

Program Name: Master of Science in Administrative Studies

Concentration in Economic Development and Tourism Management

Academic Department: Administrative Science

Program Director/Coordinator: Dr. Kip Becker

Date approved by department/program faculty: October 4, 2013

Learning Objectives:

Students graduating with a master of science in administrative studies: concentration in Economic Development and Tourism Management are expected to:

1. Have obtained from the degree core an understanding of critical and innovative thinking, a global business perspective, enhanced communication skills as well as the technical tools and techniques necessary for business decision making.
2. Obtain an understanding of the full range of eco- and cultural tourists assets that can be developed for sustainable tourism development.
3. Obtain an understanding of the business of eco- and cultural tourism including how to determine which assets to develop, market and the tourist's wishes and desires.
4. Develop the ability to combine local, regional and national resources and issues so as to be able to develop a comprehensive plan for an integrated tourism industry.
5. Obtain an understanding of the global nature of the tourism industry.