Tourism

International Master’s Degree Programme (2 years)
Aalborg University - Available in Aalborg and Copenhagen

Humanities - Educating the mind and the heart
Tourism Master’s Programme

Tourism is one of the world’s largest industries, contributing with around 9% to the world GDP, and employing 260 million people across the globe. Over the last decade, international tourist arrivals have increased radically, presently estimated to reach one billion arrivals. Alongside the exponential growth in numbers, tourism consumption is changing with new types of tourists entering the global market. Established tourism destinations are challenged by up-coming competitors, changing pre-ferences and policy regulations. This calls for a generation of tourism professionals with solid insights into a variety of tourism development areas.

With a Master’s degree in Tourism from Aalborg University, you will be able to address tourism related issues on:
- Strategic destination development
- Consumer experiences and demands
- Innovative product and marketing development
- Change management in organisations
- Cultural encounters and local impact of tourism

The tourism programme at Aalborg University is a two-year Master of Arts degree which is offered both at Campus Aalborg and Campus Copenhagen. Aalborg University is the ideal place for your studies if you appreciate problem-based and project oriented learning.

Course semesters

The two course semesters include both courses and project work. The first half of the semester you attend courses, and during the second half of the semester, teaching takes the form of problem based project work, which involves students working in small groups with an often prac-tically oriented tourism problem that is critically addressed and analyzed through the use of relevant theories and methodologies. Project work takes place in close cooperation with a supervisor.

The first semester’s courses focus on global and local challenges in tourism with a particular focus on tourism destinations and the com-plexity of private-public cooperation, multimodal consumer experiences and local impact issues at stake here. Hence courses are offered on consumer studies, cultural encounters, strategic leadership and organi-sational relationships. Concurrently, students will gain competencies in research techniques, and the Aalborg model of problem-based learning is taught as a central tool for project work.

During the second semester the main focus is on innovation in tourism. Students will work with an innovation-related challenge at a concrete destination combining theory and practice, and present their innova-tion proposal for practitioners at the end. Skagen Tourist Board and the New Tourism Institute of Slovenia have been among the Innovation Camp partners in the past. Courses on destination development and tourism policy, market communication and product development, and change management are central to this semester. Also, students will be presented with a variety of research methods potentially applicable for their semester projects.

More information about the courses offered on each semester can be found on: www.tourism.aau.dk

Internship or Study at Another University

During the third semester you are free to choose between an internship or studying at another university that offers tourism at graduate level either in Denmark or abroad. An internship gives you the ideal opportunity to try out in practice what you have studied for two semesters. Hands-on ex-perience with relevant work assignments and gaining first-hand insights into the daily work of a tourism organization are among the central gains of an internship. Examples of previous internship organisations are:
- UNESCO, Bangkok, Thailand
- Marketing Challenges International, New York City
- Destination East Greenland
- VisitDenmark’s offices in the USA, Norway, Germany, Britain and Denmark
- Rhino Africa (Tour Operator), South Africa
- Westin Hotel, Dubai
- Innovation Center Denmark, China
- Aalborg Zoo
- VisitAarhus

See more on www.tourism.aau.dk

Master’s Thesis

The 4th and final semester is dedicated to your Master’s thesis and offers you the opportunity to combine academic skills with career inter-ests as you conduct high-level, in-depth research within your chosen field of interest. Positive experiences from your internship inspire many students to base their thesis on a case study of an organisation, and this offers students the possibility of further developing their competences with regards to using relevant theory and methods on concrete prob-lems of a practical nature. Previous thesis titles include:
- Catering to the Dragon. Is the Danish tourism sector ‘China ready’
- Families with children and zoo experiences
- Social media - an interesting option for tourism destination promotion
- Travel, treatment & trust in medical tourism
- The Experience Design of Carnival in Aalborg

Competences and Career Opportunities

A Master’s degree in Tourism will give you a strong job profile with capacities to analyse and evaluate tourism-related developments in local, national and international contexts. It will provide you with tools to manage projects, also in co-operation with external partners, in order to develop new potentials within tourism. The degree will also enable you to carry out both internal and external communication assignments within the field of tourism.

These competences will qualify you for positions in public organisa-tions such as local, regional and national tourism boards; destination management organisations; municipalities and regional departments dealing with tourism development as well as research and teaching institutions. Also, the degree will qualify you for careers within private businesses such as tourist attractions, hotel chains, travel agencies, interest organisations and consultancy firms.

When considering an internship within the tourism sector, you can choose to stay in Denmark or abroad. A considerable number of internships have been organized in China, USA, Germany, Britain, and Denmark, and some students have even opted for an internship at another university.

Examples of previous internship organisations are:
- The Westin Hotel, Dubai
- The New Tourism Institute of Slovenia
- VisitDenmark
- VisitAarhus
- The Experience Design of Carnival in Aalborg
- UNESCO, Bangkok, Thailand
- Marketing Challenges International, New York City
- Destination East Greenland
- Skagen Tourist Board
- VisitAarhus

See more on www.tourism.aau.dk

Press & Project leader, Skagen Tourist Board
I can safely say that the Innovation Camp - and the students’ results - were highly successful. The students’ research was a great help for our decision makers, and the final report stands as a great contribution in supporting Skagen as an all season destination for the future.

Rene Zeeberg
Press & Project leader, Skagen Tourist Board

Edyta
Guest Relation Manager, Regal Palace Hotel
My Chinese internship during the third semester completely changed my life and allowed me to develop my professional network while studying. This consequently prepared me for my current job as a Guest Relation Manager in a chain of luxury five-star hotels in China.

Maria
Marketing Manager, VisitDenmark
I have worked for VisitDenmark since 2006. It all started when the tourism programme gave me the opportunity to do my internship there. Here I combined my analytical skills with the practical experience I gained, and this became a great advantage in order to get the job I now have at VisitDenmark.

Manuel
Tourism Student at Aalborg University
From the very first day I had the feeling of being in a truly international programme. The content focuses on case studies and theories, companies and destinations from all over the world, thus preparing us for the global market of tourism entrepreneurship and research.

Maria
Marketing Manager, VisitDenmark
Admission Requirements and Application

Requirements for admission to the Master’s Programme in Tourism:

A completed bachelor’s degree (180 ECTS) in a relevant field of study (e.g., Tourism, hospitality or leisure management, business communication, languages and international studies, cultural geography and sociology). For Danish students a minimum of B-level in English, for foreign students the official language requirements at AAU are:

- IELTS (academic test): 6.5 or
- TOEFL (paper-based): 550 or
- TOEFL (computer-based): 230 or
- TOEFL (internet-based): 80 or
- Cambridge ESOL: C1

The Tourism Master’s Programme starts on September 1st of each year. Tuition fees are charged for non-EU citizens. Please find more information at: http://studyguide.aau.dk/apply or http://www.optagelse.aau.dk/

For students not requiring a visa to study in Denmark (primarily from the EU), or students who are enrolled in an institution with a cooperation agreement with Aalborg University, the application deadline is May 1st. For students requiring a visa to study in Denmark, the application deadline is March 15th. For Danish students, the application deadline is April 1st. An application form can be downloaded from the Aalborg University website: http://studyguide.aau.dk/apply or http://www.optagelse.aau.dk/

More detailed information about the Tourism Master’s Programme can be found on the following website: http://tourism.aau.dk. At the website, you will find:

- Semester descriptions
- Course and exam outlines
- Information on internship and further studies
- Career and job opportunities
- Study board details

For further information about Aalborg University and the Tourism Master’s Programme, please contact:

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Further Information

tourism.aau.dk

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