

General information about the study program International Tourism Management (ITM) at the University of Applied Sciences (htw saar) in Saarbruecken, Germany

The study program “International Tourism Management” (ITM) provides a comprehensive basis for a successful career in all relevant aspects of business administration, including related fields such as Political Economy and Law. Additionally, specific elements of tourism management are emphasized in order to nurture the students’ ability to analyze and oversee economical interrelations through the use of the acquired methods and tools. After our program, the students should be capable of working independently in the different sectors of the tourism industry.

The ITM primes our students with a combination of professional, methodical and social skills making them qualified for the demands of a growing international tourism market and for an eventual professional career in a foreign country. The intercultural and linguistic competence of our students can be especially useful for service business operating internationally.

Internship requirements for International Tourism Management students

The theoretical foundation along with the practical orientation of our program allows the placement of our students in all business fields without limitation to a specific branch. However, service businesses, especially in the tourism and leisure sector, offer them special advantages. During the internship, the students should be mostly entrusted with tasks related to our study program’s content. Depending on the major field of study, several options are applicable:

Areas:

- Cultural Management
- Destination Management
- Hotel Management
- Information Management and Travel Technology
- Leisure, Sports, Adventure Management
- MICE Management
- Mobility Management
- Sociology and Psychology of Tourism
- Tour Operation Management
- Tourism Management

Functions:

- Finance and Controlling
- Goods and Services
- Human Resource Management
- Information Management
- Process and Quality Management
- Purchasing and Marketing

The mandatory internship aims at giving the students the opportunity to gain insights into the real world of tourism and different areas of business administration. The internship should produce a spectrum of interesting and practical experiences, preparing the students for their future professional life. Therefore, the students should be able to perform and/or solve tasks independently in a range of areas of our study program. The total duration of the professional internship should be, at least, 12 weeks (excluding holidays).

Prof. Dr. Achim Schröder
Director International Tourism Management study programme

Coordinator:
Bianca Bousonville
bianca.bousonville@htw-saarland.de