

Tourism... Naturally.

MASTER OF
**TOURISM
MANAGEMENT**

ANNUAL REPORT

2016-2017 Volume 4



HUMAN DIMENSIONS
OF NATURAL RESOURCES
COLORADO STATE UNIVERSITY

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Produced by the Master of
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 Online version of this report can be found at:
<http://warnercnr.colostate.edu/masters-in-tourism>

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Dear Advisory Board Members:

Thank you again for your ongoing support and engagement with MTM. While we have enjoyed great success to date, at the five-year mark, we also want to carefully consider the next phase of development for our Tourism Naturally brand.

Key milestones of success. Over the past five years, we have achieved several key goals for our MTM programs:

- Our core on-campus MTM program has demonstrated stable enrollment at 25 to 30 students per year.
- The Ski Area Management online program has enjoyed strong enrollment through its first full year with significant participation and support from industry.
- Our MTM Online program continues to grow rapidly, approaching the per class enrollment cap of 30 students.

Strategic investment of resources. Our enterprise programs provide critical resources that have allowed us to add new faculty lines and support important research and outreach across the department. In addition, we have continued to invest in new programs that individually and when combined provide a broad range of opportunity to students.

- We are currently awaiting final accreditation of our new online Graduate Certificate in Adventure Tourism (AT) set to launch in the spring of 2018. Under Dr. Mark Gasta's leadership, we have brought industry professionals and area-specific faculty together to help design and position this cutting-edge program. Course development in AT focuses on the key areas of expertise needed to succeed in this fast-growing industry segment.
- This coming year we will also seek approval and begin course development for a new online version of our popular undergraduate program in natural resource tourism. If approved, this program will take a huge step forward in serving CSU's mission to educate students studying in rural areas, where tourism development is often critical, as well as providing opportunities to a diverse population around the world.

Global reach and impact. Through continued international enrollment in all programs, and ongoing outreach efforts in China and across Europe, MTM has truly achieved global recognition and impact.

- The inaugural Tourism Naturally conference in Alghero, Italy was an overwhelming success. Hosted this past October by HDNR, in partnership with United Nations World Tourism Organization (UNWTO), University of Derby, University of Pisa, University of Sassari, and Central China Normal University. The conference was well attended and drew participants from around the world.
- This summer we renewed our commitment to offer the MTM-China program for an additional five years. With full enrollment this year, this program seems particularly relevant as China's central government recently identified tourism as a national priority for economic growth and investment.
- We have also signed an agreement this spring with the Universitat de Andorra and the UNWTO to offer a collaborative program in Mountain Tourism. Based in Andorra, this program utilizes three current Ski Area Management graduate courses to satisfy Universitat de Andorra requirements.
- In total, we have now graduated over 150 highly qualified tourism professionals from more than 16 countries, including our first graduating Mandarin language cohort from the MTM-China program.

Relevant and responsive. Entering our sixth year, we remain driven to engage both local and global communities in delivering highly relevant programs that inspire and empower students. Following a very successful Advisory Board retreat in May, we feel energized by your sincere commitment and look forward to working with each of you to thoughtfully expand and continuously improve our programs, provide more real-world learning experiences for students and ultimately to create for each student a clear pathway to success.

Thank you again for your sage counsel and ongoing support.

Sincerely,



Michael Manfredo
Professor and Department Head
Department of Human Dimensions of Natural Resources
Colorado State University

MTM ADVISORY BOARD



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MTM ADVISORY BOARD



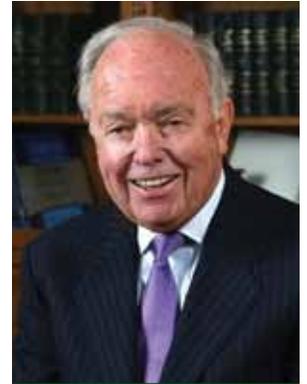
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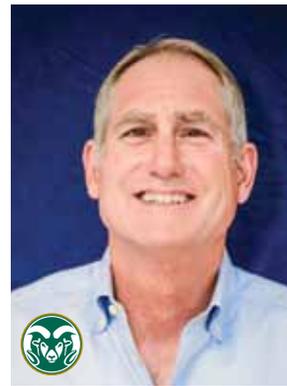
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Kyle H. Hybl
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Jessica Mallory
 Owner and Founder
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Ken Mitchell
 Owner, Mosaic Real Estate LLC



Kathay Rennels
 Assistant Vice President of Community and Economic Development at Colorado State University



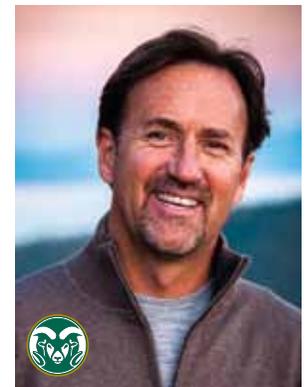
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Will Seccombe
 President
 Connect Travel



Ken Widmaier
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 Sage Hospitality



Andy Wirth
 President & CEO
 Squaw Valley Resort



Logo denotes Colorado State University graduates or honored graduates

2017 ADVISORY BOARD RETREAT: NEW DIRECTIONS

The purpose of the May 2017 Advisory Board retreat was to obtain the board's input on two key topics important to the future of our programs and as always, the discussion proved to be very insightful and will be incredibly valuable.

- The topics of discussion were:
- Topic One – “Advisory Board Engagement: Roles and Responsibilities, Governance”
 - Topic Two – “Masters of Tourism Management (MTM) Growth Opportunities”



Following a brief introduction and some opening comments from Joe Blake and Mark Gasta, participants joined a sub-group facilitated by a CSU faculty member. Once each group completed their review and engagement with the two topics, participants were given three votes to identify their preferred areas of opportunity within each topic.

The outcome of the voting and the board's priorities for us moving forward include:

- **Role of the Board.** The board recommends continuation of the current direction and meeting structure and they are willing to be even more actively involved as advisors, mentors, ambassadors, in assisting students with networking. The board suggested that the MTM faculty be more assertive and ask for what is needed. The board emphasized the need to be strategic with our out-reach. For example, identifying key subgroups (HR, legal, finance, function, industry, sector) and holding sub-group meetings as our needs warrant. The board also recommends that we seek to include representation from all relevant areas of industry and that address future trends (e.g. millennials).
- **MTM Program.** The board recommended that MTM increase our tourism policy related content, specifically as it relates to the shared economy. The board also encouraged MTM to focus on expanding relationships and partnerships within the university in order to deepen program expertise and grow program offerings. The board members are willing to leverage their university relationships to assist in this. Board members also emphasized the importance of volunteering, offering their organizations for real-world case study examples to be utilized in the MTM curriculum. This will both help to build relationships between board members and students and provide greater depth and relevance in our courses.
- **China Engagement.** Finally, the board felt strongly that MTM should continue to focus on expanding engagement in China and look for ways to expand our offerings in order to capitalize upon the growing opportunities and needs in that country.

