

TRAVEL AND TOURISM MANAGEMENT (MS)

Department Website (<https://www.sps.nyu.edu/content/sps-nyu/explore/degrees-and-programs/ms-in-travel-and-tourism-management.html>)

NYSED: 92188 HEGIS: 0510.10 CIP: 52.0903

Program Description

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. The sector offers a range of exciting employment opportunities in areas such as destination planning and marketing, visitor management, entrepreneurship and tourism development. Taught by faculty members who are leading industry practitioners, the program is structured to meet the needs of working professionals and full-time students, allowing opportunities for either part-time or full-time study in any semester. Typically, students complete the degree within 1.5 years of full-time study or in 2-3 years of part-time study.

The Master of Science in Travel and Tourism Management curriculum applies business and marketing theories to industry-specific cases and scenarios, and is constantly updated to reflect the latest industry trends. This 36-credit, full- or part-time program of study consists of a sequence of core courses, an internship, electives in specialized areas, and a capstone project whereby students carry out a leadership analysis for industry organizations. It is international in scope, and reflects the opportunities and challenges tourism managers face in today's globalized world.

Learning occurs both in the classroom and in the industry—through various networking opportunities, lecture series, research projects, and optional internships—providing you with valuable pathways to reach your goals, whether you are just beginning your career as a graduate student or you have been working in the industry for years.

If you have relevant work experience, you may be eligible to waive a core course with departmental approval. Waivers permit you to take additional courses in selected areas; they do not reduce the number of credits required for the degree.

Admissions

Admission to master's programs at the NYU School of Professional Studies requires the completion of a U.S. bachelor's degree or its international equivalent. Admissions decisions are made through a holistic review process. Visit the SPS Admissions website (<https://www.sps.nyu.edu/homepage/admissions/admissions-criteria-and-deadlines/graduate-programs.html>) for detailed application requirements and deadlines.

Program Requirements

The program requires the completion of 36 credits, comprised of the following:

| Course | Title | Credits |
|--------------------------|---|---------|
| Core Requirements | | |
| TCTM1-GC 3350 | Trends in Travel and Tourism | 3 |
| TCTM1-GC 3650 | Data Analytics for Hospitality and Travel | 3 |
| TCTM1-GC 3560 | Business Communications | 3 |

| | | |
|---------------|---|-----|
| TCTM1-GC 3705 | Financial Analysis for Hospitality and Travel | 3 |
| TCTM1-GC 3340 | The Travel and Tourism System | 1.5 |
| TCTM1-GC 3520 | Design Thinking and Innovation | 1.5 |
| TCTM1-GC 3920 | Internship | 1.5 |

Capstone

| | | |
|---------------|------------|-----|
| TCTM1-GC 1015 | Leadership | 1.5 |
|---------------|------------|-----|

Electives

| | |
|---|----|
| Select 18 credits from the following courses: | 18 |
|---|----|

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|---------------|--|
| TCTM1-GC 1040 | Tourism Planning |
| TCTM1-GC 3245 | Placemaking and Destination Branding |
| TCTM1-GC 3205 | PR, Media and Advertising |
| TCTM1-GC 3250 | Digital Marketing |
| TCTM1-GC 3260 | Ideation – Value Creation |
| TCTM1-GC 3265 | Proof of Concept - Prototyping |
| TCTM1-GC 3605 | Travel Technology and New Media |
| TCTM1-GC 3120 | Social Entrepreneurship |
| TCTM1-GC 3545 | Customer Relationship Management and Loyalty |
| TCTM1-GC 3370 | Visitor Attractions and Entertainment |
| TCTM1-GC 3105 | Corporate Travel Management |
| TCTM1-GC 3115 | Airline Management |
| TCTM1-GC 1060 | Creative Community Tourism Development |
| TCTM1-GC 3320 | Cultural Heritage Tourism |
| TCTM1-GC 3345 | Sustainability, CSR and Impact Planning |
| TCTM1-GC 3925 | Special Topics in Travel and Tourism |
| TCTM1-GC 4000 | Individual Thesis |
| TCTM1-GC 3900 | Independent Study in Tourism |

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| Total Credits | 36 |
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Sample Plan of Study

Full-Time Plan of Study

| Course | Title | Credits |
|--------------------------|---|-----------|
| 1st Semester/Term | | |
| TCTM1-GC 3350 | Trends in Travel and Tourism | 3 |
| TCTM1-GC 3650 | Data Analytics for Hospitality and Travel | 3 |
| TCTM1-GC 3705 | Financial Analysis for Hospitality and Travel | 3 |
| TCTM1-GC 3245 | Placemaking and Destination Branding | 3 |
| Credits | | 12 |

