

Lucerne University of  
Applied Sciences and Arts

# HOCHSCHULE LUZERN

Business

A young man and woman are seen from behind, looking out over a scenic view of a lake and mountains. The man is on the left, wearing a dark t-shirt. The woman is on the right, wearing a white t-shirt and a black backpack. The background shows a large body of water, a town with a prominent church spire, and distant mountains under a clear sky.

## Master of Science in Business Administration Major in Tourism

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[www.hslu.ch/master-tourism](http://www.hslu.ch/master-tourism)

# The Major in Tourism at a Glance

## A degree in demand

The challenges in the tourism industry are becoming increasingly complex. The widespread need to travel, combined with the continually growing portion of the global population who can afford to do so, have triggered a protracted boom and sharpened the challenges faced by the industry. To live up to this challenge, the tourism sector and its closely linked industries rely on highly trained individuals who can take a broad view of current trends and are able to adopt a strategic approach in response to industry.

## Course Benefits

- Strong focus on employability
- Internationally recognised credit system and degree
- Part-time work (50 %) possible (or full-time study)
- Science-based teaching combined with practical cases and examples

## Entry requirements

This master degree primarily addresses bachelor graduates with a background in business administration, economics, tourism and related sciences. Graduates with a different bachelor or university degree can be accepted if they acquire the standard competencies in economics and management through different studies or taking supplementary modules. This demands exceptional motivation and commitment from its students. An ability to study in English at university level is mandatory (C1-level language skills).

**Application deadline: 15 May**

**Start of the programme:**

Mid-September (Week 38)

**Exchange semester abroad:** 2<sup>nd</sup> – 4<sup>th</sup> semester possible (participation voluntary)

**Dual degree options:** International Festival and Events Management, International Tourism Management, International Wine Management, International Hospitality Management

**Language of instruction:** English

**Tuition fee:** CHF 800 per Semester

**Duration of the course:**

4 semesters part-time or

maximum 3 semesters full-time

## Protected title

Master of Science, Lucerne University of Applied Sciences and Arts/FHZ, in Business Administration, Major in Tourism.

## Application form and information

T +41 41 228 41 30

[www.hslu.ch/master-tourism](http://www.hslu.ch/master-tourism)

[master.business@hslu.ch](mailto:master.business@hslu.ch)



A UNWTO Quality Assurance Certification



# Your Career and Working Opportunities

## **Your career opportunities**

The holders of the master's degree enjoy favourable career and development opportunities because the programme enables them to assume challenging roles in project work, and management.

Entry level functions include leadership positions in quality assurance; heading the marketing unit of a small organisation; managing product, sales, or marketing projects; or assisting executives or association heads. Graduates can transfer their expertise to other industries, drawing on tourism's reputation as a «training camp» where managers develop a service orientation.

## **Your perspectives**

The MSc in Business Administration is a research-based and, at the same time, a practice-oriented, consecutive management education with a strong international orientation. The degree lays the foundation for a successful, globally relevant career.

## **Your classes**

Compact courses, guided self-study and self-study in blended learning environments form an optimal mix. To ensure the combination of practice-orientation and research, all lecturers have in-depth knowledge in their field of specialization as well as current practical experience. All modules have elements of problem-based learning and practical, real-world Swiss and international cases.

## **Your working opportunities**

The course offers considerable freedom for those with families and/or part-time jobs by allowing them to work up to 50% of regular working hours. This allows you to directly benefit from our practice partners and apply experience gained in your field. The course is also available as a full-time model.

# Your Modules

The MSc Business Administration comprises basic modules which convey knowledge in the field of general management with a focus on the management of services: Network Management, Customer Relationship Management and Change Management. Building on these modules in the first and second semester, the Major in Tourism covers the following modules:

## **Tourism Business Entrepreneurship**

The module has a strong applied orientation and covers a variety of business planning and management topics, including value creation, business design, innovation and entrepreneurship, as well as other subjects dealing with the establishment of a competitive small to medium-sized tourism business.

## **International Tourism Environment**

In this module, students develop an in-depth understanding of the internationally connected tourism system with a focus on the international policy framework, understanding mature and emerging tourism markets, intercultural aspects, as well as the role of digitisation in the sector.

## **Business Models in Tourism**

In this module, students learn to evaluate the business models of hotel chains, tour operators as well as the ones of airlines and airports. Moreover, students are taught by international industry professionals in order to gain an overview of a range of business models and management frameworks.

## **Strategic Management of Tourism Destinations**

Students will learn to cope with the particular challenges of tourism destination by applying

different strategic, destination and stakeholder management tools. The module is based on theoretical concepts and international case studies from Asia, Europe, North America and Australia, and includes a resort excursion and a destination management game.

## **Tourism Marketing in the Digital Age**

This module focuses on the principles of developing and managing a tourism brand. Students will gain experience in decision-making as it relates to market research (brand status), brand distribution, brand communication and relationship marketing (brand loyalty). Based on this, they will acquire the tools for tackling the important tasks involved in implementing a tourism organisation's online and offline marketing and communication mix.

## **International Festival and Events Management**

This module facilitates a critical understanding of the current festival and events sector. Learning is centred on understanding markets for international cultural events, drivers of infrastructure developments, as well as analysing the principle economic, social and environmental impacts of events and venues within a destination.

## **Sustainable Tourism Management**

Students will develop analytical skills relevant to implementing sustainable business management initiative in tourism using the guidelines of the UNWTO Global Code of Ethics for Tourism and the Global Sustainable Tourism Criteria. A wide range of international cases is used for teaching.