MTM faculty and staff will address these recommendations in planning for the future, providing periodic updates at future meetings.

ADVISORY BOARD AND GUEST SPEAKERS



MTM is fortunate to have an Advisory Board comprised of knowledgeable and experienced tourism industry leaders. Cathy Ritter, Director of the Colorado Tourism Office (pictured to the left), addressed tourism trends in Colorado with the 2016-2017 MTM cohort. Throughout the year, guest speakers from the Advisory Board and from other tourism organizations are invited to speak during the Current Topics in Nature Based Tourism course (NRRRT 679). Each presentation is recorded, added to the MTM YouTube channel and used for the online cohort to ensure every student is getting the same high-quality learning experiences. Thank you to all of our Advisory Board members and industry presenters this year!

GRADUATE CLASS OF 2017



Back row left to right: Olga Gachkova, Yifan Xing, Amber Karn, Professor Jerry Vaske, Professor Alan Bright, Professor David Knight, Colin Pickett, Ben Larson, Brandon Clark, Nikolas Yankov,
 Next Row left to right: Professor Lina Xiong, Jianan Li, Woke Wang, Qiaoson Qi, Mari Yokota, Catilin Snyder, Malia Michel, Sam Martin
 Next Row left to right: Linbo Huang, Ying Pan, Krisitne Stateler, Mary Schwab, Noelle Juengling, Rebecca Grace, Caroline Bishop, Adele McCaneless
 Front Row left to right: Zeyuan Ma, Ying Pan, Angela Hollingsworth

2017 GRADUATE PROFILES

Camille Anderson
 MTM Distance



Caroline Bishop
 Paddle Board & Kayak
 Instructor, Summit County

Caroline Bishop is a wellness program leader from Connecticut, with experience instructing fitness workshops specializing in outdoor recreation, coordinating events, and coaching youth sports. After earning her Bachelor's degree from Guilford College in Sports and Exercise Medicine, she continued her work in sports and fitness, with a move to Colorado and began working at the Snowmass Club as a Lifestyle Program Coordinator. Here she directed many fitness related events and activities for guests and members of the athletic club. Caroline is certified in CPR, First Aid, and Wilderness First Response to deal with emergency situations while guiding outdoors. Caroline hopes to continue her career in outdoor recreation and leadership management and one day hopes to manage her own wellness center.

one day hopes to manage her own wellness center.



Lindsay Booth
 MTM Distance
 Front Desk Associate at
 The Oxford Hotel, Denver



Adam Campbell
 Director of Business
 Development at
 Restaurant Associates



Brandon Clark
 Intern at Marriott
 Vacations Worldwide
 Corporation

Brandon Clark is an avid outdoor recreation enthusiast and has worked in the tourism industry for the past 6 years. Brandon's experience in the Pocono Mountains in Pennsylvania include rescue guiding at 2 aerial ropes courses in the region. While working in the tourism industry he concurrently pursued his education, earning his undergraduate degree in Recreation Management from East Stroudsburg University. After graduation, he became the Director for Teen Camps with a non-profit organization, and this experience provided him the desire to further his education. After completing the MTM program, Brandon has taken an internship with Marriott resorts and is currently residing in Vail, Colorado.



Austin Clegg
 MTM Distance
 Director of Employee and Guest Relations
 Redfish Lake Lodge

Sarah Cutter
 MTM Distance

Kristen Duran
 MTM Distance



Linbo Huang
 MTM Distance
 Executive Assistant to the President/CEO at Institute for Shipboard Education

Linbo Huang, an international student from China, earned her Bachelor of Arts degree in Cultural Industry Management from the Shanghai Institute of Visual Art. During her studies in China, she won the bronze prize in Chinese Youth Composition and the award for the Best Student Reporter, issued by Zhuzhou Evening Paper. Linbo has gained professional experience in film market studies, film promotion, and she completed an internship with Zhuzhou TV station, giving her the opportunity to help present the Shanghai Student Television Festival. Linbo plans to return to China and hopes to gain employment with China Central Television.



Olga Gachkova
 Intern at Appalachian Mountain Club

Olga Gachkova is an international student from Russia with a bachelor's degree in International Relationships from South Ural State University in Russia and a master's degree in Tourism and Hospitality from the Higher School of Economics, Moscow. Olga also has a certification in professional communication translation with volunteer experience translating online educational courses in environmental sustainability in Russian and English. Olga's employment history illustrates her strong interest to work with information, research, and communication with experience as a laboratory assistant, involvement in visitor studies, and research of museum IT in customer services. Among Olga's achievements and awards are Fulbright Scholar Program Grant (2016) and Vladimir

Potanin Foundation Scholarship, which is awarded to excellent students in Russia with strong leadership skills. Olga is currently participating in an internship with the Appalachian Mountain Club in New Hampshire for the 2017 summer season.



Noelle Juengling
 Mountain White Water Descents

Noelle Juengling is a creative thinker and is inspired by the challenge to fundamentally shift the way tourism and hospitality companies think about their role in driving environmental change. Noelle is a graduate of New York University, with a degree in Communicative Sciences & Disorders with a minor in Media, Culture, and Communication. Prior to attending CSU, Noelle was the Marketing & Communications Associate at Impact Engine, a venture fund that invests in early-stage technology companies improving education, health, economic empowerment, and resource efficiency. During her time at CSU, Noelle was an ambassador for CSU Ventures, an organization that helps bring university innovations to the marketplace; her responsibilities included conducting

market, customer, and trend analysis on emerging technologies in the agriculture and bio-medical fields. Noelle hopes to continue working toward her passion in making nature and adventure tourism practices beneficial for everyone involved.



Rebecca Grace
 Guest Service Representative
 Hilton Hotel, Fort Collins

Rebecca Grace came to CSU from Virginia with a Bachelor of Science in Hospitality Management from James Madison University. After completing her undergraduate education, Rebecca worked as part of the Food and Beverage management team at The Greenbrier Resort in West Virginia, where she was a part of the hiring process, creating training manuals, and she gained valuable experience working in a unionized environment. In her spare time, she was able to receive the Court of Masters Level 1 Sommelier certification. Rebecca is an outgoing person that hopes to combine her love of the outdoors with her love of interacting with people to open a four-season outdoor lodge. Ever since experiencing her first outdoor lodge, her educational and professional career has been in pursuit of

realizing her dream.



