Our EFTI faculty have spear-headed the initiative to develop two new concentrations to offer to our graduate students starting Fall 2015.

**Concentration in Tourism Analytics**

As digital technology is increasingly incorporated into all aspects of our lives, including travel, there are huge amounts of “Big Data” being generated which can be leveraged by tourism organizations to enhance visitor experiences and improve competitiveness.

The Tourism Analytics Program offers a forward looking curriculum designed to teach students the latest techniques in collecting and processing Big Data, analysis and interpretation. The goal of this program is to build a high level of expertise in the analysis and impacts of travel behavior.

**Concentration in Tourism Crisis Management**

The Tourism Crisis Management Program will provide best practices and strategies across the four phases of destination crisis management: reduction, readiness, response and recovery.

The goal of this program is to provide advanced training in thinking and the main theories and methodologies of destination crisis management globally to foster integrative approaches to complex real-world problems.