

TRAVEL AND TOURISM MANAGEMENT (MS)

NYSSED: 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
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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	

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

6. Apply knowledge from the core disciplines (e.g. marketing, finance, consumer behavior, planning) to travel and tourism management and operations.
7. Evaluate the use of existing resources and of allocate new and existing resources strategically to achieve sustainable development and business growth.
8. Apply interpersonal, cultural and global awareness skills to successfully manage teams and visitors in a travel and tourism context.
9. Apply collaborative, communication and teamwork skills to foster innovation and diversity of thought in team projects.
10. Present data and ideas effectively in written and oral formats in various business contexts (sales and marketing, planning, community engagement, strategic management).
11. 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:

1. Select appropriate quantitative and qualitative methods and technology tools to conduct tourism research (e.g., business performance, impact assessment).
2. Critically assess the validity and reliability of tourism information and data.
3. Assess the impacts of tourism on communities and destinations, and applying sustainable tourism principles to tourism development and management.
4. Solve complex business problems by conducting a comprehensive analysis of organizational and managerial situations, providing appropriate alternatives and effective recommendations.
5. Identify and manage opportunities and risks at the enterprise and destination levels by applying strategic problem-solving and entrepreneurial skills.