

PROGRAMME OVERVIEW

Objectives:

- Acquisition of basic knowledge and methodologies
- Subsequent focus on a chosen area of special interest

Methods of instruction and assessment

- Lectures, problem-solving classes, projects and seminars
- Assessments carried out throughout the entire programme

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| Phase I studies | Semesters 1-3 | <ul style="list-style-type: none"> • Fundamentals of business administration and tourism management • Financial statements and cost accounting • Annual accounts and corporate taxation • Business informatics • Management in the tourism industry • Mathematics, statistics and market research • Microeconomics • Fundamentals of law • Business law • English • Soft skills / Academic methodologies and study skills <p>Compulsory electives</p> <ul style="list-style-type: none"> • French or Spanish |
| | | <ul style="list-style-type: none"> • Investment and financing • Business informatics 2 <ul style="list-style-type: none"> - Integrated business software (SAP) - Business process management • Information, communication and reservation systems • Macroeconomics • Economic and tourism policy • Foreign trade • International contract law and law for managers in the tourism industry • Cultural studies • English <p>Compulsory electives</p> <ul style="list-style-type: none"> • French or Spanish <p>Specialist subject areas</p> <ul style="list-style-type: none"> • Mobility & Leisure: <ul style="list-style-type: none"> - Mobility management - Tourist travel management - Sports, adventure and event management • Destination & Culture: <ul style="list-style-type: none"> - Destination management - Hotel management - Cultural management |
| <p>Students undertake twelve weeks of practical work experience abroad during their fifth semester (part of this period overlaps with the semester break). The Bachelor's thesis in the final year is to be written in a foreign language.</p> | | |

CONTACTS

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E-mail: wiji-sek@htw-saarland.de

Allocation of places / Application documents

Phone: +49 681 5867-115, -116 or -117
Fax: +49 681 5867-151
E-mail: stud-sek@htw-saarland.de
Office hours:
Mon, Tues, Thurs, Fri: 9 am – 11:30 am
Wed: 1:30 pm – 4 pm

Work placements

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Hochschule für
Technik und Wirtschaft
des Saarlandes
University of Applied Sciences



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Bachelor's degree
programme in

**International
Tourism Management**

BUSINESS SCHOOL



INTERNATIONAL TOURISM MANAGEMENT



Tourism is one of the most important service sectors of the future. The concepts of thinking globally and acting locally are shaping major economic and cultural changes around the world.

International tourism management is concerned with the structures and functions of companies active in the tourism industry. Particular attention is paid to the special nature of service provision and of marketing and sales in this sector of the service industry.

The courses and seminars in business administration are designed to provide students with the requisite knowledge and skills in all core areas of business administration including the neighbouring disciplines of general economics and law.

Students will also acquire a deeper understanding of the particular areas that define tourism management, enabling them to analyse the economic relationships in the tourist industry and to make appropriate business decisions.

In addition to gaining a solid understanding of the field, graduates from the programme have excellent methodological and soft skills and are thus well equipped to tackle a broad range of professional assignments within the tourism industry. Graduates from the Bachelor's degree programme are well prepared to meet the needs of an expanding global tourist market and the demands of a profession with a typically strong international focus.

BLENDING THEORY AND PRACTICE

The courses taught in the B.A. programme attach considerable importance to ensuring the continuous interaction of theoretical knowledge and its practical applications – an approach that is underpinned by the mandatory work placement phase.

WORK PLACEMENT ABROAD

Students spend a twelve-week period gaining work experience either at a company in the tourism sector or at one of our partner universities. Students can choose to study abroad for one or two semesters at one of our partner universities. In many cases students who successfully complete two semesters at a partner university abroad are eligible for a double-degree qualification.

LANGUAGE AND INTERCULTURAL SKILLS



The B.A. programme in international tourism management provides a solid grounding in foreign language training, soft skills and intercultural communication.

- In addition to German, students may be taught and examined in English, French and Spanish
- Work placement abroad
- Final-year Bachelor's thesis written in a foreign language
- Courses in soft skills and culture studies

LANGUAGE PROFICIENCY TEST

Applicants seeking to join one of HTW's international degree programmes must demonstrate proficiency in two foreign languages.

There are two main ways in which the foreign languages can be combined:

1. English is selected as the student's first foreign language, with French or Spanish as the second foreign language.

or:

2. French is chosen as the first foreign language and English as the second.

Students can demonstrate their proof of proficiency in a foreign language by submitting the results of a recognized, external language test (such as TOEFL, DE LE, DELF) or by passing the internal language assessment tests run by the Business School.

For more information on admission procedures and details about language requirements, including test dates, please visit:

http://www.htw-saarland.de/bewerber/downloads/antrag_zuteilung/spracherg.pdf.

If you have further questions, the staff at the Business School's main office would be pleased to help.

DURATION OF PROGRAMME AND DEGREE QUALIFICATION

The standard period of study to complete the B.A. programme is six semesters including the work placement phase. Graduates from the programme are awarded a Bachelor of Arts degree.



ADMISSION REQUIREMENTS

Detailed information on the admission requirements is available from our International Office.

International Office

Phone: +49 681 5867-605

E-mail: auslandsamt@htw-saarland.de

Students must also have completed a period of relevant pre-study practical training by no later than the start of their third semester. The practical training must last for a period of twelve weeks in total (excluding holidays) and must cover at least two of the following areas:

management in the tourism industry; economic and tourism policy; information, communication and reservation systems; mobility management; tourist travel management; sports, adventure and event management; destination management; hotel management; cultural management. For more information about pre-study practical training, please visit the website and click on the 'Admissions requirements' section.