Amber Lee Karn

Amber Karn entered the MTM program after earning her Bachelor of Science from CSU in Natural Resource Recreation & Tourism. During her undergraduate studies, Amber worked as an intern for Amara Massage Therapy and Wellness Center as a front desk agent and personal assistant to the owner. A mother of four wonderful children, with many years of teaching experience, Amber has been inspired by resort/spa facilities across the globe and truly believes in the power of natural relaxation to heal and rejuvenate. She has created and sells her own line of organic wellness products and hopes to find her place in an organization where she can utilize her leadership skills and her passion for health/healing tourism and serving others.



Trenice Lane

Trenice Lane earned her Bachelor's degree from CSU in Spanish and Business and, shortly after finishing, was inspired to explore the tourism industry to gain a global perspective in business. During her college career, she worked for CSU as a front desk coordinator in the African-American Cultural Center, as a Teacher's Assistant for the Warner College of Natural Resources, and an Administrative Assistant at Semester at Sea. Trenice would like to gain an understanding of how different countries use their resources in the environment to naturally heal the body. In the future, she hopes to start a natural care line and create beneficial products that are sustainable for the skin in hopes that more people navigate away from toxic personal care products in the cosmetic industry.



Adele McCaneless
Assistant Program Developer, HDNR

Adele McCaneless is a hospitality professional with over 10 years of restaurant experience in service and management positions, providing her with skills in event planning, scheduling and training, as well as high volume bartending. Adele earned her Bachelor of Science in Natural Resource Recreation and Tourism from CSU, after which she took a position as an environmental educator in the Wet Mountains in Southern Colorado. Living in Colorado her entire life, Adele has a passion for playing outside, from kayaking and camping to waterskiing and snowboarding. She is currently working for Colorado State University, assisting in the development of an online offering of the undergraduate tourism degree.



Benjamin Larson
Entrepreneur/Owner
The Next Adventure Company

Ben Larson is an avid adventurer and entrepreneur, with over fifteen years of professional experience planning and leading adventure travel across the U.S. He is passionate about people and sharing the joys and benefits of playing outside. Ben received a self-designed Bachelor of Arts in Outdoor Recreation from Luther College, Decorah, IA, and completed a Wilderness Leadership Semester with Colorado Outward Bound. Ben is currently the Chief Adventure Consultant at the Next Adventure Company, a full-service adventure tour company that he founded. The Next Adventure Company specializes in custom designed adventure vacations for groups of friends and family. In his free time Ben loves to rock climb, ski, hike 14ers, and explore new places.



Malia Michel
Assistant to
Dean of Agriculture, CSU

This ultimate goal is to combine my two different areas of interest (Finance and Tourism) into a job that allows me to be outside, contributes to society in a meaningful way, and makes a positive difference in peoples everyday lives. In May of 2017 Malia will graduate from CSU with a Masters in Tourism Management Degree and a Ski Area Management Graduate Certificate. She graduated in May 2016 with 2 bachelor degrees in Corporate Finance and Natural Resource Recreation and Tourism from Colorado State University. During her time at CSU she has been actively involved in numerous student government councils and clubs and honor societies. This involvement provided Malia the opportunity to make a direct impact to better the student experience at Colorado State University.



Jianan Li

Jianan Li is an international student from China, with a Bachelor of Arts in Broadcasting and Hosting. She is fluent in Chinese, English, Arabic, and Spanish with learned professional knowledge of broadcasting and product sales. Jianan completed an internship at Dalian Broadcast station where she gained valuable skills in the practice of news broadcasts, hosting, and dubbing techniques. Along with broadcasting experience, Jianan has mastered many sales techniques as well as customer service and communication. She has spent time teaching piano to elementary age students and possesses tenth level piano certification. Jianan plans to continue her endeavors in international travel and tourism after finishing the MTM program.



Bryan Miles
MTM Distance



Ryan Noorda
Event Coordinator
Ancestry.com



Zeyuan Ma

Zeyuan Ma is an international student from China with a Bachelor's degree from Zhenggou University in Civil Engineering. In Henan, China, he worked in a construction company before coming to the U.S. to continue his education. Zeyuan has visited many famous tourist destinations in China, sparking his interest in the tourism industry and a desire to improve many areas in his home nation. He worked as an intern for the Zhongxin Tourism Company in China, one of the largest tourism companies in Beijing in 2016. In the future, Zeyuan would like to own his own tourism company that focuses on tourists from China to the United States.



Ying Pan

Ying Pan, an international student from China, earned her Bachelor's degree in English from Guangxi Normal University. Her achievements include excellence in English translation and poetry recitation and Ying also received her English public certificate in China. Ying has a background in customer service and food sales, and has experience teaching English at the Liu Ping Elementary school in China. In the future, Ying hopes to use her knowledge in foreign travel and sales to develop an international tourism organization. Using her abilities in English and tourism management, she hopes to create an organization to aid in travel planning for those traveling internationally from her home nation of China.



Colin Pickett
Marketing
Big Al's Bicycle Shop

Colin Pickett is a Colorado native and has always been passionate about the outdoors and the environment and wants to share his passion with others through outdoor recreation. Colin is a positive person with a big smile and vast experience dealing with guests and customer service, particularly in tourist and resort destinations. Earning his Bachelor's degree from Western State in Gunnison, Colin has more than eight years of experience in the seasonal tourism industry, particularly in ski and resort towns. Having personally experienced many different segments in the tourism industry, Colin is highly organized, a quick learner, and knows how to take care of business. In his future endeavors, Colin hopes to address issues with guest safety, seasonal workers and small communities in mountain tourism destinations.



Jessica Sims Moleni

Amber Ross
MTM Distance

Sarah Ruch
MTM Distance



Qiaosong Qi

Qiaosong Qi is an international student from China with a Bachelor's degree in Communications from the University of China Nanjing, with a focus on television directing and the use of relevant equipment. Qiaosong participated in a reporter internship with Hubei TV in the Hubei Province, China, where he gained valuable experience in news reporting. He also interned at the Hubei Daily and reported on sports and cultural news, during which he was able to participate in the Sixth China Peking Opera Art Festival series of reports. In the future, Qiaosong hopes to introduce an online travel platform to plan and customize travel to and from the United States and China.



