



**Jule**

Graduate, ITM (German)

## Why I did the ITM Master's course

The West Coast University of Applied Sciences is a relatively small but growing, family-friendly university in the middle of one of the most beautiful tourist regions in Germany. Whether it was to Büsum, St. Peter-Ording or Sylt – when the weather was fine, I had a lot of opportunities to enjoy my leisure time extensively with my fellow students.

## Small learning groups, strong practical relevance

I particularly liked the size of the course. In a small group you get to know each other personally and the seminars take place in a relaxed, cosy atmosphere. I found that the structure of the course made a lot of sense. At the beginning they prepare you well for writing the Master's thesis with modules like methodology or work techniques. In case study seminars, we had the opportunity to work together with practical partners. This enabled us to apply the methods and theoretical contents that we had learnt in the seminars in practice. We carried out an empirical research project together with a partner university from South Africa and were thus able to get to know the local nature and culture. With the Master's study programme, I considerably expanded my knowledge from the Bachelor's programme and built up solid foundations in the sought after fields of digitisation and sustainability. Through the cooperation with our practical partners, I was able to gain my first practical experience and feel optimally prepared to start my career.

## Studying at the FH Westküste

Personal, modern, practical - this is what our university stands for. At the FH Westküste, you study in small groups which makes asking individual questions and progress possible. Our lecturers know their students by name and take the time to help them, even outside of the lectures. We are proud that most of our students graduate in the standard study period.

## We will advise you personally:

### Student Advisory Service:

Telephone: +49 (0) 481 8555-141

Telephone: +49 (0) 481 8555-133

Telefax: +49 (0) 481 8555-555

beratung@fh-westkueste.de

### ITM Office:

Telephone: +49 (0) 481 8555-582

itm@fh-westkueste.de

en.fh-westkueste.de/itm-master/

## Everything at a glance:

### Admission requirements:

Bachelor or Diplom in Tourism Management or in a related field with at least 180 ECTS (min. GPA of 2.5)

### Application period:

30 April - 15 July (German language Master's programme)

15 November - 15 January (English language Master's programme)

### Course Duration:

4 semesters

### Semester fee:

€75.00

### Degree:

Master of Arts

### Visit us at :



## West Coast University of Applied Sciences ·

Economics and Technology · Fritz-Thiedemann-Ring 20 · 25746 Heide · en.fh-westkueste.de

Master of Arts (M.A.)

# International Tourism Management



Expanding  
horizons



## Course Contents

The Master's programme in International Tourism Management combines and expands upon the competence areas of tourism, management and methodology with an international focus. These fields are paired with strong practical links through case studies and the Master's thesis. In this way you will be optimally prepared for management positions in the international tourism labour market. You are free to choose whether you want to study the Master's programme in German (start of the winter semester) or in English (start of the summer semester).

A Master's programme provides the opportunity to specialise in a specific field. This increases your chances to stand out from the broad mass of university graduates on the job market, to do a doctoral thesis or to pursue a scientific activity. During the Master's programme, there is the possibility of spending a semester abroad at a partner university in order to strengthen your international qualifications. With us, you have the option of writing your Master's thesis with not only a theoretical basis but also with a practical foundation through partnering with a company.

### Possible fields of activity

#### with a Master of Arts

- Junior Consultant · Business Analyst · Business Development at an international Level · International Project Management · Project Collaboration in Institutes · Tourism Research



## Practical Contents / Industry

The contents of the modules of the Master's programme are oriented towards the most recent topics in the field. Initial practical experience can be gained in empirical research projects. These are sometimes carried out with practical partners or in cooperation with one of international partner universities.

Usually, business plans are drawn up in the module "Entrepreneurship". With the support of the lecturer, you have the opportunity to test your skills in self-employment and to learn the basics of starting a business.

In the company case studies, the theoretical contents of the course are translated into practical projects in cooperation with, for example, companies from the region. The West Coast University of Applied Sciences cooperates with several hotels, including some in St. Peter-Ording and Hamburg, with various tourism organisations, and even with e.g. the ADAC e.V.

## Formalities Check for your residence in Germany



- VISA
- Accommodation
- Health Insurance e.g.

More information will be on this website:  
<https://en.fh-westkueste.de/international/incoming-students/>

## Structure of the Master's Degree:

1

### Wintersemester

- Current Issues in International Tourism Management
- Intercultural Management
- Digitalisation in the Context of International Business Management
- Quantitative and Qualitative Research Methods
- Theories and Methods of Tourism Sciences

2

### Summersemester

- International Tourism Marketing
- Regional and Global Sustainable Management in Tourism
- Leadership
- Entrepreneurship & Planning and Management of International Projects
- Seminar on Corporate Case Studies I
- Empirical Research Project I

3

### Wintersemester

- Tourism Politics and International Planning and Governance
- Selected Aspects of Tourism
- Management Accounting
- Network and Cooperation Management
- Optional Modul:
  - Seminar on Corporate Case Studies II OR
  - Empirical Research Project II

4

### Summersemester

- Master seminar, colloquium and Masterthesis

## Master of Arts (M.A.)

