



PIFIS

**University:** Budapest Metropolitan University

**Program:** MSc in Tourism Management

**Preparatory Price:** 5500€ in total

**Entry requirements to preparatory program:** English level: min. A1,  
Good high school grades

**MSc Description:** Budapest is one of the most exciting tourism destinations in the world and the number of international tourists, as well as students, is growing. As well as its beautiful heritage sites and Danube river views, the city is the only capital city in the world which has so many thermal baths or spas, it was nominated as City of Design by UNESCO Creative Cities Network, and the city offers a lively cultural scene and nightlife with its world-famous 'ruin bars'.

This program is for you if you are interested in different cultures and destinations, as well as travelling and languages. You are a creative thinker who is interested in undertaking project-based learning and applying your theoretical knowledge to real case studies. You have some interest in leading and managing destinations, attractions or employees in the tourism, cultural, creative or hospitality sectors.

Main topics of the program are: Economic Policy, Research Methodology, Managerial (Business) Economics, Cultural, Creative and Heritage Tourism, Marketing and Communication Management, Creative Experience Design, Tourism Legislation and Institutions, Strategic Management, Company Finance and Strategy, Tourism Destination Management, Creative Industries, Health Tourism, Wellness and Spas, Controlling Systems, Enterprise Decision Support Systems and Methods, Trends in Tourism Product Development, Heritage Management, Creative City Development, Sustainable Planning and Development.

**Entry requirements to MSc program:** Min. 605 points on the final TOEIC exam  
BA/BSc degree from relevant field