

MASTER'S DEGREE

TOURISM



AALBORG
UNIVERSITY

TOURISM.AAU.DK

TAKE A MASTER'S DEGREE IN TOURISM

JOIN ONE OF THE WORLD'S MOST DYNAMIC INDUSTRIES!

A MASTER'S DEGREE IN TOURISM FROM AALBORG UNIVERSITY WILL ENABLE YOU TO WORK WITH TOURISM DEVELOPMENT, MARKET COMMUNICATION AND CONSUMPTION, CULTURAL AND ORGANIZATIONAL TRANSFORMATIONS, AND POLICY ISSUES WITHIN ONE OF THE WORLD'S MOST DYNAMIC INDUSTRIES.

The Tourism Master's degree at Aalborg University, Denmark, is a two-year programme which is offered in English at the university's campuses in Aalborg and Copenhagen. The programme combines practice and theory through project-oriented learning, with a focus on the following areas:

Tourism and innovation — Tourism and cultural encounters
Market communication and destination branding — Tourism consumption
Tourism and sustainability — Tourism policy and governance

AAU's Tourism MA degree draws on a wide range of perspectives from social science and humanities disciplines with a strong focus on critical thinking, analytical skills, teamwork, and creative problem-solving. The programme has an international outlook drawing on cases and examples from around the world.

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 large part of the semester teaching revolves around complex real-life problems that students investigate through group projects. This work process is supported by courses, literature and cooperation with firms and other organisations.

JOB & CAREER

A master's degree in tourism will provide you with analytical, communication, teamwork and problem-solving skills you need to develop your career in tourism and related fields in Denmark or internationally. Our graduates work in communication, management, consultancy, and policy development roles in the public and private sector organisations around the world.



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