UPFBE
MSc Curriculum

MSc2026

Business Studies
Tourism Management
Master's Programme

Full-time programme
in English
Effective from 1 September 2026

Pécs, 2026

Last revised: 20 May 2026

1. General Characteristics

Programme Director: Prof. Dr. János Csapó.

1.1 Training and Outcome Requirements of the Programme

/2023.01.23./

1. Name of the Master's programme: Tourism Management

2. Qualification level and professional qualification obtainable in the Master's programme

as stated in the degree certificate

- qualification level: Master's degree (magister, master; abbreviated: MSc)
- professional qualification: Economist in Tourism Management
- English designation of the professional qualification: Economist in Tourism Management

3. Field of study: Economic Sciences

4. Prior degree programmes accepted for admission to the Master's programme

4.1. Accepted with full credit value: Bachelor's degree programme in Tourism and Catering.

4.2. Primarily eligible subject to completion of the credits specified in Section 9.2: Bachelor's degree programmes in Business Administration and Management, Human Resource Management, Commerce and Marketing, International Business Economics, Finance and Accounting, Vocational Teacher Training in Business, Applied Economics, Economic and Financial Mathematical Analysis, and Public Service.

4.3. Also eligible subject to completion of the credits specified in Section 9.2: Bachelor's and Master's degree programmes, as well as programmes under Act LXXX of 1993 on Higher Education, that are accepted by the higher education institution's credit transfer committee on the basis of a comparison of the knowledge underlying the credit assessment.

5. Programme duration: 4 semesters

6. Number of credits required for the Master's degree: 120 credits

- programme orientation: balanced (40–60%)
- credits allocated to the thesis: 15 credits
- minimum credits allocated to free elective courses: 6 credits

7. Classification of the professional qualification by field of study under the Unified Classification System of Fields of Education: 812/1015

8. Educational objectives and professional competences of the Master's programme

The aim of the Master's programme is to train tourism management professionals for the labour market of the tourism industry. Equipped with professional competences and knowledge, graduates are able to independently perform planning, decision-support and management tasks in fields that

directly or indirectly serve tourism; conduct systemic analyses of the relevant economic sectors and organisational operations; prepare concepts, plans and studies relating to supply development and organisational development; implement development projects; and manage businesses and institutions. Graduates may find employment, among other organisations, in local governments, ministries and their agencies, sectoral administrative authorities, tourism destination management organisations, tourism marketing companies and non-profit organisations. They are prepared to continue their studies in doctoral programmes.

8.1. Professional competences to be acquired

8.1.1. The Economist in Tourism Management

a) **knowledge**

- Has mastered the concepts, theories, processes and characteristics of the micro- and macro-level organisation of economics and the economy, and is familiar with key economic facts.
- Understands the structure and operation of business organisations, their domestic and cross-border relationships, and their information and motivational factors, with particular regard to the institutional environment.
- Understands the process of European integration and the European Union policies relevant to their activities.
- Has command of modern, theoretically rigorous mathematical-statistical, econometric and modelling methods for problem identification, formulation and solution, as well as information collection and processing, and understands their limitations.
- Knows the rules, professional standards and ethical norms of planning and managing enterprises, business organisations and projects.
- Has extensive, advanced theoretical knowledge of the complex tourism system and its related fields of activity (accommodation, catering, tour operation and event management).
- Understands the management characteristics of different types of tourism organisations, including the factors required to underpin strategic planning.
- Has the knowledge required to prepare and implement complex tourism and hospitality development projects, and the expertise needed to hold senior management positions in operating businesses and institutions.
- Is familiar with the relevant concepts, theories and research findings of tourism-related disciplines (environmental, regional, health and food sciences) and can use them to gain a deeper understanding of the sector's operation and interrelationships.
- Has comprehensive knowledge of the key relationships between tourism and other subsystems of society.

b) **skills**

- Formulates new conclusions, original ideas and solutions independently; can apply advanced analytical and modelling methods; develop strategies for solving complex problems; and make decisions in changing domestic and international environments and organisational cultures.
- After acquiring practical knowledge and experience, can manage a medium-sized or large enterprise or a complex organisational unit; perform a comprehensive economic function in a business organisation; plan and direct complex business processes; and manage resources.
- Can work effectively in international and multicultural environments.

