



General information about the program of study International Tourism Management at the University of Applied Sciences (HTW) in Saarbrücken, Germany

The broadly based study International Tourism Management (ITM) provides our students the necessary knowledge and skills needed for a career in all relevant aspects of business administration, including related fields such as Political Economy or Law.

Additionally, specific elements of tourism management are emphasized in order to train the ability to analyze and oversee economical interrelations using the acquired methods and instruments.

After our program, the students should be capable of working independently in the different fields of the tourism industry. Together with effective professional, methodical and social skills, they are well prepared for the demands of a growing international tourism market and for an eventual professional activity in a foreign country.

The intercultural and linguistic competence of our students can be specially useful for service enterprises operating internationally.

Internship requirements for International Tourism Management students

The broad basis and practical orientation of our program allows the placement of our students in all business fields with no limitation to a specific branch. However, service enterprises, especially in the tourism and leisure sector offer them special advantages.

During the internship, the students should be mostly consigned to tasks related to our training contents. Depending on the major field of study, several options in content and function are applicable:

Contents:

- tourism management
- mobility management and tour operating
- sport-, adventure- and eventmanagement
- information, communications- and reservationmanagement
- hotel- and resort management
- destination management and culture administration

Functions:

- purchasing and marketing
- goods and services
- process and quality management
- human resources management
- finance and controlling
- information management (commercial information technology)

During the internship, the students should mainly solve tasks independently, which at least partly consider our study contents. Furthermore, it is desirable that the students get in touch with different fields of work, whereas the actual focus should be discussed in detail. The total duration of the professional internship is at least 3 months (not including holidays).

Prof. Dr. Ralf Rockenbauch

Betriebswirtschaft und Management Tourismuswirtschaft / Business Administration and International Tourism Management
-Studiengangsleiter Internationales Tourismus-Management / Head of International Tourism Management-

Coordinator:

Bianca Bousonville

bianca.bousonville@htw-saarland.de

Hauptanschrift:

Goebenstr. 40
66117 Saarbrücken
Telefon: (0681) 58 67-0
Telefax: (0681) 58 67-123

Bereich Waldhausweg:

Waldhausweg 14
66123 Saarbrücken
Telefon: (0681) 58 67-0
Telefax: (0681) 58 67-507