



## Recreation and Tourism Management Program

<http://rtm.sdsu.edu/>

# Sustainable Tourism Management



Tourism is the world's largest industry and is expected to generate \$7.5 trillion (US) by the year 2020 (WTO). Sustainable tourism is the fastest growing segment of the world's largest industry. We want to help prepare you as a global leader in this market. Join the new Sustainable Tourism Management program at SDSU – the first in the U.S.A.

The *Sustainable Tourism Management* emphasis stresses the ***cultural and ecological tourism leadership needs of new tourism professionals*** by emphasizing the linkages between the economic, environmental, and social (including cultural and political) spheres and involves an interdisciplinary approach involving ***assessment, programming, and evaluation for planning and management of sustainable tourism businesses***.

***Interdisciplinary curriculum***, with courses in sustainable tourism, recreation, geography, economics, anthropology, arts, energy studies, international conflict resolution, public administration. The curriculum in *Sustainable Tourism Management* prepares professionals for the following set of skills:

- Ability to analyze the appropriateness of ecological resources for sustainable tourism development
- Ability to apply local, cross-cultural needs, rights, and perspectives within the framework of sustainable tourism planning and development
- Ability to develop sustainable tourism strategies for creating innovation and tourism business profitability
- Ability to utilize sustainable development-related legislation, policy and control mechanisms to stimulate sustainable tourism collaboration

Career options are wide and varied with all sectors of the tourism industry moving towards sustainable practice including:

Transport	Tourism organizations
Destination management	Leisure, recreation and sport
Travel agencies and wholesalers	Accommodation & hospitality
Tour operations and tourist attractions	Ecotourism & adventure tourism

International Experience is required:

- International student exchanges, study abroad, internships (e.g. students have interned with sustainable tourism projects in Thailand, Indonesia, Fiji, Australia and more), and/or professional opportunities during the Degree Program (which could include cross-U.S. border, Mexico and/or Canada, activities). Scholarships are available to facilitate International Experiences.

## Emphasis in Sustainable Tourism Management

*Italicized courses are common among all emphases and are required in all emphases within the Major.*

### Preparation for the Major – Lower Division Requirements

<i>RTM 101</i>	<i>Introduction to Recreation and Tourism Management</i>	3
<i>RTM 107</i>	<i>Recreation Programming and Leadership</i>	4
GEOG 101	Principles of Physical Geography	3
BIOL 101	World of Animals	3
GEOG 101L	Physical Geography Laboratory	1
ANTH 102	Introduction to Cultural Anthropology	3
GEOG 102	Principles of Cultural Geography	3
ECON 101	Principles of Economics	3
ECON 102	Principles of Economics	3
<i>RTM 284</i>	<i>Supervised Fieldwork</i>	<u>3</u>
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### Major – Upper Division Requirements

<i>RTM 304</i>	<i>Leisure and Tourism</i>	3
<i>RTM 305</i>	<i>Wilderness and Leisure Experience</i>	3
<i>RTM 351</i>	<i>Recreation for Special Populations</i>	3
<i>RTM 404</i>	<i>Cross-Cultural Perspectives of Tourism</i>	3
<i>RTM 413</i>	<i>Cultural Tourism</i>	3
<i>RTM 470</i>	<i>Global Travel and Tourism Management</i>	3
<i>RTM 477</i>	<i>Tourism Planning</i>	3
<i>RTM 487</i>	<i>Env. And Cult. Interpretation</i>	3
<i>RTM 498</i>	<i>Internship in Recreation and Tourism Management</i>	12
<i>RTM 469</i>	<i>Admin and Operation of Rec and Tourism Agencies</i>	3
ECON 453	Environmental and Natural Resource Economics	3
GEOG 370	Environmental and Natural Resource Conservation	<u>3</u>
		45

Six Units to be selected from the following:

6

<i>Recommended courses for Eco-Adventure Tourism Track</i>	<i>Recommended courses for Cultural Tourism Track</i>
ECON 454 Economics of the Ocean	ANTH 520 Ethnographic Field Methods
GEOG 385 Spatial Data Analysis	ANTH 531 Applied Anthropology
GEOG 483 Watershed Analysis	ART 347 The House and Its Environment
GEOG 488 Remote Sensing of Environment	ISCOR 421 Alternative Dispute Resolution
GEOG 570 Environmental Resource Conservation	PA 320 Introduction to Urban Planning
GEOG 572 Land Use Analysis	PA 525 The U.S. City Planning Process
ISCOR 421 Alternative Dispute Resolution	PSFA 320 Creativity & Communication in the Arts
OCEAN 320 The Oceans	
PHYS 301 Energy and the Environment	