

OVERVIEW

Degree

- Bachelor of Arts (B.A.)

Duration

- 7 semesters (3.5 years)

Semester start

- Wintersemester, 01 October

Admission requirements

- University entrance qualification
- English level B2
- German level B2 (must be proven by a certificate by the end of the 4th semester)

Further qualifications

- Master International Tourism Development
- Master of Strategic and International Management

Course language

- Englisch

Study Location

- European Campus Rottal-Inn, Pfarrkirchen

APPLICATION

Application period

- 15 April - 15 July

Online application

- In the Primuss portal at www.th-deg.de/en/apply

Deadline for submitting documents

- Proof of university entrance qualification before 27 July

Notice of acceptance or denial

- in the Primuss portal until mid August

Enrolment

- You will find information on this in the admission notice

Late placement for open places

- Via waiting list

Prep courses

- In September www.th-deg.de/prep-courses (no obligation)

STUDY LOCATION

European Campus Rottal-Inn

Max-Breiherr-Strasse 32
84347 Pfarrkirchen, Germany
www.th-deg.de/ecri



CONTACT

Are you interested in this International Tourism Management/ Health & Medical Tourism bachelor degree and would like to find out more?

Enquiries about the course

- 🌐 www.th-deg.de/itm-b-en

General enquiries about studying at DIT

- ✉ welcome@th-deg.de
- 🌐 th-deg.de/en/study-with-us/info-for-internationals



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BACHELOR INTERNATIONAL TOURISM MANAGEMENT/HEALTH & MEDICAL TOURISM



DEGREE DESCRIPTION

Here are a few reasons for studying **International Tourism Management/Health & Medical Tourism**:

- High level of internationality in the course
 - Multi-cultural learning environment
 - Course language English
 - Comprehensive language
 - Studying abroad is possible in the 3rd semester (e.g. at one of our 195 partner universities all across the globe)
 - 18-week internship (as a block in the 5th semester or freely selectable over the course of studying)
 - Internationally oriented course content
- Close practice-orientation by projects, case studies, excursions and guest lectures by people from the industry
- Tourism lab for students' research projects
- Imparting of content by experts from the health and tourism industry
- Competence-oriented and varied exams (such as research papers and presentations)
- Outstanding career prospects due to the growing health and tourism industries

CAREER PERSPECTIVES

The programme offers a highly diversified and qualified training, which enables its graduates to work in a broad range of areas in the tourism and health industries. They will be capable of carrying out sophisticated work in day-to-day business, competently implement projects and will bring expert knowledge to the table. Furthermore, graduates can take on leading positions in smaller firms as well as various management positions in companies in the health and tourism branches.

- Hotels
- Wellness facility management
- Clinics
- Organisations
- Assistances
- International health agents
- Travel agencies
- Airlines
- Research
- eTourism

COURSE CONTENT

1. Sem.	Foreign Language I, Personal & Scientific Development, Applied Statistics & Data Analysis, Fundamentals of Business Administration, Economy & Society, Fundamentals of Tourism Management
2. Sem.	Foreign Language II, Compulsory Elective Subjects of a General Academic Nature I (AWP I), Accounting and Controlling, Marketing Principles, Quantitative and Qualitative Research, Medical Basics for Health Tourism Professionals, Legal Aspects of Tourism
3. Sem.	Foreign Language III, Compliance, Process & Quality Management, Digital & Services Marketing, Strategic Management & Leadership, Hospitality Management, Project Management
4. Sem.	Foreign Language IV, Compulsory Elective Subjects of a General Academic Nature II (AWP II), Intercultural Management, Innovation, Product Development and Service Design, Tourism Geography & Tourism Planning, Medical Wellness & Spa Management, Health Care Management and Health Provision
5. Sem.	Internship (18 weeks) Block Seminar to accompany the internship (PLV) 1, Block Seminar to accompany the internship (PLV) 2
6. Sem.	Bachelor Thesis Tutorial (Scientific Workshop), Nature-based and Sports Tourism Management, Entrepreneurship, Contemporary Issues in International Health Tourism, Destination Management (German), Tour Operator Management
7. Sem.	Transport and Mobility Management, Urban and Cultural Tourism, Ethics and Sustainability in International Tourism, Applied Destination Management (German) Bachelor Thesis

COURSE AIM

The main criteria for the course are topicality, employability and attractiveness.

Topicality

Together with partners from the industry, the course teaches up-to-date knowledge and current topics.

Employability

The course is aimed at providing graduates with attractive national and international job perspectives. Course content is compared to programmes at international universities and universities of applied sciences. The course teaches key competencies that are relevant on an international job market, such as languages, digitalisation, intercultural skills, ethics, sustainability and entrepreneurship.

Attractiveness

The success of the students in their studies also depends on the selection of subjects, modules, content and the kind of examination. The course offers various means of teaching while staying relevant and focusing on employability.

