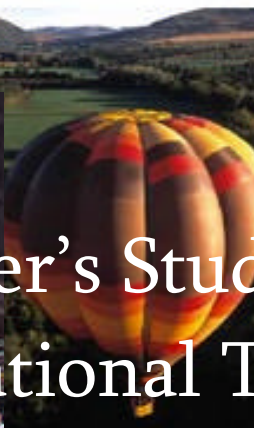




San Jose State University
Department of Recreation
and
Leisure Studies



Master's Study in
International Tourism



Make your life a mission, not an intermission!





International Tourism

Master's study in International Tourism permits in-depth study for mid-level positions in the fields of tourism, recreation, leisure, and hospitality management. This curriculum emphasis prepares graduates for planning, development, management, marketing, and delivery of tourism programs and services within public and private sectors locally and internationally. The program is flexible and allows students to specialize in selected aspects of tourism through thesis research and or special projects.

Tourism, recreation, and leisure services now constitute the world's largest and most rapidly expanding growth sector. To be effective in this culturally diverse and increasingly globalized work environment, professionals must be equipped with current knowledge, skills, state-of-the-art technology, and cultural awareness and sensitivity.

PROGRAM

REQUIREMENTS (30 units)

Common core of four courses

Contemporary Theories of Recreation & Leisure
 Research Methods
 Seminar in Planning and Evaluation
 Seminar in Research Literature

International Tourism courses

International tourism Trends and Issues
 Tourism planning and Development
 Culture-Informed Marketing for Tourism
 Information Technology and Tourism

Advised Electives (2-5 units)

Thesis or Project (1-4 units)

"We educate people to fulfill their potential and enrich the world."

Benefits of Studies in International Tourism

- ◆ Creates understanding of tourism and its role in global development and environmental conservation.
- ◆ Prepares graduates for careers in government, business, and tourism and recreation resources planning
- ◆ Equips graduates with skills and knowledge to research, plan, and develop international tourism in a responsible manner.

Airline Industry
 Tour Operations
 Tourist Attractions

Career Opportunities

Travel Consulting
 Hotels and Resorts
 Business Consulting
 Festival and Event Mgt
 Research and Teaching
 Community Development
 Government Departments
 Convention and Visitors' Bureaus

For the personal touch...contact

Dr. Richard Makopondo,

Coordinator of International Tourism

phone: (408) 924-3003

fax: (408) 924-3061

email: rmakopondo@casa.sjsu.edu

www.sjsu.edu/depts/casa/recreation