Caitlin Snyder
Lake Geneva
Canopy Tours

Caitlin Snyder is a native Wisconsinite and therefore cheese connoisseur, uprooted for the sake of her passion for making people happy through tourism. She earned her degree in Health, Human Performance, Recreation and Coaching from the University of Wisconsin-Whitewater. After graduation, Caitlin worked as a supervisor at the Lake Geneva Canopy Tours; an adventure tourism company specializing in guiding and team building. During that time, she realized her joy in seeing people smile through adventure experiences, and made it a goal to turn that fulfillment into a career. When not studying, Caitlin enjoys discovering new music, telling lame jokes, and relaxing outside with her ukulele. Grateful for her wonderful support system of family and friends, Caitlin is thrilled for the opportunity to continue her career in the adventure tourism industry.



Mary Schwab

Mary Schwab came to the MTM program from Chicago with a Bachelor's degree in Graphic Communications from Illinois State University. After graduating, she secured a position as a Sales Specialist at Wintrust Wealth Management in Chicago, where she strengthened her skills in customer service, communication and management. After four years at Wintrust, Mary joined the team at Brooklyn Boulders, a rock-climbing company focused on combining business relationships and creating memorable experiences for guests. During her time at CSU, Mary worked as an admissions assistant for the Semester at Sea program and now she hopes to continue her tourism career in Denver, building relationships and creating experiences.



Kristine Stalder
MTM & SKAMP

Kristine Stalder earned her undergraduate degree in Natural Resource Recreation and Tourism here at CSU, MTM and graduate certificate in Ski Area Management. During her time in Fort Collins, Kristine worked as a program coordinator for the SLiCE Adaptive Swim office at CSU, where she was tasked with hiring staff, managing the budget, and mentoring over 40 students. Kristine also volunteered with the Campus Corps program, spending time with at-risk youth in the community to provide academic support and encourage positive social skill development. After completing the MTM program, Kristine set off to Boston where she is currently a manager at KVS Elite Marketing.



Brandon Shepard

Brandon Shepard came to CSU with more than 15 years of experience working with the public sector. Utilizing a personalized approach coupled with diverse life and professional experiences, I create a unique and memorable journey for each client, be it in an "outdoors" or "indoors" setting. Ready and available to jumpstart my next level of career aspiration as a full-time employee in the tourism industry.



Woke Wang
PhD Student, HDNR

Woke Wang is a young, passionate, international student from China with a Bachelor of Arts degree from CSU in Sociology, and previous education in the field of sociology from the University of China Political Science and Laws. Before enrolling in university, Woke gained valuable experience in travel while studying in Bangalore, India, after which he worked at COTCO Longda international trade company in China. During his time at CSU, Woke served as the Vice President of the China Student & Scholar Association, while also working for the Rams Horn dining hall. Woke has chosen to further his education at CSU by pursuing his PhD in the Warner College of Natural Resources.



Nikolas Yankov

Nikolas Yankov moved to Colorado from North Carolina where he graduated with his bachelor's degree from the University of North Carolina-Wilmington in Recreation, Sports Leadership and Tourism Management. Nikolas realized his passion for travel following his participation in a study abroad program in Europe, and upon his return, decided to participate in two more university sponsored study abroad programs in Thailand and Brazil. During these adventures, Nikolas had the opportunity to interact with and learn about the local flora, fauna, culture, and communities. Prior to his attending CSU, Nikolas enjoyed a six-week backpacking trip through Australia where his love for travel only grew. Nikolas hopes to someday share his passion for international travel by gaining employment with a university travel abroad program.



Yifan Xing

Yifan Xing is an international student from China with a certificate from Beijing Hospitality Institute and a bachelor's degree in Tourism Management certified by the Chinese Ministry of Education and the Ecole Hotelier Lausanne. During his undergraduate career, Yifan worked as an intern at the Beijing Marriott Hotel City Wall at the front office and concierge services. During the internship, Yifan became skilled in operating the Opera System and AVAYA Telephone System. Since his youth, Yifan has had a great interest in traditional Chinese calligraphy, where he has been recognized for his superior abilities. Yifan enjoys furthering his education and hopes to use his experience to protect the world's tourism environment for future generations.



Mari Yokota

Mari Yokota is an international student from Japan where she earned her associates degree from Lakeland College before finishing her undergraduate studies in Denver, Colorado. Mari completed her Bachelor of Science in Event and Tourism at Metropolitan State University, with a focus on Tourism Management. Proficient in both the Japanese and English languages, with six years of experience in hospitality, Mari is skilled in communication and building strong relationships with guests and coworkers. Using both her professional and educational experience, Mari enjoys being part of a team and would like to find work in the airline industry.



Marina Yamazaki

Marina Yamazaki, an international student from Kyoto, Japan, comes to CSU with a Bachelor's degree in International Literature Studies, giving her a strong background in historical relations between the U.S. and Japan. Marina boasts hospitality and tourism experience in famous hotels, cafeterias, and traditional festivals in Japan, with two years of tourism experience here in Colorado as well. Marina was awarded a merit scholarship and earned her English teacher's license for junior high and high schools at the university in Japan. Wanting to stay in the United States, Marina hopes to find her place with a travel agency or travel planning company.



Kaiwen Zhang

Kaiwen (Kaley) Zhang is an international student from Lanzhou, China and graduated from Lanzhou City University with a degree in hospitality. During college, Kaiwen worked as an intern at Noble Jasper Hotel in China and volunteered at Silk Road Travel Agency. She has professional and educational experience in communication, teamwork, and complex problem solving. During her time at CSU, Kaiwen worked at the Durrell Center AED utilizing her skills in hotel and restaurant management as well as effective team leadership. Kaiwen has a passion for learning new skills and daring to take risks and plans to pursue a career in hospitality, putting her creativity to work after graduation.

