

Graduates' Positioning on the labour market

The tasks in the leisure sector are becoming more and more sophisticated and the required qualifications and skills are not only practical abilities, but also theoretical knowledge. The scientific qualification in an international dimension offered by the B.A. is a response to the needs of the leisure and tourism sector and opens graduates employment opportunities in the global leisure market. The experiences of the first graduates show clearly that the degree course offers not only career possibilities at national, but also at international level. The demand for graduates in Applied Leisure Studies is almost unlimited, since the leisure and tourism sector has demonstrated the world's largest employer.

Possible areas of employment:

- Tourist offices, tourist agencies, city marketing/planning offices
- Tour operators, Club holiday resorts
- Regional and state tourism ministries
- Fair and congress organisers
- Leisure parks, wellness centres and spas
- Planning and consulting companies
- Recuperative health facilities
- Cultural facilities (theatre, museums, musicals, etc.)
- Leisure and cultural centres, community centres, youth centres
- Nature reserve administrations, particularly guest information centres in nature and national parks
- National and international tourism organisations
- Non-governmental organisations in the leisure/tourism and environmental sectors
- Development and foreign aid organisations
- Media associated with leisure/tourism (i.e. travel journalist)
- Education/training facilities
- Leisure and tourism research institutions, universities, certification agencies

Consequently the course prepares students with the Bachelor of Arts "International Studies Applied Leisure Studies" for a broad range of careers whereby Hochschule Bremen's characteristics, such as internationalisation, interdisciplinary, intercultural competence have a positive influence on the job perspectives and the sustainability of the career.