and others in the second part of a semester.

Required courses (26 credits)

Fall
- NRRT 600 – Tourism Industry Concepts and Practices (2 cr.)
- NRRT 610 – Natural Resource Management and Tourism (2 cr.)
- NRRT 615 – Sustainable Tourism Development Foundations (2 cr.)
- NRRT 650 – Financial Management in Tourism (2 cr.)
- NRRT 655 – Tourism Marketing Concepts and Applications (2 cr.)
- NRRT 662 – Global Tourism Policy (2 cr.)
- NRRT 679A – Current Topics in Nature-Based Tourism (1 cr.)

Spring
- NRRT 601 – Quantitative Analysis in Tourism I (2 cr.)
- NRRT 602 – Quantitative Analysis in Tourism II (2 cr.)
- NRRT 620 – Organizational Management in Tourism (2 cr.)
- NRRT 625 – Communication/Conflict Management in Tourism (2 cr.)
- NRRT 660 – Law and Legal Liability in Tourism (2 cr.)
- NRRT 671 – Strategic Management for Travel and Tourism (2 cr.)
- NRRT 679B – Current Topics in Nature-Based Tourism (1 cr.)

If you are interested in learning more about tourism in the ski industry, you may swap some of this program’s required courses with ski area management courses. The following options are available:
- NRRT 523 – Strategic Ski Area Marketing and Management (in place of NRRT 655)
- NRRT 524 – Ski Area Finance and Investment (In place of NRRT 650)

A third ski area management course of your choice may serve as an elective.

Directed Electives (4 credits)
Students can take the electives listed below or other electives may be approved by an advisor.
- RRM 510 – Food Service Management (2 cr.) (Spring)
- RRM 520 – Lodging Management (2 cr.) (Fall)

Minimum Admission Requirements
- A bachelor’s degree from a regionally accredited institution
- A 3.0 GPA on all undergraduate coursework. Exceptions to this are made on a case-by-case basis.
- GRE scores are not required

Completion Requirements
- 30 credits, 26 credits in the required courses and a minimum of four credits of directed business electives