As ecotourism grows and the tourism industry adopts sustainability practices, managers and executives need new capabilities to transform global enterprises. Thunderbird's concentration in sustainable tourism within its No. 1-ranked Master of Global Management program (Times Higher Education/Wall Street Journal, 2019) prepares you for leadership roles in the global tourism arena.

Program Description

Degree Awarded: MGM Global Management (Sustainable Tourism)
Research indicates that 1 in 10 people are employed in a tourism-related job (World Economic Forum, 2017). Another study showed that travelers are more likely to visit places if there are sustainable practices in place (Mandala, 2017). In addition, governments are recognizing the importance of sustainability, leading the United Nations to outline sustainable development goals. As the tourism industry continues to adopt eco-tourism and sustainability practices, a new set of skills is needed.

Solutions for the planet and the tourism industry
Thunderbird's MGM program with a concentration in sustainable tourism prepares students for management and executive-level positions in the tourism industry globally. Offered in collaboration with ASU’s Watts College of Public Service and Community Solutions (https://publicservice.asu.edu/), Thunderbird's sustainable tourism concentration addresses the unique character of the sustainability revolution. The program prepares graduates to transform the sustainability practices of global enterprises in tourism development and management.

The program is designed for students interested in working in sustainable tourism, hospitality, travel and related fields. The concentration in sustainable tourism opens up a world of opportunities, allowing students to take courses in sustainable tourism from ASU’s Watts College of Public Service and Community Solutions at the Downtown Phoenix campus, located in the heart of the state capital's thriving business district.
Students specialize in sustainable tourism management, mastering the principles and practices of successful sustainable development in the tourism field. Together, a diverse cohort learns to integrate economic, social and environmental aspects of sustainability as it relates to tourism; conduct sustainability audits for destinations and businesses; evaluate community impacts of tourism; innovate and evaluate sustainable tourism practices; and perform business planning and management. Students receive specialized, hands-on training in international business, cross-cultural relations, global political economy and regional business environments.

Graduates enter their profession ready to oversee initiatives in research, development, implementation, execution and evaluation of sustainable tourism plans for businesses and destinations. Graduates are prepared to enter today's complex and exciting global economy at the top of organizations that operate across borders. They join a global network of Thunderbird alumni who hold leadership positions in global organizations worldwide.

With their global mindset, future-ready core professional skills, mastery of management principles, and multicultural outlook, students are prepared to lead enterprises with a global scope. Potential employers include international tour operators as well as cities and venues around the world that attract guests from all over the globe.

Thunderbird School of Global Management has produced unique leaders for more than 70 years, leaders in every sector capable of tackling the world's greatest challenges. The alumni network comprises 45,000 graduates and 170 chapters around the globe.

At a Glance

- **College/School:** Thunderbird School of Global Management
- **Location:** Downtown Phoenix campus or Online

**Accelerated Program Options**

This program allows students to obtain both a bachelor's and master's degree in as little as five years. It is offered as an accelerated bachelor's and master's degree with:

- Asia Studies (East Asia), BA
- Asia Studies (South Asia), BA
- Asia Studies (Southeast Asia), BA
- Biological Sciences, BS
- Biological Sciences (Biology and Society), BS
- Biological Sciences (Genetics, Cell and Developmental Biology), BS
Biological Sciences (Neurobiology, Physiology and Behavior), BS
Business (Business Administration), BA
Business (Communication), BA
Business (Food Industry Management), BA
Business (Global Agribusiness), BA
Business (Global Logistics Management), BA
Business (Global Politics), BA
Business (Health Care), BA
Business (Information Security), BA
Business (Language and Culture), BA
Business (Law), BA
Business (Public Service and Public Policy), BA
Business (Sports Business), BA
Business (Statistics), BA
Business (Sustainability), BA
Business (Technology), BA
Business (Tourism), BA
Business Data Analytics, BS
Business Entrepreneurship, BS
Economics, BS
Engineering Management, BSE
Finance, BS
Global Health, BA
Global Management, BGM
History, BA
Industrial Design, BSD
Industrial Engineering, BSE
Informatics, BS
International Trade, BS
Jewish Studies, BA
Liberal Studies, BA
Management, BS
Marketing, BS
Marketing (Digital and Integrated Marketing Communications), BS
Marketing (Professional Sales), BS
Microbiology, BS
Philosophy, BA
Philosophy (Morality, Politics and Law), BA
Religious Studies (Religion, Culture and Public Life), BA
Religious Studies (Religion, Politics and Global Affairs), BA
Supply Chain Management, BS

Acceptance to the graduate program requires a separate application. During their junior year, eligible students are advised by their academic departments to apply.

