

MSc International Tourism Management

Discover the world of tourism with our new MSc International Tourism Management.
Be part of the world’s largest and fastest-growing industries and help shape the future of global travel and tourism. The MSc International Tourism Management prepares you to become a leader in this dynamic sector, with the knowledge, business skills, and global perspective needed to succeed.

Campus



Why Choose this Programme?

- Global Outlook – understand tourism’s role in international economies, cultures, and societies.
- Sustainability Focus – explore responsible and ethical approaches to destination and business management.
- Career-Ready Skills – develop the strategic, analytical, and leadership expertise employers need.

Diverse Career Opportunities

Graduates of the MSc International Tourism Management are well-prepared for careers in destination and attraction management, tourism consultancy and policy development, travel marketing and business development, events or with NGOs and global tourism boards.

Programme Highlights

- One-year full-time
- Practical, real-world applications
- Supportive learning environment in an international student community
- Located in Luzern, Switzerland’s most visited tourist city

Admission Requirements:

- Bachelor degree in any discipline
- English B2/IELTS 6.0 or equivalent

Intake

from 17 August 2026

What You Will Study

1 st Semester // 6 months on campus
Tourism Policy and Destination Governance
Cultural Tourism & Heritage
Tourism Experience Design and Digital Innovation
Sustainable Tourism Development
Leadership in Business
Marketing and Branding in a Digital Society
International Human Resource Management
Research Methods
2 nd Semester // 6 months on or off-campus
Optional internship in the hospitality / tourism sector
Masters Tourism Research Project

Awarded in partnership with (subject to validation)	
	