GRADUATE CERTIFICATE IN SKI AREA MANAGEMENT



Trisha Bruen
SKAMP



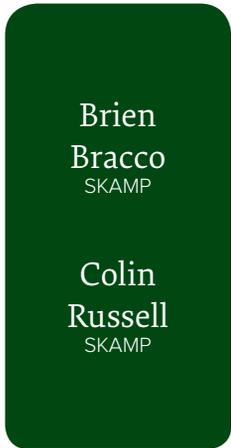
Daniel Buyo Gine
SKAMP
CEO Gran Fondo World Tour / Consultant in PGI Management SAETDE



Thomas Eddy
SKAMP
Patrol Director and Risk Manager at Purgatory



Lucas Edwards
SKAMP
Director Of Operations at Stonebridge Builders



Brien Bracco
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Colin Russell
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Jack Hoesly
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David J. Goodhue
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Myles Perry
SKAMP
Head of Eagle Airways Air New Zealand

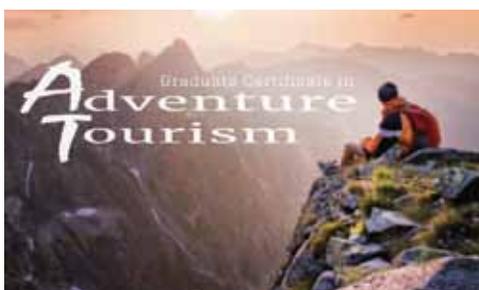


Kristine Stateler
MTM & SKAMP

GRADUATE CERTIFICATE PROGRAMS



Colorado State University's online ski resort management certificate prepares students with the fundamentals for a competitive edge in the ski industry. This 6 course, 12 credit program provides students with the management, finance, and operational knowledge required for successful ski area management and operations. Principles relating to sustainability, strategic management, marketing, human resources management, finance and investment, and planning and development are examined and applied within a ski area context. This program was launched in the fall of 2015 and now boasts 19 graduates of the program.



The Graduate Certificate in Adventure Tourism is a 6 course, 12 credit offering that provides students with theoretical, managerial, and entrepreneurial knowledge and skills required for successfully developing and managing land-water-and air-based adventure tourism enterprises. This graduate certificate addresses a growing need within the adventure tourism industry for graduate-level education focused specifically on small- to medium-sized business entrepreneurship and development. This program is awaiting final accreditation and is expected to launch in the spring of 2018.



Semester at Sea's (SAS) partnership with Colorado State University extends well beyond a partnership between the organizations. Two graduates of CSU's Master of Tourism Management program are continuing their passion for the domestic and global travel industry through permanent positions at SAS.

Shami Loose was hired in early February as executive assistant to the president and CEO and board relations, a few months prior to her graduation from the online MTM program.

Loose, a 17-year CSU employee, brings a wealth of institutional knowledge to SAS and is excited to facilitate the integration of the two institutional cultures. She works with CEO and President Loren Crabtree to help foster the development of a leadership team for Semester at Sea.

Hallie Smyth, also a graduate of the MTM program, became familiar with SAS through her mother-in-law, who sailed in 1967.

Smyth will be using the marketing, design and social media skills she learned from MTM in her new position as an administrative assistant for SAS. She previously worked for other major tourist corporations including Expedia.com and Visit Estes. Her work history and education play a vital role in helping her to support, coordinate and contribute to the SAS culture.

Source: Wes White, Source Article, September 15, 2016

Mateo Henderson recently joined the CTO as the team's new director of visitor services. He brings a wealth of experience to the role. As a visitor and member services professional at Denver's Saint John's Cathedral, Mateo's responsibilities included analyzing visitor services experiences, designing welcome center procedures and implementing training programs for more than 200 volunteers.

"Mateo was among nearly 90 qualified applicants, including five highly qualified finalists, all of whom had prior experience operating a visitor center and managing volunteers," says Cathy Ritter, CTO director. "Mateo brings much to the table, including wonderful relationship-building skills, creativity, problem-solving skills and deep experience of hospitality environments from working in both hotel and restaurant settings."

In his new position, Mateo will guide visitor service programs promoting economic and tourism development in Colorado with the support of Taren Mulch, Burlington Welcome Center manager and recently promoted senior manager of visitor services.



Patrick Fraser, a 2016 graduate of the SKAMP program, is typical of many who work in the ski industry, having ended up there by "accident," only to discover a passion for the business. Patrick discovered the online SKAMP program while reading articles in SAM magazine, and recognized how this program could help him work his way up in the industry, while still working full time for Squaw Valley/Alpine Meadows.

On what attracted Patrick to the program: "The coursework is extremely flexible allowing you to sneak in a little work here and there throughout your work day when you have time. It is also structured in such a way that you do the bulk of the coursework during the early fall and late spring, which gives you time to be available to work during the busier periods of the ski season."

In reflecting on how the program has since assisted him in his career, Patrick shared that, "In less than a year I have been looked at for jobs that I do not think I would have been considered for if it weren't for having this certificate on my resume. I recently took a new management position within my company and not only do I think having gone through the SKAMP program helped me get the job, but I also use the knowledge gained through the program regularly throughout my work day. I

would highly recommend the SKAMP program to anyone looking to take the next step in their career in the ski industry."

The 2017 MTM cohort was fortunate to have a Fulbright Scholar in the on-campus program, Russian student Olga Gachkova. As a participant in the Fulbright Foreign Student Program, Olga was able to study at Colorado State University through funding from the U.S. Department of State. During the 2016-2017 school year, the Fulbright Scholars were able to partake in many different activities including on-campus scholar dinners and conferences in cities across the nation to meet and foster community among Fulbright participants throughout the United States. In the summer of 2017, Olga participated in the Edmund S. Muskie Internship Program as a part of the Fulbright Program, where she was involved with the Appalachian Mountain Club in New Hampshire, focusing on Tourism Development and International Affairs. Contributing to the online, and specifically social media, presence of the Appalachian Mountain Club, Olga was able to travel the northern region of the Appalachian Trail where she gained a stronger appreciation for recreation opportunities in the northeast region of the United States. Upon completion of her summer internship, Olga plans to return to Russia and continue her work in international relations and tourism development, hoping to improve the industry in her home country.



FIRST GRADUATES OF MTM CHINA PROGRAM



Back row left to right: Professor Alan Bright, Pengkun Liu, Chao Fu, Bin Cheng, Professor David Knight, Dongheng Xie, Yu Long, Xiao Hu, Chi Zhang, Yicheng Luo, Professor Jerry Vaske, Kunhong Li
 Next Row right side: Professor Lina Xiong, Shuangyu Xie
 Front Row left to right: Sam Martin, Wen Zhao, Dian Cui, Xianghui Yan, Jing Tian

MTM CCNU 2017

Xia Chen
 Xiao Hu
 Kunhong Li
 Yu Long
 Yicheng Luo
 Ci Song
 Jing Tian
 Dongheng Xie
 Xianghui Yan
 Canjun Zhang
 Chi Zhang
 Na Zhao

MTM and CSU Online welcomed to campus 13 students from China to walk in Spring 2017 commencement ceremonies – CSU’s largest ever group of international online students.

