



## Admissions

The IHU operates on a rolling admissions basis. This means that candidates apply for and are admitted to our programmes all year round. We suggest, however, that you **apply as early as possible** to ensure a quick response and place availability. To be considered for a Master's programme, candidates are required to have:

- ▶ A good university degree from a recognised University
- ▶ An English language certificate with a good score (IELTS or TOEFL or Proficiency)

## Ideal Career Path

The programme is designed for those who are aiming for a career in travel, tourism or related industries. The programme supports students and professionals who aim for careers in:

- Tourism business
- Government agencies
- Travel agencies
- Real estate
- Event management
- Museums/Heritage centers



## The University

The **International Hellenic University (IHU)** is the first Greek **public** University where programmes are taught **exclusively in English**. It is located in Thessaloniki, a vibrant student metropolis.

We are focused on attracting leading academics and outstanding students from Europe and across the world. The IHU offers **full-scholarships** to exceptional prospective students.

## Where to find us

### School of Economics, Business Administration & Legal Studies

International Hellenic University Campus  
14<sup>th</sup> km Thessaloniki - Nea Moudania  
57001 Thermi, Thessaloniki  
Greece

T +30 2310 807520  
F +30 2310 474520  
E [admissions@ihu.edu.gr](mailto:admissions@ihu.edu.gr)

[www.econ.ihu.edu.gr](http://www.econ.ihu.edu.gr)

Hellenic Republic



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in **Thessaloniki**

## MSc in

# Hospitality & Tourism Management



# MSc in Hospitality & Tourism Management

## The Programme

The MSc in Hospitality and Tourism Management programme provides expertise in tourism with a practical orientation related to management and strategic issues in the fast-evolving **tourism sector** at the national and international level.

**Greece** provides the ideal place to study Hospitality and Tourism and more specifically, **Thessaloniki**, which is a student metropolis and has been at the crossroads of many different cultures.

*Take the Lead and Shape  
the Future of Tourism!*



## Programme Structure

### The Core Courses

- ▶ Hospitality and Tourism Operating Systems
- ▶ Tourism Management
- ▶ Financial Management for Tourism Development
- ▶ Services Marketing
- ▶ Tools for Business Analysis
- ▶ Social Media and Digital Technologies in Tourism
- ▶ Special Interest Tourism
- ▶ Human Resources Management in Tourism

### The Elective Courses *(choice of four, indicative list)*

- ▶ Tourism Policy Analysis
- ▶ Project Financing in Tourism
- ▶ Tourism Product Development
- ▶ Cultural Heritage Tourism
- ▶ Destination and Event Development
- ▶ Visitor Attraction Management
- ▶ Entrepreneurship in Tourism and Hospitality
- ▶ Project Management
- ▶ An elective course from another IHU programme
- ▶ Transportation in Tourism
- ▶ Press and Travel Trade Relations

### The Dissertation

As part of the MSc programme, students submit a 10,000-word individual project on a subject related to their studies and career. The topic is chosen by the student with input and advice from a faculty member, who acts a supervisor, working closely with the student.

## Consulting Project

During the last part of the taught terms, students participate in a consulting project relevant to their interests. In groups, students study an actual problem of a particular tourism firm or organisation. Following analysis of the problem, the students prepare and present concrete and practical solutions.

## Schedule

### Duration of the Programme

**2 years part-time (PT)** from November to April.  
Teaching takes place **on weekday afternoons**.

## Strategic Partnerships with the Hospitality and Tourism Industry

As part of the MSc, students will have the opportunity to attend the “Integrating Seminars” Series which include talks by Managers from well-known companies related to hospitality and tourism management issues. Also, students will participate in fieldtrips which include sessions with the Directors of Luxury Hotels and Museums and fascinating guided tours. Graduates will be able to meet face-to-face with employers to discuss internships, as well as full-time and part-time employment opportunities.

Under the auspices of  
(Greek Tourism Confederation)

**SETE**