



## Tourism Management - Bachelor of Arts -

### PROFESSIONAL ENVIRONMENT AND JOB PROSPECTS

After graduation from our degree course Tourism Management you will have a huge variety of possibilities in the medium and upscale management in the travel and leisure industries which would be barred for you without academic studies. Airlines, railways and other transport companies, event organisers, trade fair and congress companies, hotels, tourism destinations, tour operators, spas, wellness and health care companies, tourism business consultancies, theme parks and the media (journalism) are but the most important working areas in leisure industry which is still expanding at the moment.

### YOUR PROFILE

Your most essential characteristics are the ability to abstract and to acquaint yourself with scientific work methods, which will help you to recognise problems arising in practice and to solve them systematically. In addition you must be motivated to assume management and leadership tasks of your own. You should have a certain maturity, security, decisiveness, mental flexibility, and enjoy solving complex sets of problems and tasks at hand.

### HOW THE STUDIES ARE ORGANISED

The complete degree course lasts 7 semesters (3.5 years).

Semesters 1 to 3 are considered basic studies, they will give fundamental tourism competencies, knowledge of business management and a command of two foreign languages. In addition, you will be made familiar with legal and economic aspects.

In the advanced studies period (semesters 4 to 7) you will attend the core and specialisation modules essential for going professional.

It consists of three academic and one work placement semester which is scheduled for semester 4 and must be completed in a Tourism company.

Besides studying the core modules, you will customise your studies according to your needs and wishes by choosing electives from our catalogue, and by electing two out of six specialisation areas.

The selection of the specialisation area should be in line with the work placement semester and/or the area you want to work in the future.

Studies are topped off with a Bachelor thesis under the supervision of a full-time lecturer, which can be done at the university or in a company. Upon graduation you will receive the academic degree Bachelor of Arts (B.A.).

The work placement semester provides 18 weeks full-time work experience in company, either domestically or abroad, plus two weeks complementary lectures at the university. It offers the unique opportunity to get to know your future working area and, in many cases, your first employer after studies. If you have gathered a minimum of 12 months work experience in a business environment before, you may be exempt from serving the work placement semester.

An additional project (practice project or research project) besides the Bachelor thesis must be done in semester 7, providing a further element to test your team-working capabilities and practice orientation.

If you seek further qualification, our three-semester Master's degree programme "Innovations and Entrepreneurship in Tourism Management" will satisfy your needs.

## LIST OF STUDY MODULES

### Basic Studies (Semesters 1 to 3)

#### Semester 1

- Tourism Management I (part 1)
- English I
- French or Spanish I
- Service Management
- General Business Administration
- Financial Mathematics and Decision Calculation
- Macroeconomics
- Methodological Study Competencies

#### Semester 2

- Accountancy
- Financial Management
- Tourism Management II
- Marketing
- Business Law and Taxation
- Presentational Skills
- English II
- French or Spanish II

#### Semester 3

- Tourism Management III
- French or Spanish III
- Tourism Management III
- Applied Statistics and Data Mining
- Accountancy II (Financing and Controlling)
- Labour Law
- Intercultural Communication
- Human Resource Management
- English III

### Advanced Studies (Semesters 4 to 7)

#### Semester 4

- Work Placement semester
- Complementary lecture to work placement

#### Semester 5

- Deepening Module Language I (English, French or Spanish)
- Supplementary Module Tourism I (from separate list)
- Specialisation Area I (as listed in this leaflet)
- Information Management
- E-Tourism
- Controlling

#### Semester 6

- Deepening Module Language II (English, French or Spanish)
- Supplementary Module Tourism II (from separate list)
- Specialisation Area II (as listed in this leaflet)
- Business Simulation Game
- Strategic Management

#### Semester 7

- Supplementary Module III
- Tourism Law
- Practice and research project/Tourism projects
- Bachelor thesis
- Bachelor oral examination

#### Specialisation areas

(Each student must select two, 18 ECTS each)

- Destination Management
- International Resort and Hotel Management
- Transport Company Management
- Tour Operation Management
- Customer and Quality Management
- International Tourism Studies (in English)

## CONTACT

### International Relations Coordinators

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## IMPORTANT LINKS

(Information in English on our website)

[www.hs-kempten.de](http://www.hs-kempten.de) > INTERNATIONAL > click English flag (in the top left-hand corner)

Information for international exchange students

(> INTERNATIONAL > EXCHANGE STUDENTS / INCOMING)

Study programmes – short description in English

(> INTERNATIONAL > DOWNLOADS > Study Programmes)

Guests and Visitors at Kempten University

(> INTERNATIONAL > GUESTS AND VISITORS)

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**PLEASE NOTE** that, although this description is written in English, the study course is taught in German.