

ATTRACTIVE PROGRAMMES.  
EXCELLENT PROSPECTS.

INTERNATIONAL TOURISM  
MANAGEMENT  
Master of Arts (MA)

HHN

HOCHSCHULE HEILBRONN  
HEILBRONN UNIVERSITY

ENGINEERING BUSINESS INFORMATICS

Accredited by  
ACQUIN

Campus Heilbronn





## Innovative Learning at the Leading Edge of International Business and Tourism Management

### PROSPECTS

**Tourism is a highly dynamic, continuously expanding and developing phenomenon.** It has experienced remarkable growth in recent years, and the tourism sector is nowadays one of the industries that generate the highest levels of employment. Moreover, the number of tourist arrivals as well as the receipts from international tourism are constantly rising.

**Tourism therefore needs managing.** Activities in strategic planning, market research, e-commerce, project management and other specific management functions are becoming more significant all the time. All these activities demand an international and intercultural approach. The Master Programme in International Tourism Management prepares first-degree graduates for a successful career in this vibrant and dynamic sector.

**“This course gives a detailed understanding of the international tourism business and its importance within the global economy with a focus on sustainability. The make-up of the course is truly international, giving its students the opportunity to mix with a diverse range of nationalities, thus allowing them to develop their intercultural competencies.”**

Prof. Dr. Hans-Dieter Ganter,  
Dean, European Tourism Management

#### OBJECTIVES

Tourism Management at Heilbronn University has a long tradition – the University has been offering academic programmes in Tourism Management since 1975.

The MA International Tourism Management is designed to **qualify first-degree graduates for management positions in globally operating tourism-related companies or organisations**. It is intended to equip future business leaders with the subject knowledge and the methodological, interpersonal and intercultural skills which will enable them to perform effectively and responsibly in a diverse environment. The programme provides students with a detailed understanding of the role of international tourism in its global context as well as expertise in tourism systems and strategies. Students develop appropriate analytical and managerial competencies, which will enable them to respond to strategic issues, as well as the capacity to stimulate change in response to current and future developments.

#### CAREER PROSPECTS

The tourism branch is an extremely diverse sector. As a result of its rapid growth, it offers excellent career prospects for MA International Tourism Management graduates. Job opportunities exist in a wide range of globally operating local, regional, national and international tourism organisations. Potential employers include the various **public sector institutions** and **non-profit organisations** that regulate and promote the tourism industry, as well as **private tourism companies** such as airlines, tour operators, hotels and hotel chains, or technical companies like internet booking engines, global distribution systems or other technical providers.

In addition, successful completion of the programme enables graduates to take up academic positions in the tourism industry.

#### PROFESSORS AND LECTURERS

The academic staff on the MA International Tourism Management programme is a multi-lingual and multi-disciplinary team who possesses unique individual competencies derived from their broad professional and educational backgrounds. **The lecturers are all respected researchers and practitioners with extensive international experience** who have spent considerable time working in industry and understand at first hand the challenges posed by the global business world. Many lecturers are involved in national and international research projects and publications.

In addition to the tenured faculty staff, the faculty regularly invites lecturers from its international partner institutions and external professionals from industry, trade and the service sector to contribute to the Master Programme.

“I was looking for a programme that would qualify me to pursue a PhD programme while at the same time allowing me to work on my research topic - E-commerce in Tourism. These two interests of mine were covered by the MA International Tourism Management within a fascinating and diverse programme which I successfully completed.”

Claudia Brözel, Graduate of the programme

#### Why study MA International Tourism Management?

- ▶ Lectures delivered entirely in English
- ▶ A clearly structured, time-efficient schedule (3 semesters, full-time programme)
- ▶ Multi-disciplinary content
- ▶ Innovative teaching and learning strategies
- ▶ A favourable student/lecturer ratio
- ▶ An international learning environment
- ▶ Located close to tourism companies
- ▶ Practical hands-on course assignments





## PROGRAMME STRUCTURE

The MA International Tourism Management comprises three major stages:

The programme starts with an **induction period**, during which the students assess their current level of subject knowledge by participating in a Business Simulation game. The **foundation stage** in semester 1 familiarizes them with the fundamental issues of International Tourism Studies as well as Business Management and its international aspects.