2nd Semester/Term

| | | |
|----------------|--------------------------------|-----------|
| TCTM1-GC 3560 | Business Communications | 3 |
| TCTM1-GC 3340 | The Travel and Tourism System | 1.5 |
| TCTM1-GC 3520 | Design Thinking and Innovation | 1.5 |
| TCTM1-GC 3205 | PR, Media and Advertising | 3 |
| TCTM1-GC 3250 | Digital Marketing | 3 |
| Credits | | 12 |

3rd Semester/Term

| | | |
|----------------|--|-----------|
| TCTM1-GC 1015 | Leadership | 1.5 |
| TCTM1-GC 3920 | Internship | 1.5 |
| TCTM1-GC 3545 | Customer Relationship Management and Loyalty | 3 |
| TCTM1-GC 3370 | Visitor Attractions and Entertainment | 3 |
| TCTM1-GC 3105 | Corporate Travel Management | 3 |
| Credits | | 12 |

Total Credits **36**

Part-Time Plan of Study

| Course | Title | Credits |
|--------------------------|---|-----------|
| 1st Semester/Term | | |
| TCTM1-GC 3350 | Trends in Travel and Tourism | 3 |
| TCTM1-GC 3650 | Data Analytics for Hospitality and Travel | 3 |
| Credits | | 6 |
| 2nd Semester/Term | | |
| TCTM1-GC 3705 | Financial Analysis for Hospitality and Travel | 3 |
| TCTM1-GC 3245 | Placemaking and Destination Branding | 3 |
| Credits | | 6 |
| 3rd Semester/Term | | |
| TCTM1-GC 3560 | Business Communications | 3 |
| TCTM1-GC 3340 | The Travel and Tourism System | 1.5 |
| TCTM1-GC 3520 | Design Thinking and Innovation | 1.5 |
| Credits | | 6 |
| 4th Semester/Term | | |
| TCTM1-GC 3205 | PR, Media and Advertising | 3 |
| TCTM1-GC 3250 | Digital Marketing | 3 |
| Credits | | 6 |
| 5th Semester/Term | | |
| TCTM1-GC 3370 | Visitor Attractions and Entertainment | 3 |
| TCTM1-GC 3105 | Corporate Travel Management | 3 |
| Credits | | 6 |
| 6th Semester/Term | | |
| TCTM1-GC 3920 | Internship | 1.5 |
| TCTM1-GC 1015 | Leadership | 1.5 |
| TCTM1-GC 3545 | Customer Relationship Management and Loyalty | 3 |
| Credits | | 6 |
| Total Credits | | 36 |

- Identify and manage opportunities and risks at the enterprise and destination levels by applying strategic problem-solving and entrepreneurial skills.
- Apply knowledge from the core disciplines (e.g. marketing, finance, consumer behavior, planning) to travel and tourism management and operations.
- Evaluate the use of existing resources and of allocate new and existing resources strategically to achieve sustainable development and business growth.
- Apply interpersonal, cultural and global awareness skills to successfully manage teams and visitors in a travel and tourism context.
- Apply collaborative, communication and teamwork skills to foster innovation and diversity of thought in team projects.
- Present data and ideas effectively in written and oral formats in various business contexts (sales and marketing, planning, community engagement, strategic management).
- Articulate the historical development and current trends shaping the past, present and future of the travel and tourism sector.

Policies**NYU Policies**

University-wide policies can be found on the New York University Policy pages (<https://bulletins.nyu.edu/nyu/policies/>).

School of Professional Studies Policies

Additional academic policies can be found on the School of Professional Studies academic policy pag (<https://bulletins.nyu.edu/graduate/professional-studies/academic-policies/>)e (<https://bulletins.nyu.edu/graduate/professional-studies/academic-policies/>).

Learning Outcomes

Upon successful completion of the program, graduates will:

- Select appropriate quantitative and qualitative methods and technology tools to conduct tourism research (e.g., business performance, impact assessment).
- Critically assess the validity and reliability of tourism information and data.
- Assess the impacts of tourism on communities and destinations, and applying sustainable tourism principles to tourism development and management.
- Solve complex business problems by conducting a comprehensive analysis of organizational and managerial situations, providing appropriate alternatives and effective recommendations.