

TOURISM

MASTER



The Tourism Programme at Aalborg University, Denmark, is a two-year Master's degree which is offered in English at the university's campuses in Aalborg and Copenhagen. Aalborg University - in both locations - is the ideal place for your academic studies if you appreciate the informal and egalitarian tradition of Scandinavia combining practical and theoretical perspectives through project-oriented learning..

New demands from increasingly sophisticated consumers imply that tourism marketers need to renew their experience offers, promotion and organisational practices continually. Furthermore, public actors must think of new ways to optimise conditions for businesses while simultaneously taking care of natural resources and cultural heritage so that local populations can thrive alongside tourists.

The Tourism Programme at Aalborg University addresses the complexity and dynamics of such challenges from a broad social scientific perspective.

ACADEMIC CONTENT

The theoretical semesters include both courses and project work. During the last half of the semester, teaching takes the form of problem-based project work which involves students working in small groups with an often practically oriented tourism problem that is illuminated and possibly solved through the use of relevant theories and methodologies. Project work takes place in close cooperation with a supervisor.

The courses of the 1st and second semesters establish theoretical and methodological frames of reference with regard to tourism in national and international settings.

During the 3rd semester of the Master's Programme, you will accomplish one semester (30 ECTS) as an internship or study at another university that offers tourism at postgraduate level. The internship is undertaken either in Denmark or abroad and lasts for 3-5 months. As an integral part of an organisation, you will be working with strategic and analytical tasks that are relevant to international tourism - for instance creation of tourism policy, branding policy or sustainable development.

TOURISM IN BRIEF

PROGRAM REQUIREMENTS

The admission requirement for the master's degree programme in Tourism is a completed relevant bachelor's degree. A bachelor's degree is considered relevant when its central subject areas provide students with competences corresponding to a minimum of 45 ECTS credits within subject areas which are relevant for one or a number of the subject areas of the Tourism programme: Consumption Studies, Market Communication, Organisation and Management, Culture Studies, Intercultural Studies, Innovation Studies, Business Development and Policy Studies.

LANGUAGE OF INSTRUCTION

English

ACQUIRE KNOWLEDGE ABOUT

Initiating and communicating projects with potential for new tourism development, analysing trends in national and international tourism, and performing strategic tasks in the field of tourism

CAMPUS

Aalborg
Copenhagen

IF YOU ARE INTERESTED IN

Becoming an agent of change within a Tourism enterprise or organisation in Denmark or abroad.

ANY QUESTIONS?

Homepage:

www.en.aau.dk/education/master/tourism/

Student counsellor:

www.en.aau.dk/education/master/tourism/student-guidance/

General student guidance:

studentguidance@aau.dk

How to apply:

www.en.aau.dk/education/apply/master/how-to-apply





If you choose to study at another university instead of the internship, you can supplement your existing knowledge within tourism with new knowledge that is not offered at Aalborg University - for instance courses focusing on the economics of tourism or service management.

MASTER'S THESIS

Research and teaching activities in Tourism at Aalborg University build on a close collaboration with both private and public organisations in the tourism industry. Joint projects enable us to make use of academic competences in the development of new concepts, to improve marketing campaigns and adapt organisational strategies to a constantly changing market. These practical research and development projects provide central input for the teaching activities.

JOB AND CAREER

A Master's degree in Tourism will give you a strong job profile and will enable you to plan and carry out internal and external communication assignments within the field of tourism, analyse and evaluate tourism-related developments in local, national and international contexts, and manage projects, also in cooperation with external partners, which develop new potentials within tourism.

SPECIALISATIONS WITHIN TOURISM

The Master programme in Tourism offers the following possibilities of specializations that will allow you to add a personal profile to your Master's degree:

- Arctic Studies
- Global Tourism Management.

If you choose one of the specializations, you will follow a specialization module of 5 ECTS at your 7th and 8th semesters. At your 9th semester you must choose your internship within your specialization, and at your 10th semester, you must write your Master's Thesis within your chosen specialization.



PROBLEM-BASED AND PROJECT-ORIENTED STUDIES

A trademark of the Tourism programme (and Aalborg University) is its unique pedagogical model of teaching: the problem-based, project-oriented model. With this method, a great part of the semester teaching and student work revolves around complex real-life problems that students investigate and try to find answers to in scientific manners while working together in groups. Through this work process and supported by courses, literature and the cooperation with companies and organisations, the students arrive at a deeper understanding of the subject investigated than they would have from just reading and being lectured to. Apart from the strictly academic outcomes of this work method, it also brings the students other specific and important qualifications like good cooperation skills, and the ability to work creatively and independently.