They were the first cohort to participate in a Master of Tourism Management program offered through a partnership by CSU’s Department of Human Dimensions of Natural Resources (HDNR) and Central China Normal University (CCNU).

Translating CSU’s expertise

Students in the program take twenty-four credits online through CSU and eight credits at CCNU to complete their course of study. Courses are taught in Mandarin, including online lectures from CSU faculty who are fluent in Mandarin as well as lectures – close-captioned in Chinese – that are delivered in video and other media by a range of HDNR faculty members. In addition to the online courses, face-to-face engagement is offered by CSU Assistant Professors Lina Xiong and David Knight, who split their time between Fort Collins and

Wuhan, and a series of visiting CSU faculty each semester.

When they finish the program, students earn degree from CSU. “Being able to get a U.S. degree is a really big deal for them,” Xiong said.

Dian Cui, one of the students who traveled to CSU for graduation said, “This program provides us a very valuable opportunity to [gain] professional

continued on next page



Professor Lina Xiong and Professor David Knight with CCNU cohort visiting Beijing Olympic Center.



Professor Lina Xiong lecturing at CCNU campus

knowledge from CSU without going abroad. Some students in China are not very good at English, and they might not be able to pass the IELTS or TOEFL exams to be accepted into [a program] abroad. This program offers opportunities to these students.”

She added that CCNU is well known in China for its research in the field of tourism, and said, “It’s a pleasure for me to be in this program.”

Xiao Hu, another student from the program to attend commencement said, “This is something I’ve never done before, and it was a great and efficient way to learn new things. It was a great experience.”

“This first group to graduate serves as a symbol,” Xiong said, “They are the first cohort and we’re very proud of them.”

Source: CSU Online, Source Article, May 2017



Professor Jerry Vaske assisting students



Night skyline of Wuhan, China



CCNU students in classroom



CCNU campus in Wuhan, China

TOURISM ENTERPRISE AWARD



Pictured above on left to right: Rebecca Grace, Brandon Clark, Malia Michel, Ken Widmaier (MTM Advisory Board), Mark Gasta (MTM Advisory Board), Scott Sloan (GM of the Elizabeth Hotel, Fort Collins), Olga Gachkova, Ben Larson, and Noelle Juengling.

The 2017 cohort participated in the second annual Tourism Enterprise Award, a year long business plan development project. This project incorporated many pertinent elements of the MTM curriculum into a fully developed business plan. The top five final business plans were presented to members of the MTM Advisory Board, Mark Gasta, Ken Widmaier, and Scott Sloan; and the top three plans were awarded a significant scholarship. The top prizes in 2017 were: third place, ColoRADical Adventures by Noelle Juengling and Brandon Clark; second place, Sunlight Peak Resort by Rebecca Grace and Malia Michel; and in first place, with the Next Adventure Company, Olga Gachkova and Ben Larson.

T.E.A. WINNER TAKES “NEXT ADVENTURE COMPANY” TO NEXT LEVEL

2017 MTM graduate, Benjamin Larson, utilized the entrepreneurial focus of the program to launch his concierge travel business: Next Adventure Company. The new organization is a full-service guide company specializing in custom adventure vacations for small groups of family and friends. As owner and founder of the LLC incorporated in spring of 2017, Ben is excited to bring to life this dream and share his passion and skills of outdoor recreation in Colorado. As a resident of the state for nine years, Ben brings experience in guiding and many years as a camp director to create custom adventures tailored to the travel desires of any and every traveler group. To relieve the stress of travel planning, Next Adventure Company offers vacation packages ranging from family vacations to the weekend warrior and bucket list adventures, to women’s only packages. Currently, the business is up and running and Ben hopes to start leading trips in colorful Colorado in the summer of 2017.



CTO GOVERNOR'S TOURISM CONFERENCE

In October, three MTM students were granted scholarships to the Colorado Governor's Tourism Conference in Breckenridge put on by the CTO. MTM on-campus cohort members Amber Lee Karn, Ben Larson, Malia Michel, and 2013 grad Cheryl Glanz, as well as MTM Distance student Whitney Hedgpeth, attended the conference accompanied by MTM faculty and Angela Hollingsworth. This once in a lifetime experience gave students, faculty, and staff the opportunity to mingle with featured guest speaker, Peter Greenberg, CBS News Travel Editor.

Pictured from left to right: Malia Michel ('17), Amber Karn ('17), Cheryl Glanz ('13), Angela Hollingsworth ('15), Alexi Beck (HDNR undergrad), and Ben Larson ('17).



MTM COHORT VISITS ESTES PARK, CRAWFORD HOTEL, DIA, & STATE CAPITAL

The 2016-2017 MTM cohort took three special industry trips this year, in September 2017 students visited Rocky Mountain National Park, YMCA of the Rockies, and the historic Stanley Hotel in Estes Park. In January, a small number of students took part in Tourism Day at the Colorado State Capital, where members of the cohort were given the opportunity to hear from industry leaders and legislators alike concerning tourism's impact and opportunities in the industry.

In the spring, MTM students participated in a behind the scenes tour of DIA, getting a first hand look of airport customer service. Students were introduced to the CATS program, the Canine Airport Therapy Squad, in which therapy dogs and their owners volunteer to bring stress relief to travelers at the airport. Following the tour of DIA, the cohort toured the Westin Hotel and new airport transportation center before heading downtown to Union Station for a tour of the Crawford Hotel and a little insight from three branches of Sage Hospitality, provided by MTM alumnus Michael Schmidt, Marketing Director.



Above: Visit to Crawford Hotel at Union Station downtown Denver, 2016 MTM graduate, Michael Schmidt (2nd from left) speaks about customer outreach and marketing tactics.
 Top right: MTM cohort gathered at the Stanley Hotel following a tour of hotel and grounds.
 Bottom Right: MTM cohort members visit the Colorado State Capital for Tourism Day to visit with industry leaders and legislators about the impacts and importance of tourism in Colorado.

TOURISM NATURALLY CONFERENCE



The Tourism Naturally conference in Alghero, Italy hosted by Colorado State University, in partnership with UNWTO, University of Derby, University of Pisa, University of Sassari, and Central China Normal University took place October 2nd-5th, 2016. Three students from the MTM cohort, Amber Karn, Ben Larson, and Derek Nettingham were able to attend this conference along with faculty and staff. The plenary track theme was Coastal and Mountain Systems with expert perspectives on ecological integrity and industry sustainability. The conference venue was at the University of Sassari in the historical center of Alghero, a small and charming seaside city on the island of Sardinia. Tourism Naturally was an international gathering of 150+ academic and industry professionals from 28 countries with sessions ranging from tourism theory and methodology to wellness tourism and conservation.