Semester 2 offers **advanced studies**. Taking a cross-disciplinary approach, this phase provides an opportunity to increase the participants' expertise in Business Management and Research Methodology. In addition, the students specialize in International Tourism Management by participating in a comprehensive tourism project.

Semester 3 is the **Master thesis stage** which requires in-depth research in the student's chosen area. Ideally, the thesis is based on real situations in international tourism companies or organisations.



### 3<sup>RD</sup> SEMESTER

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### 2<sup>ND</sup> SEMESTER

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### 1<sup>ST</sup> SEMESTER

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Teaching and learning on the Master Programme are based on three key components:

Students experience a period of **intensive independent studies**. This allows them to progress at a speed suited to their individual needs and to work on their own initiative in areas which are of interest and value to them. Some more specific objectives of this approach are:

- ▶ to introduce the students to the techniques of researching, organising and presenting the results of their work,
- ▶ to stimulate critical thinking and logical analysis,
- ▶ and to develop a sense of responsibility for attaining their goals.

The course content is founded on a sound theoretical basis and includes **experience-based and hands-on forms of learning** such as guided business simulations, case studies, project work and role plays.

A **tutorial support service** is offered for students on both an individual and a group basis.

## APPLIED RESEARCH

Research projects in the field of tourism are a permanent feature of the programme. The following projects are in progress: **“Rural Tourism – Trends and Issues. An International Comparative Study”**, **“Contexts in Tourism – Development of Tourism Education in the Netherlands, the UK and Germany”**. A project about **“Sustainable business models in e-commerce tourism”** is in the application phase. It is intended to carry out this project in cooperation with the leading online tourism organisation in Germany.

## TUITION FEE

A 500 Euro tuition fee is applied each semester at all public institutions of higher education in Baden-Württemberg. Additionally, 40 Euro will have to be paid for administration plus about 40 to 70 Euro are due for student social services each academic term.

## ENTRY REQUIREMENTS

- ▶ A **first degree in Business Studies** or in a business-related discipline.
- ▶ An **excellent** (awarded with distinction) or **good** (awarded with merit) European **degree** or an equivalent international qualification.
- ▶ **210 ECTS\* credits** or international equivalents. Applicants with 180 ECTS credits may obtain the missing 30 ECTS credits by attending additional courses in the Bachelor Programme.
- ▶ A **TOEFL or IELTS test** (score requirements: IELTS min. 6.0 in all categories, TOEFL ibt min. 79, cbt min. 213, pbt min. 550). Native speakers of English are exempt from this requirement.

Applicants who have been trained in course-related jobs or have successfully studied or worked abroad may receive bonus points that will facilitate their admission to the Master Programme.

\* European Credit Transfer System



## WHY STUDY AT HEILBRONN UNIVERSITY?



### **Heilbronn, a location of choice**

Heilbronn University is located in the heart of a bustling economic region at a convenient distance from the commercial and cultural hubs of Stuttgart, Mannheim and Heidelberg. Its three campuses in Heilbronn, Künzelsau und Schwäbisch Hall span the central Neckar region in which they embody the spirit of teaching, learning and research.

Formerly a School of Engineering, Heilbronn University has prospered and developed into one of the major Institutes of Higher Education in Baden-Württemberg, providing not only innovative research but also attractive academic study programmes which are aligned to the economic heartbeat of the country.

The university offers over 40 vocationally-oriented as well as knowledge-based Bachelor and Master courses to more than 6,000 students in the fields of Engineering, Business Studies and Information Technology.

### **A partner of commerce and industry**

The greater Heilbronn area is renowned for its successful companies, many of which support Heilbronn University.

In the past two decades, the close collaboration has engendered a series of future-focused, interdisciplinary study programmes which have been added to the traditionally region-specific courses of Heilbronn University so that it now qualifies its students for regional, national and international organisations.

