

Economic and Sustainable Global Tourism Development - M.S.

Curriculum

The Economic and Sustainable Global Tourism Development Master of Science degree program provides students with opportunities to immerse themselves in the different phases of planning and developing viable programs for sustainable tourism and economic development projects. Students gain a comprehensive knowledge of the newest trends in the tourism business through course lectures and professionally focused learning experiences.

Upon completion of the program, graduates are expected to:

- Formulate strategies to attract and retain market share and promote social and economic development objectives for specific tourism destinations.
- Communicate effectively with tourism industry stakeholders such as policymakers, members of the private sector and the general public.
- Critically evaluate contemporary management and leadership strategies as they relate to the global tourism industry and sustainable business practices.
- Create sustainable tourism development plan that encompass cultural, sociological and motivational differences.

Upon graduation, students may be employed by government agencies and international travel and tourism organizations as consultants and developers of tourism destinations. The private sector may also offer opportunities for employment to graduates of the program.

Economic and Sustainable Global Tourism Development

Master of Science

Core Courses

HOSP6060	Corporate Social Responsibility	3
HOSP6080	Experience, Adventure and Education Tourism	3
TRVL5010	Tourism Principles and Foundations	3
TRVL5030	Financial Concepts in Sustainable Tourism Development	3
TRVL5050	Foundation of Consulting for the Tourism Industry	3
TRVL5070	Global Tourism Marketing and Branding	3
TRVL5120	Planning for Ethical and Sustainable Tourism Development	3
TRVL5140	Product Development and Innovation in Sustainable Tourism — Shared and Experience Economics	3
TRVL5210	Tourism Economics	3
TRVL6100	Applied Research Methods in Sustainable Tourism Development	3
TRVL6140	International Tourism Development, Economic Issues and Strategic Solutions in the Developing World	3
TRVL6180	International Sustainable Tourism Policy Analysis and Development	3

Total Credits **36.0**

Admissions Requirements

To be considered for admission into any JWU graduate degree program offered on campus, the following documents must be submitted:

1. A completed graduate application for admission
2. Official or certified transcripts/mark sheets from all institutions attended, including proof of bachelor's degree and master's degree (if applicable) conferral. Transcripts issued to a student are not considered official unless in an unopened university envelope. When a graduate program application is submitted prior to completing requirements for the bachelor's degree, Graduate Admissions will consider the application and, if admissible, will offer an acceptance pending submission of final transcript verifying bachelor degree conferral. Without such verification, students may not be allowed to register for the current semester or continue enrollment, and will be in jeopardy of losing their academic status with the university.
3. Statement of Purpose: an essay explaining your motivation, aptitude and goals related to graduate-level study
4. Letters of recommendation. Graduate programs at JWU require two letters of recommendation. Recommendations should be from individuals qualified to attest to the applicant's potential for success at the graduate level of study.
5. Current résumé or CV

6. Candidates for the M.S. in Economic and Sustainable Global Tourism Development program at JWU must have a minimum 2.85 cumulative grade point average. A bachelor's degree in any major will be considered for admission.