

During the first two semesters the programme includes basic social, business, environmental and legal courses. Additionally foreign language and IT courses are offered.

In the second year of studies (semester 3 and 4) students specialise in specific leisure and tourism subjects including a strong practical element (= project work in the Learner's Company).

Professional work in the leisure and tourism sector does not only require specialist skills but rather involves a wide range of tasks, responsibilities and duties. There is a great demand for qualified employees who can work in an interdisciplinary way and have a wide range of skills.

Research into the job requirements of the leisure and tourism sector has identified some common skill areas which play a central role:

Course Content



During semesters 5 and 6 students study at a partner university abroad taking courses from the broad field of leisure and tourism management. Practical experience is gained during a 5 months practical internship. This allows students to develop an awareness for future career opportunities. The study abroad and the internship period is supported by preparatory and reflection seminars at Hochschule Bremen.

The final 7th semester includes an evaluation of the semester abroad and the internship. Also specific course options have to be selected from the fields of leisure, culture and tourism planning and management.

The programme closes with the Bachelor Thesis.

Prospects



- * organisational, planning and administrative skills: basic knowledge of business structure; detailed knowledge of management; knowledge of marketing strategies, products and product development as well as personnel strategy, legal knowledge etc.
- * social competence: the ability to effectively target specific groups; sensitivity and the ability to empathise; knowledge of and skill in applying group dynamics; the ability to resolve conflicts; creativity and inventiveness, open-mindedness and tolerance etc.
- * teaching competence: ability to teach leisure subjects; ability to supervise and monitor programmes, presentations and discussions; ability to communicate information etc.
- * additional specialised skills: e.g. in art, music, handicrafts, foreign languages, regional studies, IT, environmental protection etc.
- * job-related skills: practical experience, job-related training, study trips etc.

These areas of competence are given different weightings depending on the area of employment concerned (event manager, wellness advisor, tourism planner). In general there is a demand for employees who have a wide horizon of understanding involving overall competence, with an ability to think systematically and work appropriately.

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Department 3



INTERNATIONAL DEGREE COURSE
IN APPLIED LEISURE STUDIES
B.A.

Admission requirements:

- * general university entrance standard (Abitur or equivalent), subject- restricted university entrance standard or entrance examination.
- * a pre-study industrial practical with a duration of at least 8 weeks
- * good English language skills (B1 Level of the Common European Language Framework)
- * furthermore good electronic IT skills are expected (Microsoft Office products)

The Facts



Programme

Start of course:

- * Winter semester; application deadlines:
- * May 31, if the entry qualification was gained before January 16 of the same year; otherwise
- * July 15.

Length of course:

- * 7 semesters, including a practical internship semester, a semester abroad and the bachelor's thesis

Degree:

- * Bachelor of Arts (B.A.)

Further information:

- * for enquires on course content:
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- * for enquires on application and admission procedures:
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Further degree courses available in the department:

- * Social Work (B.A.)
- * International Degree Course in Nursing and Health Care Management (B.A.)
- * International Degree Course in Specialized Journalism B.A.
- * International Degree Course in Political Management B.A.

INTERNATIONAL DEGREE COURSE IN APPLIED LEISURE STUDIES B.A.

Sem.	Module 1	Module 2	Module 3	Module 4	Module 5
1 st 30 Credits	Introduction to leisure and tourism studies	Academic work and social research methods	Business and administration for leisure and tourism	Ecology and sustainability in leisure and tourism	Information technology
2 nd 30 Credits	Sociology and psychology of leisure and tourism	Marketing in leisure and tourism	Management theory for leisure, culture and tourism	Law	Foreign language
3 rd 30 Credits	Leisure and cultural management	Tour organisation and hospitality management	Tourism policy and planning	Health and wellness	Foreign language
4 th 30 Credits	Natural area tourism and ecotourism	Artistic and creative techniques	Learning concepts and animation in leisure and tourism	Project seminar Learners' Company	Regional geographie and culture
5 th 30 Credits	Study semester abroad (preparatory seminar)	Study semester abroad			Study semester abroad (evaluation seminar)
6 th 30 Credits	Practical internship (preparatory seminar)	Practical internship			Practical internship (reflection seminar)
7 th 30 Credits	Learners' Company: Presentation of the practical internship and the semester abroad	Special aspects of leisure and tourism planning	Special Aspects of leisure, culture and tourism management	Bachelor Thesis	Bachelor Thesis

Partner universities in the following countries:

Europe:

- * Finland: Humanities Polytechnic, Tornio
- * Finland: Rovaniemi Polytechnic
- * France: Université d' Angers
- * Great Britain: University of Sunderland
- * Ireland: Institute of Technology, Tralee
- * Austria: Pädagogische Hochschule Wien
- * Austria: Fachhochschule Joanneum, Bad Gleichenberg
- * Austria: Management Center Innsbruck (FH)
- * Malta: University of Malta, Msida
- * Netherlands: Hogeschool van Arnhem & Nijmegen
- * Netherlands: Christelijke Hogeschool Noord-Nederland, Leuwarden
- * Netherlands: Hogeschool Rotterdam
- * Poland: Akademia Wychowania Fizycznego, Gdansk
- * Poland: Akademia Wychowania Fizycznego, Poznan
- * Portugal: Universidad de Tras-os-Montes e Alto Douro, Vila Real
- * Portugal: Universidade Lusofona, Lissabon
- * Sweden: Högskolan i Kalmar

- * Switzerland: Hochschule für Wirtschaft, Luzern
- * Spain: Universidad de Malaga
- * Spain: Universidad de Vigo

outside Europe:

- * Australia: Edith Cowan University, Perth
- * Australia: Southern Cross University, Lismore
- * Canada: Fleming College, Haliburton, Ontario
- * Canada: Lakehead University, Thunder Bay, Ontario
- * Mauritius: University of Mauritius, Reduit
- * Mexico: Universidad Autónoma del Estado de México, Toluca
- * Nicaragua: Universidad Nacional Autónoma de Nicaragua, Leon
- * Thailand: Bangkok University International College
- * South Africa: University of KwaZulu Natal, Durban