- Can collect, analyse and process various types of business information relating to tourism stakeholders using advanced knowledge and theoretically rigorous methods, and apply these in business modelling, strategic and operational planning, and decision-making.
- Can collect, organise and analyse data relating to tourism and associated fields, as well as Hungarian- and foreign-language academic literature, using advanced mathematical-statistical, econometric and modelling methods.
- Can creatively apply methods for addressing and solving problems arising in different fields of tourism and hospitality, and further develop them in a multidisciplinary context.
- Can participate in and lead large-scale, complex tourism development projects.
- Can communicate at an advanced level, both in writing and orally, in the workplace and at professional and academic forums, in their native language and in two foreign languages used confidently.
- Can prepare and present professional summaries, analyses, project proposals and detailed studies using up-to-date information and communication technologies.

***c)* attitudes**

- Critically evaluates their own work and conduct and that of their subordinates; demonstrates an innovative and proactive approach to addressing economic problems; and is open and receptive to new developments in economic theory and practice.
- Demonstrates a cultured, ethical and objective intellectual approach in interactions with individuals and in addressing social issues, and pays attention in their work to broader social, sectoral, regional, national and European values (including social, societal, ecological and sustainability considerations).
- Strives to develop their knowledge and professional relationships, and encourages, assists and supports colleagues and subordinates in doing the same.
- Demonstrates a quality-oriented approach that prioritises guest satisfaction.
- Upholds the values and standards of the tourism profession and seeks to interpret and further develop them critically.
- Is open to new academic and professional developments in tourism and hospitality and their environment, and is receptive to applying them in practice.
- Is constructive, cooperative and proactive in regular and project-based teamwork, and readily participates in inter-organisational cooperation and joint development.
- Is committed to self-development through lifelong learning and to developing, organising and implementing an individual career strategy.

***d)* autonomy and responsibility**

- Independently selects and applies relevant problem-solving methods in areas of organisational policy, strategy and management, and independently performs economic analysis, decision-support and advisory tasks.
- Independently establishes, organises and manages a larger enterprise, organisation or organisational unit.
- Assumes responsibility for their own work, the organisation or enterprise they manage, and its employees.
- Independently identifies, plans and organises their own professional and general development and that of their subordinates, and assumes responsibility for these activities and outcomes.
- Demonstrates exceptionally high standards in professional work and considers general intellectual culture, including the sources and methods of developing it, to be important.

- Takes an interest in changes in the social, economic, technological and legal environment of tourism, and carefully and responsibly considers the consequences of professional decisions.
- Assumes responsibility for the content and correct use of professional terminology when independently preparing development documents, studies, research reports and publications.

9. Characteristics of the Master's programme

9.1. Professional characteristics

9.1.1. Disciplines and professional fields comprising the programme and leading to the professional qualification:

- professional knowledge in tourism management (fundamentals of economics and methodology; as well as quantitative methods, economic statistics and analysis, decision analysis methodology, strategic management, management of value-creating processes, economic policy, e-business, project management, integrated enterprise resource planning systems, corporate communication, corporate finance, financial strategies, financial management, control techniques for the tourism system, spatial planning for tourism, tourism research methodology, professional law and institutions, management of the non-profit sector, marketing communication and international hotel management): 50–70 credits.

9.1.2. Taking elective specialisations into account, specialised knowledge may be acquired in tourism destination management, regional development and regional management, project management, sociology of leisure, attraction and visitor management, creativity development, finance, e-marketing, destination marketing, quality management, cooperation between public- and private-sector organisations involved in regional tourism, and tourism and transport. The elective knowledge component is worth 40–50 credits.

