



## Why study “International Tourism Management” (ITM) M.A. with us?

You already hold a degree in tourism or a degree in any neighbouring disciplines while having a sufficient amount of tourist related work experience and are planning to continue your academic journey? You would like to specialize and improve your chances on the (international) touristic job market and still want to do practical work that will give you optimal career orientation? Then you are the perfect candidate to take on our English-taught Master’s program in International Tourism Management at the FH Westküste University of Applied Sciences.

Tourism is a diverse and international industry. The ITM Master’s program allows you to specialize in this field, stand out from the crowd of Bachelor’s graduates, sharpen your existing skills and deepen the key qualifications from your previous Bachelor’s degree to create unforgettable leisure and vacation experiences for your customers at home and abroad and take on management positions later in your career. Our Master’s degree also allows you to pursue a doctorate/PhD or work in an academic field.

The Master’s program in International Tourism Management offers in-depth and practical education, particularly in the areas of tourism, management and methodological skills. You will learn important key skills to master the varied and exciting tasks in tourism management. Current content and practical projects in collaboration with our cooperation partners will enable you to apply and deepen your knowledge in practice. Entrepreneurship, digitalization and sustainability are also integral components of the degree course to prepare you for the topics of the future in tourism.

## Do you have any questions?

**Student Advisory Service:** Telephone: +49 (0) 481 8555-141  
Telephone: +49 (0) 481 8555-133  
beratung@fh-westkueste.de

**ITM Office:** Telephone: +49 (0) 481 8555-582  
itm@fh-westkueste.de

## Everything at a glance:

**Admission requirements:** Bachelor or Diploma in Tourism Management or in a related field with at least 180 ECTS (min. GPA of 2.5); English B2 level; aptitude test; more information on our website

**Application period:** 30 April – 15 July

**Start of Master’s program** winter semester

**Language of instruction:** English

**Course duration:** 4 semesters

**Semester fee:** €91.00

**Degree:** Master of Arts

Visit us at :



**FH Westküste University of Applied Sciences**  
Fritz-Thiedemann-Ring 20 · 25746 Heide  
en.fh-westkueste.de



Expanding horizons

## International Tourism Management Master of Arts (M.A.)



## Why the FH Westküste University of Applied Sciences?

The FH Westküste University of Applied Sciences is young, modern and places a lot of value on its personal, family-oriented atmosphere. A short distance from Hamburg, beautifully situated between the North Sea and the Baltic Sea, lies Heide, home to our institution.

Expanding horizons is our motto and we invite you to do so at one of our two faculties: In the Faculty of Business Studies and the Faculty of Technology you can complete a well-founded and multifaceted education in form of a Bachelor’s or Master’s degree and help to explore and shape global phenomena such as the energy transition and digitalization: The transformation takes place around your place of study and in the seminars. Our collaborative teaching and learning environment is a defining feature of the way we work together. As a result, our students and staff form a tightly knit network on campus.

Another special feature is our focus on sustainability. We strive to be a driver of progress: FH Westküste has set itself the goal of becoming the most sustainable University in Schleswig-Holstein. We would be delighted if you would like to join us on this path.

If you would like to study in a coastal and holiday-oriented setting, you’ve come to the right place. Whether kiting, beach bar or airing your head on the beach: It’s never far to the sea and you’ll be studying in one of Germany’s most popular destinations.

## Structure of the Master's Degree:

1

### Winter semester

Current Topics in Tourism; Aspects of Tourist Behaviour; Intercultural Management; Management Accounting; Scientific Writing; Quantitative & Qualitative Research Methods

2

### Summer semester

Destination Development; International Perspectives and Cooperation in Tourism; Digital Transformation in Tourism; Sustainability Management & Communication; Innovation Management & Entrepreneurship; Case Study I

3

### Winter semester

Crisis Management & Resilience; Selected Aspects in Tourism; Strategic Management; Leadership; Critical Thinking; Case Study II

4

### Summer semester

Master Seminar, Colloquium, Master Thesis

.... **Master of Arts (M.A.)**



## International and practical orientation

The Master's program is taught in English and is characterized by a high degree of internationality. Students from many different countries choose to complete their Master's degree with us. This diversity allows you to expand your intercultural skills as part of your studies. During your Master's degree, you have the opportunity to spend a semester at a partner university abroad to further strengthen your international qualifications. Our large network of partner universities is at your disposal.

Connections to the economy are important to us. Specific projects with companies and empirical work are implemented in the case studies. You can write your thesis not only theoretically, but also practically applied at one of our many external practice partners.

### Possible fields of activity

#### with a Master of Arts

- Junior Consultant · Business Analyst ·
- Business Development at an international Level
- Tourism Research and Education · International Project Management · Project Collaboration in Institutes · Higher Management in (international) Tourism Companies and Universities ·
- PhD and doctorate



## German Institute for Tourism Research

The German Institute for Tourism Research (DI Tourismusforschung) is the largest in-institute in tourism at a German university in terms of the number of employees. In its research, the DI Tourismusforschung focuses on (1) travel behaviour, (2) the impact of travel on society, ecology and the economy, and on (3) strategic development options in destinations and institutions.

The institute promotes future professionals: Discussion and solution approaches of tourism issues are directly integrated into the teaching at the FH Westküste University of Applied Sciences. Thus, the students learn on a high scientific level using current and real examples and the DI Tourismusforschung will bring exciting research projects into the classroom for you to work on. In addition to the assignment of topics for term papers, Bachelor's or Master's theses by the institute, research projects are also regularly integrated into teaching and supported by students. The promotion of dissertation projects gives young academics an additional boost.

## Information for international applicants

Information for international applicants regarding residence in Germany (visa, accommodation, health insurance etc.) can be found on this website:



## Interview with our student of ITM, Kim

### Why did I choose the FH Westküste University of Applied Sciences?

I chose to apply at FH Westküste University of Applied Sciences due to its program's focus on sustainable tourism, an area of significant demand in my home country. During the application process for the program, I was very well supported by the staff at the university, which is very important for me as an international student.

### It's not just about learning, it's also about having new experiences!

This Master's program helps me to expand my horizons, acquire new information and consolidate the knowledge I gained during my Bachelor's degree. I have the opportunity to implement the knowledge I gained from theory to small-scale projects, e.g. in the development of advertising strategies and business plans for start-ups. I have direct contact with tourist organizations to carry out empirical research on their behalf. We students are welcome to participate in a variety of monthly activities organized by the student club and the International Office. Alongside receiving assistance with administrative procedures, I have made new friends and discovered a lot about German culture and life. I also went with my friends to nearby places in the region, for example to St. Peter-Ording, Sylt Island, and Lübeck. For me, learning at university is about more than just gaining knowledge; it's also about experiencing life outside of the ordinary.