A special recognition was made by Omar Valdez, Executive Director of the UNWTO Themis Foundation on behalf of Taleb Rifai, Secretary-General of the UNWTO to CSU Professor Joseph O'leary for Lifetime Achievement in Tourism Research and Education.



MTM students exploring the historic sites on Alghero

Credit: Sam Martin



Professor Joseph O'Leary was recognized by Omar Valdez, Executive Director of the UNWTO Themis Foundation on behalf of Taleb Rifai, Secretary-General of the UNWTO, for Lifetime Achievement in Tourism Research and Education



Dean Hu Jing of Central China University speaking on China Tourism and the World



Group photo of the Colorado State University and Central China Normal University faculty, staff, and students that attend the conference

PARTNERSHIP WITH CENTRAL CHINA NORMAL UNIVERSITY

Dean Hu Jing and Vice Dean Gong Jian of the Chinese Tourism Academy, Wuhan Branch, and Central China Normal University (CCNU) Graduate School Vice Dean Zhang Shun and Professor Wu Yijin visited campus to extend the agreement for our collaborative program, The Master of Tourism Management program in China (MTM-China) through CSU Online. Recently the first cohort of MTM China was on campus to participate in CSU commencement ceremonies.

Also during this visit, HDNR and CCNU faculty reached agreement on a collaborative, multi-national research agenda for the coming year.



Vice Dean Gong Jian presenting at HDNR and CCNU partnership meeting



CCNU faculty, led by Dean Hu Jing, CSU's Associate Provost for Instructional Innovation Mike Palmquist, Department of Human Dimensions of Natural Resources (HDNR) Department Head Michael Manfredo, CSU Online Program Director Karima Bounini, Head of Special Projects Inger Johnson, and HDNR tourism faculty.



Dean Hu Jing presenting a traditional gift to CSU's Associate Provost for Instructional Innovation Mike Palmquist

INTO CSU, INTERNATIONAL STUDENTS



MTM on-campus has a strong relationship with INTO CSU, a program designed to help international students study abroad and achieve academic success through intensive English leveling and academic support. The MTM program has had 23 INTO students successfully complete the degree. We are confident that they will return to their home country and have a great impact on how tourism operates in China. INTO students are strong academically and contribute significantly to the international character of the overall MTM program.

INDUSTRY PARTNERSHIPS

Colorado State University recently became an affiliate member in the United Nations World Tourism Organization, an agency responsible for promoting responsible, sustainable, and accessible tourism. It's a move that demonstrates the strength and scope of the university's Master of Tourism Management program, and underscores CSU's commitment to sustainability.

CSU joins a handful of U.S.-based universities, including California University of Pennsylvania, Fairleigh Dickinson University, George Washington University, and the University of Hawaii at Manoa, and more than 130 universities worldwide in the program.

Source: CSU Online, Source Article, Mary Guiden, July 14, 2017



In anticipation of the final approval and launch of our new Graduate Certificate in Adventure Tourism (AT), in 2017 HDNR became member of the Adventure Travel Trade Association (ATTA). The ATTA serves members in over 100 countries worldwide who have a vested interest in the sustainable development of adventure tourism. With expertise in research, education, adventure travel industry news and promotion, the department will receive competitive opportunities that will help establish CSU and HDNR as a leader in adventure tourism. Membership in ATTA will aid in the development of partnerships with key leaders and influencers in the global adventure travel industry, provide us access to critical AT related research, and enable faculty and students to join the conversation on important topics like industry trends. We are also confident that HDNR can contribute to the ATTA's efforts in delivering solutions and connections that propel members towards their business goals and the industry toward a responsible and profitable future.

HDNR signs international agreement with Universitat de Andorra and UNWTO. After working closely with United Nations World Tourism Organization Themis Foundation (UNWTO) executive director, Omar Valdez, the Department of Human Dimensions of Natural Resources (HDNR) has this spring signed an agreement with the UNWTO and the Universitat de Andorra Center for Online Studies (UdA) to participate in a Post-Graduate Diploma in Mountain Tourism. HDNR will provide registration to students enrolled in the Mountain Tourism program at UdA in three courses from our online Graduate Certificate in Ski Area Management. This coursework at CSU will complement student coursework at UdA and result in a post-graduate diploma, issued by UdA. This abbreviated graduate program is similar to our graduate certificate programs at CSU and will provide students with skills and expertise critical to success in the operation of mountain tourism enterprises in the European, or the U.S. context. Students from MTM programs will also be offered the opportunity to study in Andorra as a part of completing the Graduate Certificate in Ski Area Management while gaining work experience at a European mountain destination. By completing all CSU and UdA requirements, CSU students may be conferred both the UdA post-graduate diploma and the CSU graduate certificate.



COLLOQUIUM: RECREATION & TOURISM IN THE ROCKY MOUNTAIN REGION

MTM faculty, Alan Bright, Natalie Ooi, Sam Martin, along with staff, Todd Franks, engaged in a research focused on the overlapping responsibilities of management agencies and shared opportunities for recreation and tourism in the Rocky Mountain region. This project sought to address gaps in the data by contacting government land management agencies as well as private, and public stakeholder groups to seek input in identifying key issues and concerns related to the management of public lands within the Rocky Mountain region and the tourism and recreation opportunities they represent. The overall goal was to establish a team-based and regional approach to managing the resource across numerous jurisdictions and for multiple user types. This collective approach provided critical information for a comprehensive and strategic plan relevant to local, state, and regional interests, while working within their ever shrinking budgets. As a result of this project, the department was able to apply for and receive outside funding from multiple agencies to further research relevant to diversity in outdoor recreation which was one of the areas of need identified by the group of experts.



