



IN BRIEF

Characteristics: Study programme of general business management combined with a subject-specific knowledge of the leisure and tourism industry as well as the hotel and catering sector

Course Begin: Oktober 1st every year

Regular Study Duration: 3 years (6 semesters alternating 12 weeks of theory with 12 weeks of practice)

Degree: Bachelor of Arts (B.A.)

ECTS: 210 CP

Enrolment: Prerequisite is a valid university entrance qualification according to § 58 Landeshochschulgesetz (LHG). Applicants with foreign educational certificates must prove in advance the equivalence with the German certificates. Sufficient knowledge of German is a necessary precondition for enrolment. Prospective students need to prove a German language level of B2 (minimum) or C1 (desired).

More information and application deadlines at dhbw-loerrach.de/zulassung

Application: Directly with the partner companies (official dual partner companies)

List of existing dual partners at: dhbw-loerrach.de/ausbildungspartner

Payment: For entire 3 year study period by the dual partner

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MORE INFORMATION ONLINE AT
dhbw-loerrach.de/tourismus

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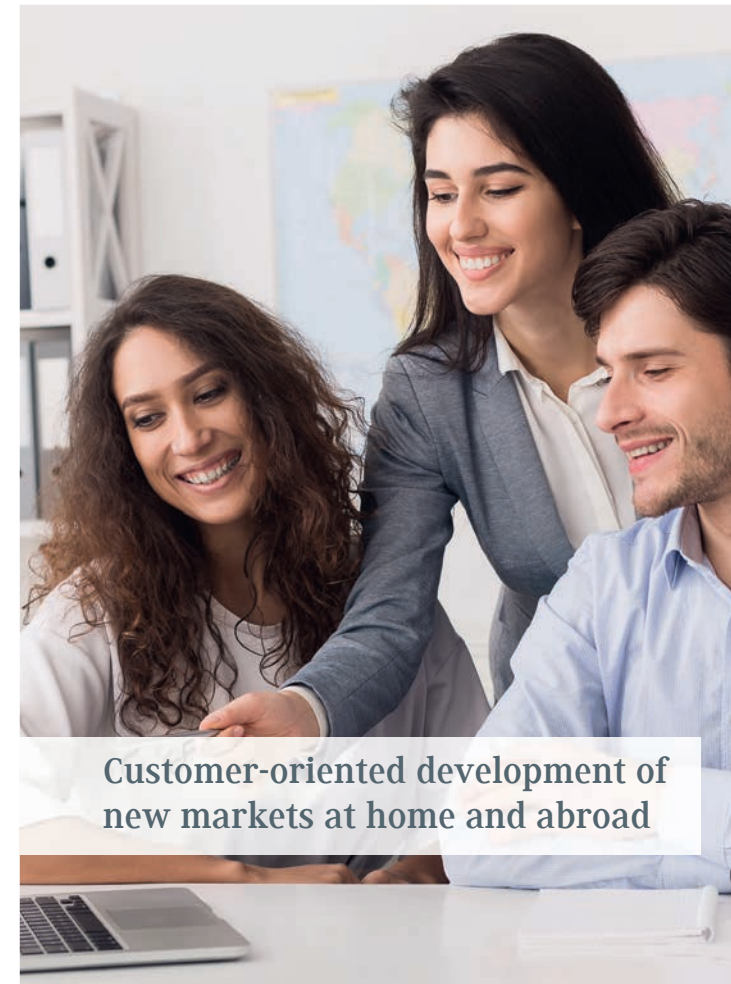
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TOURISM MANAGEMENT

Bachelor of Arts (B. A.)



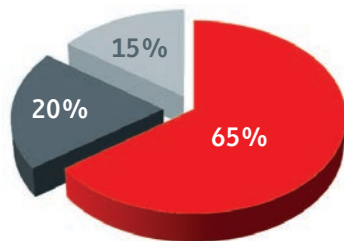
**Customer-oriented development of
new markets at home and abroad**



TOURISM MANAGEMENT

The leisure and tourism industry is one of the key driving forces in the global economy. The industry is currently undergoing rapid changes: globalization, the merging of markets, stronger regional and international competition, as well as changes in leisure habits are just some of the challenges facing the sector.

MAJOR FIELDS OF STUDY



- **Business content**
 (i.e. Business Administration, Economics, Law, Accounting)
- **Tourism-specific content**
 (i.e. Destination Management, Tourism Market Research, e-Tourism, Intercultural Communication)
- **Key Competencies**
 (i.e. Languages, Internationalisation, Social and Methodological Competencies)

COURSE CONTENT AND PROFILE

The degree program Business Management, Hospitality and Gastronomy uniquely combines a classical business management degree with industry-specific training. The students are optimally prepared for the multifaceted requirements of the tourism and leisure industry.

During the 3 years of study, the students alternate between three months of theory at the DHBW Lörrach and three months of on the job training in their companies.

In addition, there are multiple opportunities for study abroad periods (for example at the University of California, Santa Barbara). Students also have the opportunity to work on challenging practical projects, including:

- The „Virtual Destination“ project in cooperation with tour operators and internet agencies
- Consulting and customer satisfaction studies for the leisure region Lenzerheide (Switzerland)
- Mystery Checks (hidden tests) for the holiday region Leukerbad (Valais, Switzerland)
- Tourism concepts for the Turkish twin town Edirne as well as the German towns of Lörrach and Ortenau
- Eyetracking projects and research for tour operators and destination management organisations
- Sustainable tourism projects in Sub-Saharan Africa (South Africa, Mozambique, Ghana, Namibia, Zimbabwe)

CAREER PROSPECTS

The tourism industry is growing continuously and requires qualified specialists in Germany and abroad. The steadily growing number of students, and the high retention rates of our students after their studies at the partner companies, underline the excellent academic standards at the DHBW Lörrach.

After graduation, the graduates will be able to take on leadership positions in the vibrant tourism industry as well as to develop innovative tourism concepts and creative solutions. They are open and sensitive to other cultures.

Johannes Germann, Graduate



In comparison to other universities, the classes are smaller at the DHBW Lörrach. Everything is more personal, more straightforward and with a high praxis relevance. My career prospects are very good. This study program was definitely the right choice for me.

The completed degree enables admission to Master's programs. In addition, the graduates have a broad range of career opportunities in a variety of industries, including:

- Destination Management
- Service providers in the leisure and tourism industry
- Event, conference and trade show organizers
- Airlines
- Recreational facilities
- Tourist information and visitor centers
- Hotels and restaurants
- Spas and resorts
- Travel agencies and tour operators
- Tourist transport companies