



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Master's degree



## International Tourism & Event Management (MA)

Hochschule Fresenius - University of Applied Sciences • Hamburg

### Overview

Degree	Master of Arts
Teaching language	<ul style="list-style-type: none"><li>English</li></ul>
Languages	All courses are held in English.
Programme duration	4 semesters
Beginning	Winter semester
Application deadline	Applications are possible all year round.
Tuition fees per semester in EUR	5,280 EUR
Additional information on tuition fees	Please note: Tuition fees for non-EU nationals may vary. Please consult our international team for further information by using this <a href="#">form</a> .
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	No
Description/content	<p><b>INTERNATIONAL TOURISM &amp; EVENT MANAGEMENT (MA) IN HAMBURG</b></p> <p>According to the Federal Association of the German Tourism Industry (BTW), tourism accounts for one in 15 jobs in Germany. Around the world, as many as one in ten jobs are directly or indirectly based in the tourism and event sector.</p> <p>As a graduate of the English-language Master's programme in International Tourism &amp; Event Management (MA) in Hamburg, you'll therefore enjoy excellent job prospects and development opportunities in companies both at home and abroad. This is the ideal foundation for a career in the booming global tourism and event sector and for adopting strategic roles that go beyond day-to-day business operations.</p> <p>The Master's programme provides specific expertise in tourism and event management as well as an understanding of the general principles of business administration with an international outlook.</p>

# Course Details

Course organisation	<p>In the first and second semesters, you will learn about interdisciplinary aspects of international tourism and event management, international business management, and advanced management. You will spend the third semester abroad before returning to complete the degree in the fourth semester, most of which is dedicated to the Master's thesis. All programme content is taught in English.</p> <p><b>Management Skills</b></p> <ul style="list-style-type: none"><li>• International Economics &amp; Management</li><li>• International Marketing &amp; Sales</li><li>• Leadership &amp; Strategy</li><li>• Behavioural Decision Making</li><li>• Finance Management</li><li>• HR Management in Global Enterprises</li><li>• Cross-Cultural Communication</li><li>• Digital Innovations</li><li>• Sustainability Management / CSR in a Global Context</li></ul> <p><b>International Tourism and Event Management</b></p> <ul style="list-style-type: none"><li>• Tourism Trends &amp; Issues</li><li>• International Tourism Management</li><li>• International Event Management</li><li>• Crisis, Safety &amp; Security Management</li><li>• Big Data &amp; Online Marketing</li><li>• Experience Marketing &amp; Design</li><li>• Consumer Behaviour in Tourism &amp; Events</li></ul> <p><b>Scientific Research Methods and thesis</b></p> <ul style="list-style-type: none"><li>• Research Methods</li><li>• Research Colloquium</li><li>• Master's thesis</li></ul>
Integrated internships	An internship of at least 12 weeks is to be completed in the third semester. Programme advisers and the Competence Center will assist students with finding an appropriate internship.
Course-specific, integrated German language courses	No
Course-specific, integrated English language courses	No

## Costs / Funding

Tuition fees per semester in EUR	5,280 EUR
Additional information on tuition fees	Please note: Tuition fees for non-EU nationals may vary. Please consult our international team for further information by using this <a href="#">form</a> .
Semester contribution	Included in tuition fees

Funding opportunities  
within the university

No

## Requirements / Registration

Academic admission  
requirements

University entrance qualification  
Bachelor's degree with 180 ECTS credits and 60 ECTS credits in business, tourism, event, and/or media and communication science modules (otherwise applicants must pass an internal assessment test)

Language requirements

Applicants must provide proof of their English skills (level B2 - CEFR) through one of the following methods:

- TOEFL (minimum 80 points internet-based)
- IELTS (minimum 6.5)
- minimum 60 ECTS from an English-taught Bachelor's programme

Application deadline

Applications are possible all year round.

Submit application to

Submit application [here](#).

## Services

Accommodation

Accommodation is available on the private market. Rent for a single room in a shared flat is approx. 350-400 EUR.

Hochschule Fresenius University of Applied Sciences offers support to students seeking accommodation. There is a platform on the website that announces private accommodation vacancies. The Central Administration Office also distributes current lists of available flats and contacts new providers of accommodation.

For more information on housing, please visit our comprehensive [support guide](#).

Career advisory service

Request further information [here](#).

Support for international  
students and doctoral  
candidates

- Welcome event
- Buddy programme



## Your dream education at Hochschule Fresenius

We are Hochschule Fresenius University of Applied Sciences. Since 1848, we have been training the next generation of specialists and managers. Our Bachelor's or Master's degree programmes, professional training, advanced education, or the completion of various certificate programmes will help you achieve your professional career dreams.

» more:

<https://www.youtube.com/watch?v=A4FYAeRqNKk>

# Hochschule Fresenius - University of Applied Sciences

Hochschule Fresenius University of Applied Sciences is one of the oldest private universities in Germany. It is state-recognised and has an academic and educational tradition stretching back about 170 years. The International Business School is a school of Fresenius University of Applied Sciences. Its English-taught programmes attract international students and offer globally-oriented students an international dimension in higher education. The resulting study groups provide exciting possibilities for students to build bridges across cultures at the start of their academic careers.

Further information for our international students can be found [here](#).



## University location

The metropolis on the Elbe and Alster is one of the most attractive cities in Germany and is known around the world for its manifold possibilities in all areas of life. A lot of green and even more blue characterise the city, due to its many trees, open spaces and water. These colours symbolise the high quality of life. Numerous quarters with individual character and charm make it a great place to live and go out. From the Schanzenviertel to the Kiez, there are many opportunities to meet fellow students and get to know each other better. Striking places like the Michel, the Nikolai Church, the city hall, the Elbphilharmonie, the harbour with Speicherstadt or the fish market offer a welcome change to studying. Walks on the Binnenalster or on the Waterkant give students a way to balance the everyday stress of their studies. As far as cultural is concerned, the Elbe metropolis tops all other cities in Germany.

Anyone who has made friends with the city will not leave soon. The job prospects are too good for that. The logistics and trade sector offer

excellent prospects. In addition, Hamburg is home to numerous advertising agencies and publishers, and it has been carrying the title “Health Region of the Future” since 2010.

## Contact

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🌐 Course website: <https://www.hs-fresenius.com/study-programs/international-tourism-and-event-management-master/?crmid=bBcTjNcDaBaCbh>

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# International Programmes in Germany - Database

[www.daad.de/international-programmes](http://www.daad.de/international-programmes)  
[www.daad.de/sommerkurse](http://www.daad.de/sommerkurse)

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## GATE-Germany

Consortium for International Higher Education Marketing  
[www.gate-germany.de](http://www.gate-germany.de)

## Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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