**Degree Requirements**

49 credit hours including the required capstone course (TGM 597)

**Required Core (3 credit hours)**
TAM 582 Communicating and Negotiating in a Dynamic Global World (3) or
TGM 506 Communicating and Negotiating Across Cultures (3)

**Concentration (12 credit hours)**
CRD 569 Advanced Tourism and Recreation Studies (3)
TDM 520 Sustainable Thinking in Tourism I (3)
TDM 521 Sustainable Thinking in Tourism II (3)
TDM 540 Sustainable Food Management in Tourism (3)
TDM 570 Sustainable Tourism (3)

**Electives (12 credit hours)**

**Other Requirements (21 credit hours)**

foreign language
TGM 515 Navigating Global and Regional Business Environments (3)
TGM 517 Global Accounting and Financial Management (3)
TGM 545 Global Leadership and Strategy (3)
TGM 557 Global Marketing and Data Analytics (3)
TGM 586 Global Entrepreneurship and Sustainable Business (3)
TGM 596 Thunderbird Experiential Practicum (6)

**Culminating Experience (1 credit hour)**
TGM 597 Thunderbird Personal Leadership Development (1)
Additional Curriculum Information
For concentration coursework, students choose four courses from the approved list for a total of 12 credit hours.

Electives are approved by the academic unit.

Except for TGM 596 and the foreign language requirement, other requirement courses may be substituted with approval of the academic unit.

Proficiency in a second language is required for graduation from the MGM degree program. Students whose native language is not English who meet the admission requirements for the Master of Global Management program satisfy the language requirement.

Students whose native language is English must satisfy the graduation requirement for language proficiency by waiving this requirement through an oral proficiency interview administered by a third-party vendor or by successfully completing six credit hours of 400-level or higher of foreign language coursework as part of the program electives.

Admission Requirements
Applicants must fulfill the requirements of both the Graduate College and the Thunderbird School of Global Management.

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in any subject or related field from a regionally accredited institution.

Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

Applicants are required to submit:

1. graduate admission application and application fee
2. official transcripts
3. resume
4. essay response to application question
5. one professional or academic reference
6. GMAT or GRE may be required
7. interview
8. proof of English proficiency
**Additional Application Information**

An applicant whose native language is not English must provide proof of English proficiency regardless of current residency.

The resume should demonstrate the applicant’s professional and academic history.

An interview is required. Final applicants may be asked to complete an additional interview.

Applicants are exempt from taking the GMAT or GRE if they have eight or more years of professional work experience or a cumulative undergraduate GPA of 3.25 or above. Applicants who do not meet either requirement are reviewed by the application committee and may receive an exception on a case-by-case basis.

**Global Opportunities**

**Global Experience**

Students in Thunderbird’s Master of Global Management program have unique opportunities to apply and hone their learning in international settings. Experiential learning exposes Thunderbird students to actual problems faced by leaders of multinational businesses and governmental or nonprofit organizations that operate on an international level. Working with Thunderbird professors, their fellow students, alumni and corporate partners, students master and apply global management principles and concepts to meet real business challenges through special courses, labs and projects. Thunderbird offers a wide variety of experiential learning engagements, giving students the ability to solve real-world challenges by collaborating with the school’s corporate partners around the world. Some options include:

- **Global Field Seminars**
  This two- or three-week seminar exposes students to the dynamics and nuances of doing business in a focused region of the world. Teams of students go on company site visits and attend high-level meetings and presentations with business, government and cultural leaders as well as with Thunderbird alumni. Students gain invaluable hands-on experience while expanding their global business skills so they can become major assets to any organization they join after graduating.

- **Thunderbird Global Challenge Laboratories**
  This is a client-facing, project-based course built on a six- to seven-week immersion assignment in a key emerging or advanced market. Projects take students to destinations all over the world. They are tailored to the business needs of the client and challenge students to provide sophisticated data and market analysis, strategy recommendations and plans for sustained growth that are both practical and effective. For more information, students should visit the Thunderbird Global Challenge Lab website: [https://thunderbird.asu.edu/challenge-labs](https://thunderbird.asu.edu/challenge-labs).

**Career Opportunities**
Career examples include:

- business continuity planners
- environmental economists
- environmental restoration planners
- quality control system managers
- sustainability specialists
- transportation managers
- urban and regional planners

Contact Information

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