

The course centres on developing existent knowledge and skills as well as interdisciplinary management knowledge in the fields of leisure and tourism with a strong focus on practical, application-oriented research. The students will be encouraged and qualified to take on complex problem definitions in diverse sectors of leisure and tourism, to work on them with scientific methods and to develop new solutions and strategies independently.

The master degree course gives students a deeper knowledge of the leisure and tourism management sector and the areas of research in order to qualify them for the labour market. Graduates would be well suited to the following work areas:

- * management roles in the leisure and tourism sector
- * management positions in organizations dealing with leisure and tourism policy
- * leisure and tourism-related research and development

Course Content



Emphasis is therefore placed on the following learning outcomes of the several modules:

- * consolidation of existing expert knowledge with regard to actual research questions in leisure and tourism
- * extension of methodical and analytical competences for an independent scientific occupation in context of new challenges in society, market and science
- * increase of key qualifications in view of interdisciplinary co-operations in the wide spectrum of leisure science and the occupational area of leisure and tourism
- * involvement of the students in research and development projects especially in the following fields: experiential learning, health and wellness, culture and sustainable development

Furthermore students will develop skills and abilities in the following general areas:

- * analysis of social developments and trends
- * market-orientated strategic skills for the leisure and tourism sector
- * facility and programme management skills for the leisure & tourism sector
- * awareness of sustainable development and appropriate planning skills for leisure and tourism
- * quality optimisation and quality assurance methods for the leisure and tourism sector
- * development of international concepts and models
- * an essential component of all modules is the development of key skills in the areas of communication and creativity.

Prospects



- * quality assurance monitoring of leisure services
- * Education and training in the leisure and tourism sector

Possible employers are:

Leisure parks, sport facilities, water parks, recuperative health facilities and wellness centres / cultural facilities (museums, theatres, etc.) / leisure and cultural centres / destination management and city marketing organizations / planning offices and consulting companies / event-planning agencies, fair and congress organizers / tour operators, travel agent's, club holiday resorts / regional and state tourism ministries / national and international tourism organizations / nature reserve administrations and visitor centres in e.g. nature preserves and national parks / non-governmental organizations in the leisure, tourism and environmental sectors / development and foreign aid organizations / media organizations with focus on leisure and tourism / education and training facilities / leisure and tourism research institutions, market research institutions and certification agencies.

Consequently the course prepares students for a broad range of careers with a particular focus on applied research and close contact to the leisure and tourism industry. In addition to long-term career possibilities, it also offers further academic perspectives.

The Master degree is accepted as a qualification to enter senior civil service positions in Germany (höher öffentlicher Dienst) and as an entrance requirement for PhD studies.

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Department 3



INTERNATIONAL STUDIES OF LEISURE AND TOURISM M.A.

www.mlt.hs-bremen.de

Department 3

International Studies of Leisure and Tourism M.A.
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Admission requirements:

- * a first degree (Bachelor) in Applied Leisure Science or Tourism Management or a related degree course (e.g. leisure education, tourism geography, landscape planning),
- * with at least an overall average grade of "good" (2,5) / (ECTS-Grades A-C),
- * and minimum 210 ECTS credit points or equivalent achievements in the respective country's grading system including a practical phase in the leisure or tourism sector with a duration of least 20 weeks.

The Facts



Programme

- * proof of excellent English language skills (B1 Level of the Common European Language Framework). Foreign applicants have to either provide proof that English was the medium of instruction of their degree course or alternatively provide a recognised English language test certificate such as TOEFL / IELTS or CPE.

Transfer from 6-semester Bachelor programs:

Before admission, applicants who graduated in a 6-semester Bachelor program with 180 ECTS, have to submit a certificate of successful completion of additional modules of a Bachelor program (30 ECTS). Alternatively, proof of a professionally relevant practical placement of at least 20 weeks in length as well as a scientific report (in English) can be submitted.

Start of course:

- * Summer semester;
- application deadlines:
 - * January 15th (omissions exepcted)

Length of course:

- * 3 semesters, including Master Thesis

Degree:

- * Master of Arts (M.A.)

Tuition fees:

- * None

Further information:

- * for enquires on course content:
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- * for enquires on application and admission procedures:
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INTERNATIONAL STUDIES OF LEISURE AND TOURISM M.A.

Sem.	Module 1	Module 2	Module 3	Module 4	Module 5
1 30 Credits	International Management				
	Strategic Management	Research methods for leisure and tourism	Global trends / trend research	Quality-management	International planning and policy
2 30 Credits	Scientific research				
	Experience and learning	Cultural-management	Health and wellness	Sustainable development	Management and team leadership
3 30 Credits	Practical implementation				
	Master thesis tutorial	Master-Thesis			

The course follows on consecutively from Hochschule Bremen's bachelor programmes 'International Degree course in Applied Leisure Science' (ISAF) and 'International Degree course in Tourism Management' (ISTM). The first semester focuses in depth on international management in leisure and tourism and specialized research methods. The focus of the second semester is on various areas of activity and research, plus a module which develops management and team leadership abilities. The final semester is devoted to the master thesis. Predominantly the course modules will be taught in English.

