Tourism & Hospitality: MSc
School of Hospitality, Food & Tourism

Our MSc in Tourism & Hospitality Management examines the leading principles and theories that will shape tomorrow’s tourism and hospitality industry. Specifically, this program examines economic, cultural, social and environmental sustainability in tourism operations and destinations. You will develop a critical understanding of how research and knowledge are used to better understand the tourism phenomena and the complexities of its management.

uoguelph.ca/business/msc-hospitality-tourism

Program
By enrolling in the program, you will graduate with practical knowledge, competencies and analytical skills that can be applied to your career to make informed, optimal recommendations for your employers, customers or researchers. This program is also ideal in preparing you for continued research at the PhD level in tourism, hospitality and the wider service economy.

Admission Requirements
Applicants must have a 4-year Honours undergraduate degree (or equivalent) with a minimum B+ (second class) average in the final two years of study.

All applicants should submit a GMAT score of 550 or higher, or a GRE score in the 55th percentile or higher with their application.

Applicants must also meet UofG’s English language proficiency requirements, if applicable.

Faculty Expertise
- Tourism
- Hospitality
- Service industry
- Sport Management

Application Deadline:
February 1, 2019
Entry: Fall

Program Length
You will complete six courses, three core courses and three restricted electives, plus a thesis proposal and defence. Your thesis is expected to be sufficiently meritorious to warrant publication in reputable refereed journals within your field and area of specialization. The three core courses cover topics dealing with the theories, methods, contemporary issues, and research applications in tourism and hospitality.

Funding
Tourism and Hospitality Management graduate students receive funding in support of your studies from one or more of the following sources:
- Graduate Teaching Assistantship
- Graduate Research Assistantship
- Scholarships (internal or external)

MSc students working on their thesis will additionally have access to financial support from the School to present their research at relevant academic and professional conferences.

ARE YOU INTERESTED IN:
- Sustainable tourism management
- Traveler behaviour
- Place branding
- Community development and resource management
- Sport management

CAREER OPPORTUNITIES:
- Market research consultant
- Government analyst
- Destination management
- Tourism industry analyst
- Public sector planner
- Sport management
- Continuing on to PhD studies

CONTACT INFORMATION
Graduate Coordinator:
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Graduate Program Assistant:
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“We’re seeing the whole cruise segment grow extensively because people are taking cruises at a young age, and after they’ve taken one, chances are they will take repeat cruises, including niche cruises. For Canada, this is really a segment where we have an opportunity.”
- Brittany Manley (MSc Tourism & Hospitality)
Management: PhD

Our PhD in Management is a full-time research-based program that explores complex challenges in modern business management and scholarship, while developing research with impact in three specialized academic fields. Students in this challenging yet rewarding program conduct innovative research and graduate as highly successful researchers and lecturers.

uoguelph.ca/business/phd-management

Program

Specialize in one of three fields: Organizational Leadership, Services Management, or Marketing and Consumer Behaviour while engaging in coursework that produces graduates with both a breadth of knowledge of management theory and a depth of knowledge in their chosen field.

After completing coursework and a qualifying exam, the remainder of the program is devoted to the completion and defense of a doctoral dissertation.

Admission Requirements

Applicants need to have a Master’s degree from a recognized university with an overall average of at least a B+.

All applicants should submit a GMAT score of 600 or higher, or a GRE score in the 60th percentile or higher with their application.

Application Deadline:
February 1, 2019

Entry: Fall

Research Areas

- Consumer decision making
- Innovation adoption
- Sustainable tourism management
- Food and beverage industry
- Social identity and organizational change
- Leadership and psychological capital
- Sport management

Recent Dissertations

- Management control systems
- Tourist engagement
- Food supply chain operations
- Leadership mobilization
- Consumer perception

ARE YOU INTERESTED IN:

- Marketing strategy
- Consumer behaviour
- Tourism marketing
- Hospitality operations
- Sport management
- Organizational behaviour and leadership

CAREER OPPORTUNITIES:

Academic teaching and research in:

- Management
- Organizational leadership
- Hospitality and tourism
- Marketing
- Consumer behaviour

CONTACT INFORMATION

Graduate Program Assistant:
mgmtphd@uoguelph.ca

“The University of Guelph is full of passionate and interesting people and your attempts to connect with them can create opportunities you wouldn’t expect.”

- Mychal-Ann Hayhoe, PhD Management Candidate

“Improve Life.”