



SRH University (Munich)

International Tourism - and Event management Dual (German)

Study details

Course type: Bachelor's degree

Degree: BA in International Tourism - and Event management Dual

Study mode: Full time

Duration: 42 Month

Cost of study

Cost : 8 240 EUR

Reg. fee : 1 000 EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Start of studies:

Summer and winter semesters

Requirements

Entry Qualification

- High school or secondary education diploma

Accepted Languages for Documents

- English or German
- Electronic copies must be uploaded during the application process

German Language Requirements

Accepted proofs of German language proficiency include:

- DSH exam (Level 2)
- TestDaF with TDN 4 in all sections (a score of 3 in one section can be compensated by a 5 in another, provided the total is at least 20 points)

- Goethe Certificate C1 or C2 (minimum grade 2)
- telc C1 or C2 (minimum grade 2), including telc C1 Hochschule
- DSD II (German Language Diploma Level II from the KMK)
- Feststellungsprüfung from a Studienkolleg (German language section)

Other Requirements

- General university entrance qualification or university of applied sciences entrance qualification (If you haven't graduated yet, your latest interim certificate is sufficient)
- Alternatively, a completed vocational qualification may also be accepted
- Curriculum vitae (CV)
- Copy of ID card or passport
- At the beginning of your studies: a training contract with a partner company (The university's student advisory service can assist in finding one)

Accommodation

Additional information

Overview

Are you interested in organizing events, exhibitions, or conferences and enjoy traveling? Does the idea of getting to know other cultures and languages sound exciting to you? Then the dual study program in Tourism & Event Management might be the perfect fit.

The dual Bachelor's degree program *International Tourism and Event Management* provides you with essential business administration skills—with a focus on tourism and events. You'll learn how to develop your own concepts for events and projects and how to organize various event formats. Additionally, you'll gain specialized knowledge in tourism, including destination, mobility, and logistics management. Topics like digital solutions and sustainability will also play an important role.

You'll apply these skills directly in practice at your partner company throughout your studies. The international nature of the program is further enhanced by strengthening your foreign language skills.

Career Opportunities

The international tourism and event industry offers diverse and exciting challenges across various sectors. As a graduate of the dual Bachelor's program *International Tourism and Event Management*, you might organize trade fairs, conferences, and events, develop marketing concepts, work as a project manager, act as a consultant for tourism service providers and decision-makers, or design strategies and products.

Additionally, this degree lays the foundation for further academic advancement in hospitality management. This opens doors to higher leadership positions or a future in teaching and research.

You can work in the following selected professional fields:

- Tour operators and travel agencies
- Traditional hospitality and alternative accommodations
- Bus companies, rail transport, airlines, and shipping
- Tourist destinations as integrated providers of tourism services
- Holiday and leisure parks
- Representatives of international tourism providers
- Event agencies or festival organizers
- Trade fair and conference centers
- Marketing and communication agencies
- Event departments within corporations, cultural, and sports institutions
- Associations and tourism alliances