



Tourism Management



Our Offer

Munich is a touristic hot spot and close to the players in the industry. Whether you are interested in culture, the easygoing Bavarian lifestyle or in nature – the regional capital with its wide range of leisure activities is a place where you can feel relaxed and happy.

Our bachelor's degree programme in Tourism Management will qualify you for challenging positions in the tourism and service industries. Our aim is to provide you with the skills to master the daily management tasks involved in the exciting work of the tourism industry, to implement projects and solutions competently, and to fully utilise your expertise in the workplace.

Our bachelor's degree programme in Tourism Management provides you with the following:

- a solid grounding in the principles of business administration
- expertise specific to the tourism industry
- an understanding of methodology
- intercultural skills

In the tourism sector, the Department of Tourism at Munich University of Applied Sciences has the most extensive and widest-ranging teaching competence in the German-speaking countries, as well as diverse international relations and worldwide involvement in applied research. This means you have many opportunities to spend a semester abroad and can make use of close contacts to industry, e.g. within the scope of seminars, case studies, and thesis work.

Your Studies

The six semesters of classroom study within the bachelor's degree programme are structured around four thematic "pillars" that form the fundamental framework of the programme. These pillars are supplemented by a semester of practical training midway through the programme.

7	Business Administration Core Modules, Special Competences, Seminars, Bachelor thesis, Case Studies				
6	Destination Management	Tourism Management	Mobility Management	Hospitality Management	Digital Marketing and Management
5					
4	semester of practical training				
3					
2	Business Administration	Tourism and Economics	Intercultural Competence	Methods	
1					

The Bachelor's programme in Tourism Management offers students various degree options. You may choose a more specialised degree tailored to your personal interests and professional goals, or you may select a more general degree, an option that is increasingly in demand within the industry.

Academic Degree: **Bachelor of Arts, B.A.**

For detailed information on course content, visit www.tourismus.hm.edu/studium.

Your Future

The bachelor's degree programme qualifies you for positions in middle and senior management with the following types of employers:

- Tour operators and travel agents
- Organisations, associations, and governmental bodies related to tourism
- Tourism destinations
- Transport and mobility services (bus, rail)
- Air transportation companies (airlines, airports)
- Management of conventions, trade shows, and events
- Hotels and resorts
- Catering services
- Holiday and leisure centres
- Health resorts and spas
- Management consultancies
- Digital Marketing (hotels, tour operator, airlines, mobility services, tourism destinations)
- Other areas within the service sector

The bachelor's degree programme also provides the academic foundation and practical training for further study in a subsequent master's degree programme. Our three-semester master's degree programmes in both Tourism Management and Hospitality Management qualify you for challenging professional and managerial positions in the tourism industry.



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Application requirements

- Higher education entrance qualification valid in Bavaria (for more information, please visit the website www.hm.edu/bewerberinfo)
- Completed six-week preliminary work placement
- Excellent command of German and good English skills
- Basic knowledge of another foreign language (French or Spanish) is desirable
- Good grounding in mathematics and the ability to work with figures
- Understanding of business administration
- Interest in other countries and cultures
- Talent for organisation and planning
- Initiative, flexibility, and motivation to perform
- Willingness to participate actively in the classroom, group work, and field trips

More information on our admission requirements, such as restricted admission (numerus clausus) or preliminary work experience, is available on the website www.hm.edu/bachelor-bewerbung/.

Application

Students can begin the bachelor's degree programme either in the winter or summer semesters. **Registration** for the winter semester takes place from 2 May to 15 July of the current year and from 15 November to 15 January for the summer semester. The website www.hm.edu/bachelor-bewerbung/ provides more detailed information on the application process.

Information and Contact

Munich University of Applied Sciences

Lothstraße 34, 80335 München
www.hm.edu

Student Advising and Counseling Center
Lothstraße 34, 80335 München
Phone +49 (0)89 1265-1121

Enrolment Office
Lothstraße 34, 80335 München
Phone +49 (0)89 1265-5000

Department of Tourism

Schachenmeierstraße 35, 80636 München
Phone +49 (0)89 1265-2101
www.tourismus.hm.edu

Academic Advisors

Prof. Dr. Axel Gruner
axel.gruner@hm.edu
Phone +49 (0)89 1265-2131

Prof. Dr. Norbert Klassen
nobert.klassen@hm.edu
Phone +49 (0)89 1265-2136

**tourism
bachelor**
MADE IN MUNICH

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