9.2. Minimum requirements for admission to the Master's cycle for holders of the degrees specified in Sections 4.2 and 4.3:

Admission to the Master's programme requires a minimum of 60 credits from the following fields:
- at least 40 credits in economics and methodology (microeconomics, macroeconomics, mathematics, statistics, information technology, business economics, accounting, controlling, finance and human resource management) and the social sciences;
- at least 20 credits in general tourism theory, tourism economics, tourism geography, tourism marketing, hospitality and hotel management.

Admission to the Master's programme requires the student to have obtained at least 30 credits in the listed fields during their Bachelor's studies. Any missing credits must be obtained during the Master's programme in accordance with the institution's Academic and Examination Regulations.

1.2 Objectives and Basic Structure of the Programme

Who should choose the Tourism Management Master's Programme?
The Tourism Management Master's Programme is intended for those who wish to build on the knowledge acquired during their Bachelor's studies and prepare for advanced business, development and management responsibilities related to tourism. The programme is particularly suitable for those who want to interpret, develop and shape tourism processes from a strategic perspective.
The programme is primarily intended for those

- who wish to undertake expert, managerial or development roles in tourism enterprises, destination management organisations, hotels, tour operator and travel agency businesses, event management companies, and public-sector and non-profit organisations related to tourism;
- who are interested in tourism product and destination development, tourism marketing, consumer behaviour, innovation and quality management;
- who wish to acquire up-to-date knowledge of the economic, social and sustainability dimensions of tourism that can also be applied in an international environment;
- who wish to prepare for data-driven, responsible and innovative decision-making;
- who intend to continue their studies later in a doctoral programme.

Why choose the Tourism Management Master's Programme in Pécs?
Students of the Tourism Management Master's Programme at the Faculty of Business and Economics in Pécs not only acquire up-to-date and comprehensive professional knowledge, but also learn how to apply it as effectively as possible in different fields of tourism. The Tourism Management Master's Programme of the Faculty of Business and Economics at the University of Pécs therefore provides value that lays the foundations for graduates' successful careers in the increasingly complex and competitive world of tourism.

- Throughout the two years, the programme encourages students to take an interdisciplinary approach to and analyse the economic, social and management challenges associated with tourism. As a result, they develop the ability to identify problems, make well-founded decisions, and perform development and management tasks to a high standard.
- Graduates of the programme can confidently navigate the operation of tourism processes, organisations and destinations, and are able to analyse, develop and shape them strategically.
- The programme promotes a responsible and innovative approach to tourism management, with particular emphasis on destination development, tourism marketing, understanding consumer behaviour, and applying sustainability and quality considerations.
- The programme enables students to acquire up-to-date knowledge applicable in an international environment, advanced analytical skills and high-level professional communication skills.

Graduates of the Tourism Management Master's Programme at the Faculty of Business and Economics of the University of Pécs become well-prepared and competitive professionals who can solve complex problems, create value in various fields of tourism, and are committed to professional and academic development.

Foundations of the Tourism Management Master's Programme in Pécs

Programme objectives:

- The programme is based on the conviction that tourism is a major economic and social activity of particular importance to organisations in the private, public and non-profit sectors alike.
- From this perspective, the programme explores and analyses the operation of the tourism system, its economic and social interrelationships, and the role of tourism management in today's domestic and international environment. Particular attention is paid to destination development, marketing, innovation, responsibility and sustainability.
- During the programme, we examine in detail the role of tourism management in adapting to new market challenges, developing tourism products and services, and strategically managing tourism organisations and destinations.

Upon successful completion of the programme, graduates will be able to:

- thoughtfully and responsibly interpret and evaluate the economic, social, technological and sustainability factors that influence the operation of tourism;
- accurately and purposefully apply up-to-date analytical, planning and decision-support tools and methods available in tourism management;
- professionally manage the analytical, planning and coordination tasks required to formulate, implement and evaluate tourism strategies, development plans and programmes.

Career Opportunities

The Tourism Management Master's Programme aims to deepen students' economic, development and management knowledge related to tourism, and to provide broad theoretical and practical preparation for those wishing to build a professional or managerial career in the various fields of tourism. The programme also provides a sound foundation for those preparing for tourism-related research, analysis or further academic work.

