

Lucerne University of
Applied Sciences and Arts

HOCHSCHULE LUZERN

Business



Master of Science in Business Administration Major in Tourism

www.hslu.ch/master-tourism

The Major in Tourism at a Glance

A degree in high demand

The challenges of the tourism industry are becoming increasingly complex. A widespread need to travel, combined with the continually growing proportion of the global population able to afford it, 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 developments.

Course Benefits

- Strong focus on employability
- Internationally recognised credit system with an internationally recognised degree
- Part-time work (up to 2.5 days a week) possible
- Intense combination of theory and practical application

Entry requirements

This master's degree primarily addresses bachelor graduates with a background in business administration, economics, tourism and related sciences. Graduates with a different bachelor or university degree may be accepted if they have acquired the standard competencies in economics through other studies or if they are able to catch up on the necessary modules in the first semester. The programme requires exceptional motivation and commitment. Students must be able to follow lessons in English at university level (C1-level language skills are mandatory).

Application deadline: 15 May

Start of the programme: Mid-September (Week 38)

Exchange semester abroad: 1st – 4th semester possible (participation voluntary)

Language of instruction: English

Tuition fee: CHF 800 per semester

Duration of the course:

4 part-time semesters

Campus benefits and information:

www.hslu.ch/campus-business

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

master.business@hslu.ch



Your Career and Work Opportunities

Your career opportunities

Graduates of the master's programme enjoy favourable career and development prospects because the programme enables them to assume challenging roles in project work and management.

Entry level jobs include positions in quality assurance; heading the marketing unit of a small organisation, managing product, sales, or marketing projects, or assisting executives or heads of associations.

Graduates can transfer their expertise to other industries, drawing on tourism's reputation as a training ground for managers to develop a service orientation.

Your prospects

The MSc in Business Administration is a consecutive management education with a strong international orientation and a balanced focus on both research and professional practice. The degree lays the foundation for a successful career.

Your work opportunities

The programme offers considerable freedom for students with families and/or part-time jobs by allowing them to work up to 2.5 days a week. This allows you to benefit from our practice partners and to apply the experience gained in your field.

Your Dual Degree Options

A cooperation with Edinburgh Napier University gives Major of Tourism students the opportunity to obtain a separate MSc degree in either International Tourism Management or International Festival and Event Management. In Asia, students can pursue a second MSc degree in International Wine Management or International Hospitality Management at the Hong-Kong Polytechnic University.

Your classes

Compact courses, guided self-study and self-study in blended learning environments constitute an ideal mix. To ensure a perfect combination of a practical and research focus, all lecturers have in-depth knowledge in their field of specialisation as well as up-to-date practical experience. All modules contain elements of problem-based learning, i.e. your learning resources are drawn from real-world problems.

Your Modules

The MSc in Business Administration comprises 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, the Major in Tourism covers the following topics:

Tourism Business Entrepreneurship

This module has a strong practical 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 nature and ecotourism management.

Business Models in Tourism I and II

In these modules, students learn to evaluate the business models of hotel chains, tour operators as well as airlines and airports. In part, students will be taught by international industry professionals to provide them with an overview of a range business models.

Strategic Management of Tourism

Destinations

Students will learn to address the particular challenges of tourism destinations by applying various strategic, destination and stakeholder management tools. The module is based on theoretical concepts and case studies from four continents. It includes a resort excursion, and a destination management game.

Marketing and Communication in Tourism

This module focuses on the principles of developing and managing a tourism brand. Students will gain experience in brand status, brand distribution, brand communication and brand loyalty. On this basis, they will acquire the tools for tackling the important tasks associated with implementing a tourism organisation's online marketing and communication strategy.

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 impact of events.

Sustainable Tourism Management

Students will develop analytical skills relevant to implementing sustainable business management Initiatives using the guidelines of the UNWTO Global Code of Ethics for Tourism and the Global Sustainable Tourism Criteria.

Programme Overview

| | | Management Modules | | Research Modules | | Supplementary Modules | | Employment |
|--------------------------|--------------------|----------------------------------------------------------------|-----------------------------------------------------|----------------------------------------------|---------------------------------------------------------|----------------------------|--|-------------------------------------------------------------------|
| 1 st Semester | Service Management | 6 ECTS-credits Network Management | | 6 ECTS-credits Research Methodology I | | According to student needs | | Working up to 50% of a full-time position possible while studying |
| | | 6 ECTS-credits Customer Relationship Management | | | | | | |
| 2 nd Semester | Major in Tourism | 6 ECTS-credits Change Management | | 6 ECTS-credits Research Methodology II | | According to student needs | | |
| | | 3 ECTS-credits International Festival and Events Management | 6 ECTS-credits Tourism Business Entrepreneurship | | | | | |
| 3 rd Semester | Major in Tourism | 6 ECTS-credits International Tourism Environment | | 9 ECTS-credits Applied Research Project | | | | |
| | | 6 ECTS-credits Strategic Management of Tourism Destinations | 3 ECTS-credits Business Models in Tourism I | | 3 ECTS-credits Preliminary Study for Master's Thesis | | | |
| 4 th Semester | Major in Tourism | 6 ECTS-credits Marketing and Communication in Tourism | | 12 ECTS-credits Master's Thesis & Defence | | | | |
| | | 3 ECTS-credits Business Models in Tourism II | 3 ECTS-credits Sustainable Tourism Management | | | | | |

1 ECTS-credit = 30-hour workload for students

The importance of this degree in the working field

Diego Michel

*Graduate, 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.”

Dr Stefan Kreuzpaintner

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.”

Elena Cholakova

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



“The major gave me a very good foundation to work in various areas of the tourism sector and it helped me further develop 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 job opportunities, and particularly in my case, it helped me kick-start my career at the World Tourism Organization.”

Jürg Schmid

*Former Director, Switzerland Tourism (18 years),
currently Schmid, Pelli & Partner AG*



“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.”

The Lucerne School of Business

The demanding, practically relevant and scientific bachelor's and master's degree programmes offered by our School are instrumental in turning out qualified employees for companies, public institutions and not-for-profit organisations. Our portfolio of broad-based continuing and executive education programmes makes us the largest continuing education provider amongst Switzerland's business schools at universities of applied sciences.

We are committed to anchoring our research and development projects in the dialogue between science, business and the community. Clients from all parts of society benefit from the broad knowledge and immense project management experience of our experts.

Based in Central Switzerland, our extensive national and international networks offer pathways to the world.

The Lucerne School of Business

Zentralstrasse 9

P.O. Box 2940

CH-6002 Lucerne

T +41 41 228 41 30

www.hslu.ch/master-tourism

master.business@hslu.ch



www.facebook.com/hslu.ch



www.twitter.com/hslu



swissuniversities