

OVERVIEW

Degree

- Master of Arts (M.A.)

Duration of studies

- 3 semesters

Start

- Summer semester 2016

Background knowledge required

- Proficiency in English, since the language of instruction is English

Fee

- €52 social fee per semester. No tuition fees!

Campus

- European Campus Rottal-Inn, Pfarrkirchen, Germany

APPLICATION

Application Period

- mid-April to July 15th

Online Application

- www.th-deg.de/application

Deadline for Submitting Documents

- Proof of German University Entrance Qualification before July 27th

Notice of Acceptance or Rejection

- per post by mid-August

Registration / Matriculation

- per post by mid-August

Late Placement for Open Spaces

- via waiting list

Preparation Courses

- in September (www.th-deg.de/career)

Semester Start

- 01.10.

CONTACT

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Stand: 03.2015



MASTER
INTERNATIONAL TOURISM MANAGEMENT

DEGREE DESCRIPTION

International tourism generates billions of euros annually. This is still one of the fastest-growing industries. Depending upon whether it is business or pleasure, the hospitality and event management sectors also benefit from – and add to the experience of – international tourism, and are inextricably linked to it. Taking into account these associated areas only makes the overall sector more lucrative, and appealing.

The MA programme is intended for those who hold a degree or have appropriate industry experience thus offering them an opportunity to obtain higher level qualifications and grow professionally.

The interplay of the health industry and spas, health resorts, preventative and rehab centres, sport, recreation and culture are of special relevance to current academic programmes offered by the DIT as well as planned courses in the areas of tourism management, applied training sciences and in health and medical tourism.

CAREER PROSPECTS

The value added chain in tourism comprises a diverse range of products which must meet the highest standards of quality and safety, yet be affordable for the consumer. Thus, services in the industry take place within complex social processes with intercultural and multidisciplinary influences. Accordingly, there is a high demand for qualified specialists in the following areas:

- Upper management tasks with tourism providers (airlines, hotels, organisations, gastronomy, event agencies, recreation and sports industry, health and medical tourism, health resorts and spas, etc.)
- Product development in national and international booking and reservations agencies
- Consulting, publicity and coaching for destinations
- Scientific evaluation of tourism facilities and consumer flows

COURSE CONTENT

The structure and content of the Master's course "International Tourism Management" are designed to take advantage of the potential for innovation within the growing tourism sector through highly qualified students and graduates.

1. Sem.	International Tourism Management, International Tourism Management Law, Information Technology and Management Systems, Case Study Travel Technology, Accounting and Decision Making, Case Study Accounting and Decision Making, Human Capital Management, Case Study Human Capital Management, Evidence-based Management, Case Study Evidence-based Management
2. Sem.	Financial Analysis, Case Study Financial Analysis, Tourism Strategy and Hospitality Management, Case Study Tourism Strategy Management, Marketing Management, Case Study Marketing Management, Case Study International Destination Management, Global Distribution and Reservation Systems, Collaborative Systems and Social Networks
3. Sem.	Intercultural and Interdisciplinary Communication Seminar Master's Thesis

LEARNING OUTCOMES

The Master's course International Tourism Management should enable graduates of a bachelor or diploma programme to reinforce the insight they have gained thus far with management expertise and specialist knowledge in order to meet the interdisciplinary and multidisciplinary requirements of the modern-day, globalised tourism market. The programme is offered through the faculty of Applied Health Sciences. The course provides insight into the depth and breadth of the international tourism market.

Graduates should thus be able to independently and competently perform management tasks in the field of international tourism. In addition, particularly qualified students should gain the theoretical basis needed for a promotion or for work in academic fields.

FIELDS OF COMPETENCE

Module Group International Tourism Management

Management in tourism takes place within an internationally cross-linked context. The tourism "system" is shaped by legal requirements at the national and international level, union regulations, as well as increasing international standardisation. At the same time, service provision takes place in an urban or regional context, often with a high degree of specialisation.

Module Group Travel Technology

Today, the majority of processes in tourism are based on information and communications technology. In recent years, topics such as eTourism, Tourism 2.0 and Travel Technology have become an integral part of international trade fairs, including ITB Berlin. The scope of providers and software producers of computer booking and reservation systems ranges from the largest providers such as AMADEUS and SABRE to open-source solutions. Travel or booking apps and other mobile applications are in use world-wide.

Module Group Research and Methodology

Evidence-based management is based on the principle of empirically supported management decisions. Web-based booking systems, touristic websites and social networks in eTourism offer a vast quantity of data which can currently only be processed through modern data mining and data analysis technologies. This data forms the basis for management decisions in tourism.

Module Group Business Management

Tourism is a labour-intensive sector which requires multi-professional and intercultural cooperation. Human Capital Management is thus of special significance in tourism service provision and planning. Module Group Soft Skills due to the labour-intensive nature and the complex feedback systems formed between providers and users of tourism services, an understanding and evaluation of intercultural and interdisciplinary processes are of particular importance. Current research and knowledge in the fields of neuroscience and communications science play an important role here. In the seminar of this module group, current aspects of research can be examined and critically discussed.