

BACHELOR OF ARTS (B. A.)

TOURISM MANAGEMENT



business



german



english

FACULTY INTERNATIONAL BUSINESS

Studying tourism management means diving into one of the world's largest growth sectors with exciting management positions in a relatively crisis-proof field of work.

CAREER PERSPECTIVES

Our programme qualifies graduates as management specialists and to meet the executive needs of the tourism industry. Graduates are able to develop and implement innovative and sustainable tourism management concepts. Due to the high dynamics within the tourism industry, niche markets have repeatedly developed in recent years. Tourism managers work worldwide in tourism organizations, in tourism or hotel management, in sports-, health- or wellness tourism, as well as in the city marketing or in the event sector.

COURSE CONTENT

In the Tourism Management Bachelor programme, you will:

- › design, plan, implement, monitor and follow-up sustainable tourism concepts
- › be familiar with all topics of tourism, as well as specializations in business administration and cultural exchanges
- › have international communication through five linguistic and business elective areas (Arabic, Russian, French, Spanish, English)
- › collect experience in intercultural cooperation through a semester abroad

COURSE FOCUS

The Tourism Management degree programme offers a large number of excursions and industry-related projects and events. In addition, a semester abroad and numerous language options can easily be integrated into your programme. The main tourist areas are Destination Management, Travel Management, Tourism Marketing, Tourism Sustainability, Business Travel, Health Tourism, Event Management and Transport Management. In business administration we offer international majors such as Financial & Management Accounting, International Finance, Human Resource Management, International Management or International Marketing.

COURSE OF STUDY (FULL TIME)

ADMISSION
REQUIREMENTS

- › Advanced technical college entrance qualification, General higher education entrance qualification, subject-related higher education entrance qualification or
- › Corresponding professional qualification incl. Certificate for student guidance
- › Proficiency of German (at least level C1) and English (B2)

SELECTION PROCEDURE

The following criteria will be taken into account:

- › Average grade of university entrance qualification
- › Grades of Mathematics, German and the best-graded foreign language
- › Vocational training in a hotel, catering or tourism company as well as commercial training
- › International experience- working, studying or living abroad (min. 3 month)

START OF PROGRAMME

Winter and summer semester

Closing date for applications:

- › January 15th for summer semester
- › July 15th for winter semester

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/bachelor-application

ADVICE

Academic advice

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