



SRH University (Dresden)

International Tourism and Event Management | German

Study details

Course type: Bachelor's degree

Degree:

Study mode: Full time

Duration: 42 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

These are our requirements for German language proficiency:

- DSH exam (level 2)
- TestDaF (TDN 4 in all sections. If a score of 3 is achieved in one section, it can be compensated by a score of 5 in another, with a total of at least 20 points)
- Goethe Certificate C1 or C2 (minimum grade 2)

- telc C1 or C2 (minimum grade 2)
 - telc C1 University
 - Language diploma (Level II) of the Standing Conference of the Ministers of Education and Cultural Affairs (KMK), also known as DSD II
 - University entrance qualification examination (Feststellungsprüfung) from a Studienkolleg, section: German
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Other Requirements

- Certificate of general university entrance qualification (Abitur) or advanced technical college entrance qualification (Fachhochschulreife); if you have not yet graduated, your most recent interim report is sufficient
- Alternatively, a vocational qualification may also grant admission
- Curriculum vitae (CV)
- Copy of ID or passport

Accommodation

Additional information

Overview

Do you enjoy organizing events, exhibitions, or conferences and love to travel? Are you excited about discovering other cultures and languages? Then the degree program in Tourism and Event Management is just right for you.

The Bachelor's program "International Tourism and Event Management" teaches you fundamental business administration skills with a focus on tourism and events. You learn how to develop your own concepts for events or projects and organize different event formats — putting these into practice. Additionally, you will deepen your tourism-specific knowledge and qualify in areas such as destination, mobility, and logistics management. Digital solutions and sustainability are also exciting topics for you.

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

Career Opportunities

The international tourism and event industry offers exciting challenges across diverse fields. As a graduate of the Bachelor's program in International Tourism and Event Management, you can work, for example, as a project manager, consultant for tourism service providers and decision-makers, strategist and product developer, marketing concept creator, or organizer of fairs, congresses, and events.

Additionally, you lay the foundation for an advanced academic career in hospitality management. This opens doors to higher leadership 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 overall producers of tourism services
- Holiday and amusement 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 networks