### **International networks**

Heilbronn University has forged sustainable links with more than 100 reputable international universities enabling students to gain interpersonal and intercultural experience while improving their linguistic proficiency in a foreign language. Student mobility is further assisted by the university's International Office and by the academic coordinators of each faculty who advise students on the study programmes pursued abroad.

### **An excellent learning environment**

Heilbronn University has placed research and instruction at the heart of its activities while committing to creating optimal conditions for knowledge transfer and learning. More than 300 lecturers and members of staff ensure a learning environment in which the students can thrive and prove their academic mettle. This is enhanced by a favourable teacher-learner ratio which results, inter alia, in efficient teamwork and highly satisfactory learning outcomes. The modern language programme on offer comprises mandatory modules in Arabic, English and Russian as well as optional classes in Spanish, French, Italian and German as a foreign language.

### **A family-friendly place of study**

In order to support students with small children, Heilbronn University runs a day-care and crèche service which is available five days a week throughout the year.

For this reason, the university has repeatedly received the prestigious German award of "Family-focused institution of higher education".

## HEILBRONN: A CITY FOR STUDENTS



Heilbronn is a vibrant regional centre which enjoys a diverse cultural scene including concerts, theatre, cinema, literature readings, art exhibitions, and other cultural events.

Heilbronn city centre, with its newly designed pedestrian precinct, offers a great opportunity to enjoy leisurely walks and shopping expeditions. A large number of cafés, beer gardens, pubs and excellent restaurants invites visitors and locals to relax and enjoy their culinary delights.

Active students find a large number of clubs where they can pursue their favourite sports. Public parks and promenades along the river Neckar are ideally suited for walking, cycling and inline skating. Students can also keep fit in public swimming pools, on ice rinks and in climbing halls.

In other words, the name of Heilbronn stands for quality of life. Forests, vineyards and parks are characteristic of the town and its surroundings. Heilbronn is famous for its outstanding wines which can be sampled by visitors and locals alike in cosy rural wine taverns and at the annual local wine festivals.

Heilbronn has excellent rail and motorway connections providing swift access to the major cities of the area. Students also benefit from a low-cost regional travel card which covers the university's three campuses and the greater Heilbronn area.

Heilbronn forms part of Franconia, a German region which is steeped in history and cultural traditions.

The economic significance of Heilbronn-Franconia is impressive too. Local enterprises have produced many global brand leaders and export their innovative products to over 80 countries. Companies such as Audi, Bausparkasse Schwäbisch Hall, Berner, Bechtle, Bosch, Bürkert, ebm-pabst, Lidl & Schwarz, Mustang, Optima Stahl, Würth and Ziehl-Abegg, which have conquered the world's markets, have their roots in this region.

This inspiring entrepreneurial network, maintained and fostered by Heilbronn University, provides students and graduates with exciting international employment opportunities and career paths.

### **International Student Services**

Whenever possible, students are allocated a room in the university's student halls. All students have access to a constantly up-dated database listing furnished and reasonably-priced apartments which they can rent. Heilbronn University welcomes students who have special needs. They are given individual advice tailored to their needs on contacting the International Office.

In addition the following support is offered to students:

- ▶ free membership in faculty-based student organisations,
- ▶ detailed advice on handling residence permits and opening a personal bank account,
- ▶ guided tours to sites of particular interest,
- ▶ on-campus German classes,
- ▶ assistance in finding work placements and temporary jobs,
- ▶ preferential access to cultural events,
- ▶ access to university library services and the internet,
- ▶ information on the scholarships available to international students.

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## APPLICATION DOCUMENTS AND DEADLINES

The application form including a checklist specifying the required application documents is available as a download at [www.hs-heilbronn.de/mitm](http://www.hs-heilbronn.de/mitm) or by contacting the Master Programme Office. The programme starts each spring in mid-March. The **application deadline** is January 15<sup>th</sup>.

## CONTACT

**We would be glad to answer any questions you might have concerning the Master Programme or the application procedure by email, phone or during a personal consultation. Please do not hesitate to contact us.**

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