

Global Management (Sustainable Tourism), MGM

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As ecotourism grows and the tourism industry adopts sustainability practices, managers and executives need new capabilities to transform global enterprises. This program prepares you for leadership roles in the global tourism arena.

Program description

Degree awarded: MGM Global Management (Sustainable Tourism)

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](#), 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 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, 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.

Thunderbird School of Global Management has produced unique leaders for over 75 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](#)

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 plus 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 \(Agribusiness Innovation and Technology\), BA](#)

[Business \(Business Administration\), BA](#)

[Business \(Communication\), BA](#)

[Business \(Food Industry Management\), 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. Students typically receive approval to pursue the accelerated master's during the junior year of their bachelor's degree program. Interested students can learn about eligibility requirements and [how to apply](#).

Degree requirements

49 credit hours, a foreign language exam and 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, courses on the other requirements list 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 either through an oral proficiency interview administered by a third-party vendor or by successfully completing six credit hours of 400-level or higher 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. interview
7. proof of English proficiency

Additional Application Information

An applicant whose native language is not English must provide [proof of English proficiency](#) regardless of their current residency.

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

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

Tuition information

When it comes to paying for higher education, everyone's situation is different. Students can learn about [ASU tuition and financial aid](#) options to find out which will work best for them.

Program learning outcomes

Program learning outcomes identify what a student will learn or be able to do upon completion of their program. This program has the following program outcomes:

- Develop the ability to build sustainable and trusting relationships with others from diverse parts of the world.
- Evaluate the dominant concepts and practices in sustainable tourism.
- Develop the ability to inspire others in a global world.

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, enabling students to solve real-world challenges by collaborating with the school's corporate partners around the world. Some options include:

Global Field Seminars

This one- or two-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, enabling them to 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](#).

Career opportunities

The program is designed for students interested in working in sustainable tourism, hospitality, travel and related fields. Graduates enter their profession ready to oversee initiatives in research, development, implementation, execution and evaluation of sustainable tourism plans for businesses and destinations. They are prepared to enter today's complex and exciting global economy at the top of organizations that operate across borders, and 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, graduates 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.

Career examples include:

- business continuity planner

- environmental economist
- environmental restoration planner
- quality control system manager
- sustainability specialist
- transportation manager
- urban and regional planner

Contact information

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