In developing their careers, graduates of the programme will be able to perform expert, development, middle-management and senior-management roles in a variety of private-, public- and non-profit-sector tourism organisations, primarily in tourism enterprises, hotels, tour operator and travel agency companies, destination management organisations, event management companies, and institutions responsible for tourism governance and development.

Key features of the programme:

Modular structure: Our curriculum has a modular structure, with separate units for advanced theoretical and methodological subjects shared across several programmes and for programme-specific subjects, including those that deepen the programme's general knowledge base and impart specialised professional knowledge. This makes the curriculum easier to understand and enables students to build and plan their individual study paths more effectively.

Theory and practice: The curriculum harmoniously combines theoretical and methodological knowledge appropriate to Master's level with advanced professional knowledge in Tourism Management; the expansion of knowledge with the development of practical management skills; and interactive classroom activities with individual preparation, while also being ready to recognise previously acquired knowledge and skills.

Basic structure of the programme

The programme comprises four types of courses: Module A covers economics and social sciences; Module B covers professional knowledge (B1: Professional Knowledge in Tourism Management

and B2: Compulsory Elective Specialised Professional Knowledge); Module C contains free elective courses; and Module D contains Thesis Consultation.

The credits to be obtained are distributed as follows:

Curriculum modules:		**Credit value**
Module A	Economics and Social Sciences	27 credits
Module B	Professional Knowledge	66 credits
	B1: Professional Knowledge in Tourism Management	*30 credits*
	B2: Compulsory Elective Specialised Professional Knowledge	*36 credits*
C	Free Elective Module	12 credits
D	Thesis Consultation	15 credits
Total		**120 credits**

Key Competences to Be Acquired in the Programme

Students who successfully complete the programme are guaranteed to acquire the following key programme-level competences (PC):

Knowledge	**PC1**	Understands the operation, fundamental concepts, interrelationships and key processes of the tourism system, as well as the economic, social and spatial significance of tourism. Understands the operational characteristics of tourism stakeholders, institutions and organisations in both domestic and international environments.
	PC2	Knows and understands the characteristics of the strategic, marketing, development and quality management tools of tourism management, and their potential applications in the operation and development of tourism enterprises, destinations and other tourism organisations.
Skills	*Intellectual Skills*	
	PC3	Uses an interdisciplinary approach to identify professional problems related to tourism and can apply appropriate analytical, planning and evaluation methods to underpin tasks and development processes.
	PC4	Can comprehend the economic, social and sustainability dimensions of tourism, synthesise knowledge, formulate independent conclusions, and communicate them professionally in domestic and international professional environments.
	Practical Skills	
	PC5	Can analyse complex professional problems in tourism, define development objectives, and devise and apply alternative solutions in practice.
	PC6	By synthesising theoretical and practical knowledge, can plan, organise and coordinate tasks related to the operation of tourism enterprises, organisations and destinations, and effectively support professional cooperation in domestic and international environments.
Attitudes, Autonomy and Responsibility	**PC7**	An innovative, responsible and open-minded professional who strives to apply high-quality, sustainable and ethical professional solutions and is committed to continuous professional development.
	PC8	Assumes responsibility for professional decisions and activities, can cooperate in domestic and international professional environments, and is committed to representing the professional values and interests of tourism.

Programme-level competences are broken down into course-level competences, details of which are provided in the course syllabi.