# Programme Overview part-time

Semester	Management Modules	Research Modules	Supplementary Modules	Employment
1 <sup>st</sup> Semester	<ul style="list-style-type: none"> <li>6 credits Network Management</li> <li>6 credits Customer Relationship Management</li> </ul>	<ul style="list-style-type: none"> <li>6 credits Research Methodology I</li> </ul>	<ul style="list-style-type: none"> <li>According to student needs</li> </ul>	Working up to 50% of a full-time position possible while studying
2 <sup>nd</sup> Semester	<ul style="list-style-type: none"> <li>6 credits Change Management</li> <li>3 credits International Festival and Events Management</li> <li>6 credits Tourism Business Entrepreneurship</li> </ul>	<ul style="list-style-type: none"> <li>6 credits Research Methodology II</li> </ul>	<ul style="list-style-type: none"> <li>According to student needs</li> </ul>	
3 <sup>rd</sup> Semester	<ul style="list-style-type: none"> <li>6 credits International Tourism Environment</li> <li>6 credits Strategic Management of Tourism Destinations</li> <li>3 credits Business Models in Tourism I</li> </ul>	<ul style="list-style-type: none"> <li>9 credits Applied Research Project</li> <li>3 credits Preliminary Study for Master's Thesis</li> </ul>		
4 <sup>th</sup> Semester	<ul style="list-style-type: none"> <li>6 credits Tourism Marketing in the Digital Age</li> <li>3 credits Business Models in Tourism II</li> <li>3 credits Sustainable Tourism Management</li> </ul>	<ul style="list-style-type: none"> <li>12 credits Master's Thesis &amp; Defence</li> </ul>		

1 C = 1 ECTS-credit = 30-hour workload for students

# Programme Overview full-time

Semester	Service Management Modules	Tourism Management Modules	Research Modules	Total ECTS
1 <sup>st</sup> Semester	<ul style="list-style-type: none"> <li>6 credits Network Management</li> <li>6 credits Customer Relationship Management</li> </ul>	<ul style="list-style-type: none"> <li>6 credits International Tourism Environment</li> <li>6 credits Strategic Management Tourism Destinations</li> <li>3 credits Business Models in Tourism I</li> </ul>	<ul style="list-style-type: none"> <li>6 credits Research Methodology I</li> </ul>	33 ECTS
2 <sup>nd</sup> Semester	<ul style="list-style-type: none"> <li>6 credits Change Management</li> <li>6 credits Tourism Marketing in the Digital Age</li> </ul>	<ul style="list-style-type: none"> <li>6 credits Tourism Business Entrepreneurship</li> <li>3 credits International Festival Event Management</li> <li>3 credits Business Models in Tourism II</li> <li>3 credits Sustainable Tourism Management</li> </ul>	<ul style="list-style-type: none"> <li>6 credits Research Methodology II</li> </ul>	33 ECTS
3 <sup>rd</sup> Semester			<ul style="list-style-type: none"> <li>3 credits Preliminary Study for Master's Thesis</li> <li>9 credits Applied Research Project</li> <li>12 credits Master's Thesis &amp; Defence</li> </ul>	24 ECTS

1 C = 1 ECTS-credit = 30-hour workload for students

# The importance of this degree in the working field

## Diego Michel

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*Graduate of the Major in Tourism, 2010  
Marketing Manager North America of  
Switzerland Tourism*



*“The MSc in Business Administration with the Major in Tourism has strengthened my strategic thinking and tourism expertise. I feel very well prepared for senior management positions in the industry. The tourism industry offers wonderful positions all over the world.”*

## Jürg Schmid

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*Co-founder of the marketing and communications agency Schmid Pelli & Partner AG,  
Former CEO Switzerland Tourism*



*“Competition in tourism has increased considerably in recent years and has reached cut-throat levels today. This means mature tourism markets are forced to rely on highly qualified management staff. In view of this, the Master of Science in Business Administration with a Major in Tourism clearly fills a need in the professional development market in Switzerland.”*

## Elena Cholakova

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*Graduate of the Major in Tourism, 2015,  
Senior Project Associate for the Americas,  
UNWTO*



*“The major gave me very good foundation to work in various areas of the tourism sector as well as it helped me to develop further my market research skills, strategic thinking and creative problem solving. As a UNWTO certified degree, the Major in Tourism is also very competitive and well positioned among employers in the sector. This opens many interesting jobs opportunities, and particularly in my case, it helped me to kick start my career at the World Tourism Organization.”*

## Dr Stefan Kreuzpaintner

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*Vice President Sales  
(Europe, Middle East and Africa),  
Lufthansa Group*



*“The unique combination of gaining work experience while studying for a master’s degree gives graduates an edge in the job market. That’s clearly the type of course I’d choose if I were studying again. As an employer I find it most impressive.”*

# The Lucerne School of Business

## The Lucerne School of Business

The Lucerne School of Business is part of the Lucerne University of Applied Sciences and Arts and Central Switzerland's centre of excellence for advanced management education. With its teaching, research and consultancy services, the School of Business actively and effectively contributes to the development of a knowledge society. It trains specialist and executive staff and assists organisations and institutions in finding answers to today's and tomorrow's challenges in business and economics.

The School's degree programmes include a Bachelor's course in Business Administration with eight specialisations, a Bachelor's course in International Business Administration with three specialisations, and three consecutive Master's programs. Last but not least, the institution is the largest provider of post-graduate and further education programs of all Swiss Universities of Applied Sciences.

The Lucerne University of Applied Sciences and Arts maintains close links to other universities and partners from industry and government. The School's four institutes are centres of excellence with a national and international reputation.

## The Lucerne School of Business

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