



MASTER OF ARTS (M.A.)

INTERNATIONAL TOURISM MANAGEMENT



business



english

FACULTY INTERNATIONAL BUSINESS

“I have enjoyed the variation of learning methods, practical work experience and case studies we had the opportunity to analyse.”

Michelle Ovits, Class of 2017-2019

CAREER PERSPECTIVES

The objectives of the programme are to develop tourism managers who can operate effectively in international and cross-cultural business environments. It is designed to enable students to define, investigate, analyse, evaluate and respond to tactical and strategic issues of concern to tourism and hospitality businesses in a variety of practical contexts within international tourism. Potential employers include private tourism companies, as well as public sector institutions and non-profit organisations that regulate and promote the tourism industry.

COURSE CONTENT

In the International Tourism Management master's programme you will learn how to

- › demonstrate a critical understanding of the principles and methods of operations appropriate to the tourism industry
- › develop the cognitive abilities of critical evaluation, analysis and synthesis
- › apply management skills relevant to the tourism sector
- › meet the challenges presented by a career in an international environment

COURSE FOCUS

Tourism is a highly dynamic, continuously expanding and developing phenomenon. Tourism therefore needs managing and activities in strategic planning, market research, e-commerce, project management and other specific management functions are becoming increasingly more significant. Furthermore, all these activities demand an international and intercultural approach if they are to be applied successfully. The master's programme in International Tourism Management prepares first-degree graduates for a successful career in this vibrant and dynamic sector.

COURSE OF STUDY (FULL TIME)



ADMISSION REQUIREMENTS

- › An excellent or good first degree in Business Studies or in a business-related discipline (210 ECTS credits and a German average grade of 2.5 or better or an equivalent international qualification)
- › At least 50 % of the Bachelor courses need to be related to business (Management, Economics, Finance, Controlling, Marketing)
- › High proficiency in English

SELECTION PROCEDURE

The following criteria will be taken into account:

- › Work experience, preferably in course-related areas
- › International experience – working, studying or living abroad
- › Proved interest in tourism, international business, intercultural studies and sustainability

START OF PROGRAMME

Winter term – September

Closing date for applications:

- › July 15th

Please note: Non-German first-degree applicants have to apply to “Studienkolleg Konstanz” first (application deadline: June 1st).

APPLICATION

You will find all information you need for your application at www.hs-heilbronn.de/master-application

ADVICE

Academic advice

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