

Tourism Research: GDip

The Gordon S. Lang School of Business & Economics, an AACSB accredited institution, offers a Graduate Diploma (GDip) in Tourism Research. Our GDip is designed to extend the knowledge of tourism that students obtained during their undergraduate degree. Students gain analytical skills to find optimal solutions and justifiable recommendations for tourism organizations. It provides highly focused training in tourism research, including theoretical assessment, model development, method selection, study design, data analysis, and interpretation of results. A path to transfer to our MSc in Tourism & Hospitality is dependent on academic performance in the GDip.

uoguelph.ca/lang/gdip-graduate-diploma-tourism-research

PROGRAM

As a GDip graduate, you will have practical knowledge, competencies, and analytical skills to apply to your career to make informed, optimal recommendations for business, employers, or customers. The program also prepares you for continued studies at the Masters level in tourism, hospitality, or food management.

You will complete 6 courses (3 core and 3 restricted electives) within 1 year.

Coursework in the GDip program includes topics in theory, methods, contemporary issues, and research applications in tourism, food, and hospitality management.

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
- meet UofG's English language proficiency requirements, if applicable



Application Deadlines:

January 15, 2026: submission of your online application form.

February 1: submission of all required supporting documents

Entry: Fall

ARE YOU INTERESTED IN:

- Sustainable tourism and hospitality management
- Consumer behaviour in the service industry
- Hospitality, tourism, and food management and marketing
- Services and tourism industry data analytics
- Food business and food value chains
- Community development and resource management

CAREER OPPORTUNITIES:

- Hospitality operational positions
- Market research consultant
- Destination researcher
- Tourism industry analyst
- Public sector planner
- Continuing on to Masters level studies

CONTACT INFORMATION

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