

MSc in International Tourism Management

🕒 2 years, 120 ECTS

Shape the world's leading industry

This master's program, certified by TedQual, equips you to thrive in the global tourism industry.



Explore topics like experience design and smart cities while honing leadership skills for hospitality, tourism marketing, planning, and policy.

Program Highlights



Managerial Perspectives in Tourism & Hospitality

International Destination Management, Corporate Financial Management, Service Quality Management, Tourism Business Project



Economics for Tourism & Hospitality

Tourism Economics, Microeconomics of Competitiveness (MOC), Advanced Data Analysis, Environmental Management and Sustainability



Tourism Marketing

Tourism Marketing, Emerging Tools for New Media, Tourist Behavior



Applied Hospitality Expertise

Internship or Industry Excellence Mentoring Program

Career Opportunities

We aim to **transform futures**. Our graduates play their part.

- Hospitality Business Development
- Director of Destination Management
- Tourism Board Marketing Manager
- Service Designer
- Tourism Policy Advisor
- Hospitality E-Commerce Manager

Microeconomics of Competitiveness

An affiliate network of
The Institute for Strategy & Competitiveness
at Harvard Business School

MU is a member of the MOC Affiliate Network of Harvard Business School (HBS) since 2022. In this program, you will study the MOC course, developed by the Institute for Strategy & Competitiveness at HBS.



Graduates of the MSc in International Tourism Management program are ready for leadership positions in the tourism industry. The program combines a sound theoretical basis with substantive opportunities for industry immersion, thus the perfect program to accelerate your career.

Astrid Dickinger, Full Professor, Head of the School of Tourism and Service Management

Graduate with an additional Specialization Certificate in:



Digital Marketing



Entrepreneurship, Innovation and Leadership



Sustainable Management and Policy



Innovation and Experience Design for Tourism

Inspire. Educate. Grow.

modul.ac.at
recruitment@modul.ac.at

MODUL
UNIVERSITY
PRIVATE UNIVERSITY VIENNA

Discover Your Potential

Discover your potential at Modul University Vienna, where we are dedicated to nurturing students like you with a **focus on sustainability, industry relevance, innovation, and personal growth**. Join our international community committed to change, global understanding, and social justice.

With over a century of educational excellence, Modul stands for freedom of scientific thought, teaching, and equal opportunity, ensuring you receive a **world-class education** in a world-class city.

Global Recognition

Our degrees are internationally recognized, accredited by AQ Austria, the official body of the Federal Ministry of Science, Research & Economy.



Admission Requirements

- Motivation Letter
- 2 Recommendation Letters
- CV
- Bachelor Diploma & Transcripts
- English Proficiency C1: IELTS 7.0; TOEFL IBT 95; Pearson Academic 76 points; Cambridge CAE Min. Grade C with 180 points.
- Admission Interview

Admission Steps & Deadlines



Applying To MU

→ Open Year-Round:

Apply up to 1 year before your start date

→ Quick Decisions:

Admission decisions within 1 week

→ Weekly Reviews:

Applications reviewed weekly

→ Flexible Start:

2 Intakes: September or February



Tuition Fee for the Academic Year 2026/2027

€7000/semester



Reductions, Grants & Scholarships available

Between 1.5-100% off tuition

Tuitions & Scholarships



Global Community

We are one of the most international campuses in Austria, with over 70% international students.



English Taught

All teaching, events and services are carried out in English. No need for German proficiency.



Small Classes

We focus on mentoring & offer intimate class settings of 10-20 students.



Best Quality of Living

Our campus is located in Vienna, ranked as the best city for quality of living by Mercer & The Economist Intelligence Unit.

Find Out More

Meet MU



Explore our Campus

