

Tourism & Hospitality: MSc. (Thesis or MRP)

School of Hospitality, Food and Tourism Management

The AACSB-accredited Gordon S. Lang School of Business and Economics offers an MSc in Tourism and Hospitality focused on economic, cultural, social, and environmental sustainability in the industry.

uoguelph.ca/lang/msc-hospitality-tourism

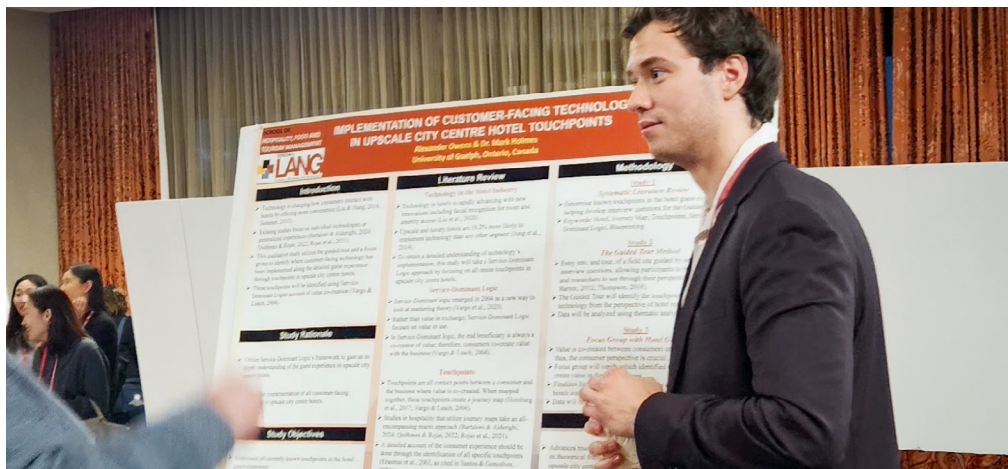
PROGRAM

Two options: A thesis-based option and a major research paper (MRP) option.

- **Thesis Option (2 years):** completing 6 courses (3 core and 2 restricted electives) plus a thesis proposal and defence within 2 years. It provides a deep understanding of the economic, cultural, and social dynamics of the tourism and hospitality industries, preparing students for research or leadership roles, ideal for students planning to pursue a PhD or academic career.
- **MRP Option (1 year):** completing 8 courses (7 core and one elective) and a major research paper in a year. This option is designed for professionals seeking advanced training and leadership roles in a shorter timeframe.

Coursework in the MSc program covers topics dealing with theories, contemporary issues, revenue management, leadership, and research method and applications in tourism, food, and hospitality management.

Graduates from both options will have the practical knowledge, competencies and analytical skills that can be applied to their career to make informed, optimal recommendations for their employers, customers or researchers.



"Through coursework and guidance from supportive instructors, the MSc program challenged me to think critically about emerging trends and issues in hospitality and tourism. It also taught me to connect theory with real-world practice to produce meaningful research for the industry." – Alexander Owens, PhD Management

ADMISSION REQUIREMENTS

Applicants must have:

- A four-year honours bachelor's degree (or equivalent from college or university) in hospitality, food, tourism, or general business
- A minimum average of 73% (B) in the last two years of undergraduate study
- Two letters of reference
- Proof of English proficiency, if applicable

FUNDING

Funding is available for thesis-based MSc students in the form of departmental scholarships and graduate teaching assistantships. MRP students are expected to be self-funded.

Application Deadline:

August 15, 2026

Entry: Fall

ARE YOU INTERESTED IN:

- Sustainable practice in tourism & hospitality
- Marketing & consumer behaviour in the service industry
- Data analytics
- Food business and food value chain
- Leadership development
- Revenue management

CAREER OPPORTUNITIES:

- Market research consultant
- Government and tourism industry analyst
- Destination management analyst
- Public sector planner
- Continuing on to PhD studies

CONTACT INFORMATION

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