

## OVERVIEW

### Degree

- Master of Arts (M.A.)

### Duration

- 3 Semester

### Semester start

- Summer semester, 15 March

### Admission requirements

- Successful graduation (with 210 ECTS points) in Business Administration, International Management, Tourism Management or similar study course
- Language requirements English: B2
- Language requirements German: A1 must be achieved over the course of studying
- Passed eligibility test (further information can be found at [www.th-deg.de/itd-m-en#factsheet](http://www.th-deg.de/itd-m-en#factsheet))

### Study Location

- Pfarrkirchen; course language: english

## APPLICATION

### Application period

 [th-deg.de/deadlines-m](http://th-deg.de/deadlines-m)

### Online application

- In the Primuss portal at [www.th-deg.de/en/apply](http://www.th-deg.de/en/apply)

### Notice of acceptance or denial


- in the Primuss portal until mid February

### Enrolment

- You will find information on this in the admission notice

## STUDY LOCATION

European Campus Rottal-Inn  
Max-Breiherr-Strasse 32  
84347 Pfarrkirchen  
Germany


 [www.th-deg.de/ecri-en](http://www.th-deg.de/ecri-en)




## CONTACT


You are interested in the Master course International Tourism Development and would like to know more about it?

### Enquiries about the course

 [www.th-deg.de/itd-m-en](http://www.th-deg.de/itd-m-en)





### General enquiries about studying at DIT

 [welcome@th-deg.de](mailto:welcome@th-deg.de)

 [www.th-deg.de/en/study-with-us/info-for-internationals](http://www.th-deg.de/en/study-with-us/info-for-internationals)



Technische Hochschule Deggendorf/  
Deggendorf Institute of Technology  
Dieter-Görlitz-Platz 1  
94469 Deggendorf, Germany  
Tel. +49 (0)991 3615-0  
Fax +49 (0)991 3615-297  
[info@th-deg.de](mailto:info@th-deg.de)  
[www.th-deg.de/en](http://www.th-deg.de/en)

 /HochschuleDeggendorf  
 /th\_deggendorf  
 /TH\_Deggendorf  
 /THDeggendorf



© 01.2024 | DIT Marketing

[www.th-deg.de/itd-m-en](http://www.th-deg.de/itd-m-en)

pioneering & vibrant

TECHNISCHE  
HOCHSCHULE  
DEGGENDORF



Master  
**INTERNATIONAL  
TOURISM DEVELOPMENT**

pioneering & vibrant

## DEGREE DESCRIPTION

International tourism and associated areas such as hospitality and event management plus cross-sector industries such as spas, prevention centres, rehabilitation clinics, sports and recreation facilities, culture and leisure centres sectors, generate billions of euros annually. The whole sector is a vastly expanding, lucrative and appealing area in which to build your career.

As a student on this course, you will deepen your knowledge in the modern-day, globalised tourism market and become an expert in the following current global tourism trends:

- Health and wellness tourism regarding demographic change and rising health consciousness
- Continued globalization and urbanization of destination package deals
- The development of new international destinations
- Increased digitization in the industry through online booking engines
- Increased customization including “dynamic packaging”
- Social networks as a communication base for marketing and travel destination reviews
- Trends towards ecological, green tourism

## CAREER PERSPECTIVES

As a master level graduate in this area and/or a qualified and experienced tourism professional, this postgraduate degree offers you the opportunity to obtain a higher level qualification and develop professionally.

**With this master qualification, you would be in high demand for:**

- Upper management positions with tourism providers
- Product development in national and international booking and reservations agencies
- Consulting, publicity and coaching for destinations
- Scientific evaluation of tourism facilities and consumer flows

In addition, particularly ambitious graduates will have the theoretical basis needed for a Ph.D.

## COURSE CONTENT

The following structure and content is designed to take advantage of the potential for innovation within the growing tourism sector.

|         |   |
|---------|---|
| 1. Sem. | <ul style="list-style-type: none"><li>• Customer Experience Management</li><li>• Current Issues in Business Administration</li><li>• Managerial Accounting</li><li>• Intercultural and Interdisciplinary Management</li><li>• Global and Regional Sustainable Tourism Development</li><li>• Quantitative and Qualitative Research Methods I,</li><li>• Elective subjects of a general academic nature I</li></ul>                           |
| 2. Sem. | <ul style="list-style-type: none"><li>• Applied Customer Experience Management</li><li>• Quantitative and Qualitative Research Methods II</li><li>• Master Thesis Tutorial (scientific workshop)</li><li>• Entrepreneurship and Business Development</li><li>• Digital Marketing and Social Media in Tourism</li><li>• Elective subjects of a general academic nature II</li><li>• Specialized mandatory elective module II (FWP)</li></ul> |
| 3. Sem. | <ul style="list-style-type: none"><li>• Destination Development and Marketing</li><li>• Specialized Mandatory Elective Module II (FWP)</li><li>• <b>Master Thesis</b></li></ul>   |

All lectures and exams are conducted in English, therefore fluent English skills are crucial for all students.

## COURSE STRUCTURE

During this course, all aspects of the modern, globalised tourism market are covered in four main modules:

### International Tourism Management

The tourism “system” is shaped by legal requirements at the national and international level, union regulations, as well as increasing international standardisation. At the same time, service provision takes places in an urban or regional context, often with a high degree of specialisation.

### Empirical Research Methods

Web-based booking systems, touristic websites and social networks in eTourism offer a vast quantity of data which can currently only be processed through modern data mining and data analysis technologies. This data forms the basis for management decisions in tourism.

### Business Economics

Sound business knowledge is essential to provide you with the knowledge, methods and instruments for future strategic decisions.

### International Destination Management

You will be confronted with the complexity of community-based tourism destinations and how a strategic development and marketing of destinations can succeed within complex framework conditions.