ALUMNI

MTM 2013

Aislinn Barnett
Madison Dengler
Cheryl Glanz
Michael Logan
Yang-yi Ou
Christie Rolph
Rachel Sibley

MTM 2014

Khatoon Abrishami
Tucker Ballister
Emily Bauer
Aila Berezna
John Bey
Kevin Buecher
Kelsey Carlson
Kyle Coronado
Keith Cox
Lara Cueni
Kirsten Gosch-Hedlund
Matthew Henderson
Anna Jackman
Geoffrey Jans
Jessica Mallory
Christian Nwoke, Jr.
Wendy Pace
Daniel Pliske
Matthew Pulc
Leopold Rivera
Cara Romero
Yi-Chen Su
Alexander Thomas
Derek Tweed
Haozhi Wang
Jonathan Wardell
Wei-ju Weng
Wen Zhao

MTM 2015

Christine Anderson
Shawn Beveridge
Rebekka Blenkitni
Melissa Bollig
Stephanie Bristley
Molly Cantella

Warut Chaipornvadee
Luke Davies
Joseph Demoor
Kevin Garrett
Brynna Geddes
Tyson Hanrahan
Angela Hollingsworth
Sydney Jackson-
Clockston
Alison Jenkins
Meilan Jiang
Stacy Leach
Kristofer Loynd
John Maattala
Iain Mcconachie
Michael McConnell
Erin Mihm
Danis Mora
Amy Nesler
Adam Peachman
Patrick Perry
Don Rangel, Jr.
Sarah Rosenbaum
Alexis Ryan
Dawa Sherpa
Michael Watson
Jonathan Zimmerman

MTM 2016

Melissa Ardales
Terrence Beckman
Alexis Berger
Brian Brakebill
Lisa Branson
Natasha Cruz Millheim
Lauren Cullen
Anders Dahlberg
Kristen Duran
Patrick Fraser
Robert Gregg
Elisabeth Haass
Zaozao Huang
Cristian Hurtado
Qianru Jin
Shamera Loose
Vanessa Lugo

Jonathan Mathews
Ricky McMullen, Jr.
Salme Neubert
George Noorda
Kevin Pierre Louis
Hengtai Qu
Benjamin Salisbury
Michael Schmidt
Dylan Seavey
Ashley Shepperd
Halette Smyth
Kevin Taggart
Cayla Turain
Jiahong Wang
Hao Wu
Xiadiya Xieerli
Yiqi Xu
David Yeagle
Wenbo Zhang

SKAMP 2016

Alexis Berger
Brian Brakebill
Patrick Fraser
Ricky McMullen
Dyaln Seavey

MTM 2017

Camille Anderson
Caroline Bishop
Lindsay Booth
Adam Campbell
William B. Clark
Austin Clegg
Sarah Cutter
Kristen Duran
Olga Gachkova
Rebecca Grace
Linbo Huang
Noelle Juengling
Amber Karn
Trenice Lane
Benjamin Larson
Jianan Li
Zeyuan Ma
Stephanie McCanless

Malia Michel
Bryan Miles
Ryan Noorda
Ying Pan
Colin Pickett
Qiaosong Qi
Amber Ross
Sarah Ruch
Colin Russell
Mary Schwab
Brandon Shepard
Caitlin Snyder
Kristine Stater
Woke Wang
Yifan Xing
Nickolas Yankov
Marina Yamazaki
Mari Yokota
Kaiwen Zhang

MTM CCNU 2017

Xia Chen
Xiao Hu
Kunhong Li
Yu Long
Yicheng Luo
Ci Song
Jing Tian
Dongheng Xie
Xianghui Yan
Canjun Zhang
Chi Zhang
Na Zhao

SKAMP 2017

Thomas Eddy
Lucas Edwards
Brien Bracco
Patricia Bruen
Daniel Buyo Gine
David Goodhue
John Hoesly
Myles Perry
Kristine Stater

WELCOME NEW MTM FACULTY



Mark Gasta

Mark Gasta, former executive vice president of Vail Resorts, has joined the faculty of the Colorado State University Department of Human Dimensions of Natural Resources to teach in the Master of Tourism Management program.

Gasta brings more than 20 years of experience as a corporate human resources professional creating authentic guest experiences and an engaged workforce, as well as his passion for the environment into the classroom.

Gasta joined Vail Resorts in January 2008 as a senior vice president and chief human resources officer. Previously, he held human resources management positions for Comcast Communications, AT&T Broadband, Lexis-Nexis and Target Corporation. He also served in the U.S. Army as a commissioned officer and aviator.

Gasta's engagement on the MTM advisory board means that he is already familiar with the program, and that he'll hit the ground running as a faculty member.

Gasta said in his new position he will dig into the program deeper and instill his philosophies around talent management, leadership and engagement in the tourism industry.

Gasta's work at CSU will focus on developing and teaching courses in adventure tourism, tourism leadership and ski area management.

Source: Rob Novak, Source Article, November 16, 2016

MTM FACULTY



Dr. Alan Bright



Dr. Stu Cottrell



Dr. Soo Kang



Dr. David Knight



Dr. Mike Manfredo



Sam Martin



Dr. Christina Minihan



Dr. Joe O'Leary



Dr. Jerry Vaske



Dr. Natalie Ooi



Dr. Lina Xiong



Wen Zhao, MTM

MTM STAFF



Angela P. Hollingsworth, MTM



Jessie Striegel



Wes White



CSU On-Campus Master of Tourism Management Degree (MTM)

Fall 2017 & Spring 2018

	August	September	October	November	December	January	February	March	April	May
2017-2018	First Eight-Week Session		Second Eight-Week Session			First Eight-Week Session		Second Eight-Week Session		
	NRRT 600-001 Tourism Concepts and Practice (2 credits) NRRT 615-001 Sustainable Tourism Development (2 credits) Directed Elective 1* (2 credits) NRRT 679A-001 Current Topics in Nature-based Tourism (1 credit)		NRRT 630-001 Natural Resource Management and Tourism (2 credits) NRRT 620-001 Organizational Management in Tourism (2 credits) NRRT 662-001 Global Tourism Policy (2 credits) NRRT 655-001 ***Tourism Marketing Concepts and Applications (2 credits)			NRRT 601-001 Tourism Quantitative Analysis I (2 credits) NRRT 650-001 ** Financial Management in Tourism (2 credits) NRRT 671-001 Strategic Management for Travel and Tourism (2 credits) Directed Elective 2** (2 credits) NRRT 679B-001 Current Topics in Nature-based Tourism (1 credit)		NRRT 602-001 Tourism Quantitative Analysis II (2 Credits) NRRT 625-001 Communication and Conflict Management (2 Credits) NRRT 660-001 Law and Legal Liability in Tourism (2 credits)		
On campus with online content delivery	Orientation		Winter Break					Graduation		

*Directed elective #1: RRM 520 Lodging Operations. **Directed elective #2: TBD. Other electives may be approved by advisor.
 ***NRRT 655, as well as one of the two Directed Electives above, may be substituted for courses in our Graduate Certificate in Ski Area Management up to six credits with advisor approval. No thesis or final project is required for the MTM degree.

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