



LUND
UNIVERSITY

MSc in Service Management, Tourism

LUND UNIVERSITY | SWEDEN

- Master of Science with a major in Service Management
- 2 years, full-time, 120 ECTS credits
- Department of Service Studies
- Campus Helsingborg
- Application deadline: January 2025
- Programme start: August 2025

PROGRAMME OVERVIEW

The Master's Programme in Service Management is a unique opportunity for those seeking a management programme at an advanced level with a strong link to research. The programme combines in-depth subject knowledge of the service sectors with an understanding of the specific organisational and managerial needs of service activities.

When applying to the Master's Programme in Service Management, you choose one of five different specialisations: Culture and Creativity Management, Retailing & Consumption, Supply Chain Management, Sustainable Service Management, or Tourism. We have a mix of students from all around the world.

Features of the programme

The tourism industry is experiencing major changes and challenges. Committed individuals, who can develop, lead and transform service operations are needed more than ever. Tourism is studied from a multidisciplinary perspective combining elements of management, marketing, social sciences and humanities. You will gain deeper knowledge of destination development, marketing and collaboration, as well as value creation and innovation within tourism.

PROGRAMME MODULES/COURSES

Courses and number of credits

Semester 1: Introduction to Service Management (7.5 credits), Introduction to Tourism (7.5 credits), Organisation and

Management in a Service Context (7.5 credits), Theory of Social Sciences (7.5 credits).

Semester 2: Methods in Social Sciences (15 credits), Destination Development and Marketing (15 credits).

Semester 3: Elective courses (15 credits), Value Creation and Innovation in Tourism (15 credits).

Semester 4: Master's Thesis (30 credits).

CAREER PROSPECTS

After graduation, you will be able to independently and strategically develop and manage service operations in the tourism industry. Graduates will be able to work as managers, analysts, consultants or researchers in the events, tourism, travel, transport and hotel industries.

ENTRY REQUIREMENTS AND HOW TO APPLY

Entry requirements

The student must have a Bachelor's degree amounting to 180 ECTS credits or the equivalent, of which at least 90 ECTS credits must be within the area of social sciences, business administration, or the equivalent. English Level 6. See www.lunduniversity.lu.se for details on English proficiency levels.

How to apply

- 1. Apply online:** Go to www.lunduniversity.lu.se/sm-tourism. Click on "Apply" and follow the instructions for the online application at www.universityadmissions.se, the Swedish national application website. Rank the chosen programmes in order of preference.
- 2. Submit your supporting documents:**
 - **General supporting documents:** Check what documents you need to submit (i.e. official transcripts, degree diploma/proof of expected graduation, translations, proof of English, passport) and how you need to submit them at www.universityadmissions.se.



“Students who want to learn about the development, the field and contemporary issues of tourism will find it is the right programme for you. Also, if you'd like to stay in research, I can highly recommend the programme because it trains you very well in how to work and write in academia.”

Lisa from Austria





- **Programme-specific supporting documents:** When applying for the MSc in Service Management, Tourism, you must also submit a statement of purpose with your application.
- **3. Pay the application fee (when applicable).**

Selection criteria/additional info

1. Grade on thesis in the Bachelor's degree
2. Grades on additional courses in the Bachelor's degree
3. Statement of purpose

Tuition fees

Tuition fee SEK 125 000 per year for non-EU/EEA citizens. No fee for EU/EEA citizens. See www.lunduniversity.lu.se for details on tuition fees.

ABOUT THE DEPARTMENT OF SERVICE STUDIES

The Department of Service Studies is a successful unit for education and research within service organisations. We offer management education with a cutting edge competence in retail, health, logistics, supply chain management, sustainability, culture and creativity, tourism and hotels. Our courses are developed in collaboration with leading industry companies and organisations.

We are a department of internationally competitive and high-quality research in service studies. The department's teachers, professors and doctoral students contribute with research expertise from more than ten subject disciplines.

We are geographically situated at the dynamic Campus Helsingborg.

CONTACT

Programme webpage:

www.lunduniversity.lu.se/sm-tourism

Study Guidance:

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Lund University was founded in 1666 and is repeatedly ranked among the world's top universities. The University has around 47 000 students and 8 800 staff based in Lund, Helsingborg and Malmö. We are united in our efforts to understand, explain and improve our world and the human condition.

Learn more at www.lunduniversity.lu.se



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