



SRH University (Berlin)

International Tourism and Event Management | German

Study details

Course type: Bachelor's degree

Degree: BA in International Tourism and Event Management

Study mode: Full time

Duration: 36 Month

Cost of study

Cost : 7 440 EUR

Reg. fee : 1 000 EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Oct

Requirements

Entry Qualification

High school / secondary education

The entry qualification documents are accepted in the following languages: English / German.

Upload your electronic copies during the application process.

Language Requirements

German

Our requirements for German language skills:

- DSH exam (Level 2)
- TestDaF (TDN 4 in all subtests. If a grade 3 is present in one subtest, it can be compensated by a grade 5 in another subtest, provided that at least 20 points are achieved overall)
- Goethe Certificate C1 or C2 (minimum grade 2)

- telc C1 or C2 (minimum grade 2)
- telc C1 Hochschule
- Language diploma (Level II) of the Standing Conference of the Ministers of Education and Cultural Affairs (KMK), also called DSD II
- Assessment test of a Studienkolleg, German exam part

Other Requirements

- Certificate of general higher education entrance qualification (Abitur) or advanced technical college entrance qualification (Fachhochschulreife). If you do not yet have a final certificate, the latest interim report is sufficient.
- Alternatively, a vocational qualification can also grant access.
- Curriculum vitae (CV)
- Copy of ID card or passport

Accommodation

Additional information

Overview

Do you enjoy organizing events, exhibitions, or conferences and love to travel? Does it sound exciting to get to know other cultures and languages? Then the degree program Tourism and Event Management is just right for you.

Program Description

The Bachelor's program "International Tourism and Event Management" provides you with fundamental business administration skills, focusing on tourism and events. You learn how to develop your own concepts for events or projects and organize event formats — and put them into practice. Additionally, you gain tourism-specific expertise, qualifying in areas such as destination management, mobility, and logistics management. Digital solutions and sustainability are also exciting topics for you.

Role as a Tourism and Event Manager

As a tourism and event manager, you act as the interface between (inter)national companies and their target groups. The international degree program is complemented by intensive language training. At the Dresden School of Management, you can choose from a diverse portfolio of languages.

Career Opportunities

The international tourism and event industry offers you exciting challenges in a wide variety of areas. As a graduate of the Bachelor's degree program in International Tourism and Event Management, you can work, for example, as a project manager, serve as a consultant for tourism service providers and decision-makers, develop strategies and products, create marketing concepts, or organize trade fairs, congresses, and events.

Furthermore, you lay the foundation for an advanced academic career in hospitality management. This opens doors for you to higher management positions. You can also establish yourself in teaching and research.

You can work in the following selected professional fields:

- Tour operators and travel agencies
- Traditional hotels and parahotels
- Bus companies, rail transport, airlines, shipping
- Tourist destinations as comprehensive producers of tourism services
- Holiday and leisure parks
- Representatives of international tourism providers
- Event agencies or festival organizers
- Trade fair and congress centers
- Agencies
- Event departments in companies, cultural and sports institutions
- Associations and tourism cooperatives