1. FULL-TIME PROGRAMME IN ENGLISH
Sample Curriculum:

For an autumn start:

1 – Fall	2 – Spring	3 – Fall	4 – Spring
Tourism Policy and Planning in Tourism (9 cr)	Marketing Analysis and Planning (9 cr)	Responsible Destination Development and Management (9 cr)	Digital Marketing for Tourism Destinations (6 cr)
Tourism Product Design and Pricing Strategy (6 cr)	Production and Process Management (6 cr)	Service Quality Assurance in Tourism (6 cr)	Smart Tourism and Innovations in Tourism (6 cr)
Brand Management and Strategy (9 cr)	Qualitative Research Methods (6 cr)	Consumer Behavior in Tourism (6 cr)	General Elective (6 cr)
Quantitative Research Methods (6 cr)	Theories and Practice of Innovation (9 cr)	General Elective (6 cr)	Thesis Development (12 cr)
Intercultural Training		Professional Portfolio Development (3 cr)	Business Language
Σ 30 credits	**Σ 30 credits**	**Σ 30 credits**	**Σ 30 credits**

Characteristics of the courses in each module:

Module A – Economics and Social Sciences

Code	Course Title	Course Coordinator	Sem.	Hours/ Week	Type	Cr.
	Quantitative Research Methods	Dániel KEHL	F	4	E	6
M23VFA01E	Theories and Practice of Innovation	Tamás SEBESTYÉN	S	6	E	9
M23VZA02E	Production and Process Management	Zsuzsanna HAUCK	S	4	E	6
	Qualitative Research Methods	Erika LÁZÁR	S	4	E	6
M23KOA04E	Intercultural Training	Norbert SIPOS	F/S	3/sem.	A	req.
	Business Language	Judit MÁTYÁS	F/S	4	A	req.
Total credits required:						**27**

Module B – Professional Knowledge

Professional Knowledge in Tourism Management (B1) Module

Code	Course Title	Course Coordinator	Sem.	Hours/ Week	Type	Cr.
	Brand Management and Strategy	Viktória GERDESICS	S	6	E	9
	Digital Marketing for Tourism Destinations	Szabina VÉGI	S	4	E	6
	Tourism Policy and Planning in Tourism	János CSAPÓ	F	6	E	9
	Service Quality Assurance in Tourism	Tibor GONDA	F	4	E	6
Total credits required:						**30**

Compulsory Elective Specialised Professional Knowledge (B2) Module

Code	Course Title	Course Coordinator	Sem.	Hours/ Week	Type	Cr.
M23VFB03E	Marketing Analysis and Planning	Krisztián SZŰCS	S	6	E	9
	Smart Tourism and Innovations in Tourism	János CSAPÓ	S	4	E	6
	Tourism Product Design and Pricing Strategy	Beatrix LÁNYI	F	4	E	6
	Consumer Behavior in Tourism	Krisztián SZŰCS	F	4	E	6
	Responsible Destination Development and Management	Zoltán RAFFAY	F	6	E	9
Total credits required:						**36**

Module C – Free Elective Module

Code	Course Title	Course Coordinator	Sem.	Hours/ Week	Type	Cr.
	Tourism Marketing Communication	Ákos NAGY	F	4	E	6
M23VZC06E	Circular Economy	Péter MERZA	S/F	4	S	6
M23VZC09E	ESG in Corporate Practice	Katalin ERDŐS	S/F	4	E	6
M23VZC10E	Data-Driven Decision-Making	Krisztián SZŰCS	S/F	4	S	6
Total credits required:						**12**

Module D – Thesis Consultation

Code	Course Title	Course Coordinator	Sem.	Hours	Type	Cr.
	Professional Portfolio Development	János CSAPÓ	F	2	S	3
M23KOD01	Thesis Development	Evelyn CALISPA	S/F	150	S	12
Total credits required:						**15**

5. MOBILITY

Within the curriculum, the Faculty provides students with a mobility window from the second active semester following admission through the fourth active semester. Detailed rules governing mobility are set out in the Faculty's Pannonia Scholarship Programme Regulations.

6. THESIS CONSULTATION

Thesis Consultation comprises regular professional consultations with the supervisor assigned to the chosen thesis topic. The process and detailed rules for selecting a thesis topic and conducting consultations are set out in the guidance published on the Faculty website.

7. FINAL EXAMINATION AND DEGREE CERTIFICATE

The final examination may be taken after obtaining the pre-degree certificate and receiving a positive assessment of the thesis. The specific rules governing the final examination and the method for determining the classification of the degree are set out in the Final Examination Regulations published on the Faculty website.