

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



Lucerne

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

1st 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

2nd 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)

