

Qualification goals

MIT Master International Tourism Development

**Faculty European Campus Rottal-Inn of the Deggendorf Institute of
Technology**

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Gender neutrality

The use of double forms or other markings of female, male and diverse gender is largely avoided in order to maintain legibility and clarity. All titles for the various groups of members of the university refer equally to members of all genders of the groups concerned.

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1 Objectives of the programme

The Master programme International Tourism Development enables graduates of a Bachelor or Diploma programme to reinforce knowledge gained so far with management-related knowledge and in-depth knowledge in order to meet the latest interdisciplinary and multidisciplinary requirements in a globalised, dynamic tourism market in a specific way. The course supplements a Bachelor or Diploma course by dealing with the depth and breadth of the international tourism market. Graduates should be enabled to take on management tasks in the field of international tourism on their own responsibility, in a critically reflected manner and independently. In addition, particularly qualified students should acquire theoretical foundations that enable them to pursue a doctorate or work in academic fields.

2 Study objectives and qualification goals

Knowledge: Students have in-depth, application-relevant specialist knowledge of tourism management and business administration, as well as of experience management and service design. Students have acquired in-depth knowledge in leadership-specific areas of tourism management. Students have specialist knowledge to build and develop a company as a specialist and manager. Students can analyse and assess technical connections and develop solutions.

Skills: Graduates are equipped to

- research and interpret academic technical texts and apply them in situations they come across in daily company life
- independently formulate academic tasks
- solve problems in an application-oriented manner using basic and partly complex methods
- present work results in a structured manner and discuss them in front of expert audience.

Competencies: Graduates acquire the competencies to

- think and act in an entrepreneurial way and formulate strategies
- communicate effectively orally and in writing in English and conduct negotiations
- implement theoretically acquired knowledge in a practical and solution-oriented manner
- organise themselves and show a capacity for teamwork and leadership skills during interdisciplinary cooperation

- name stakeholders of companies and take their goals into account in the corporate strategy
- reflect on their actions and adapt them to suit ethical, ecological, social and economic requirements
- assess their strengths and weaknesses and their impact on others
- contribute to conflict resolution and handle criticism constructively
- assess themselves as a leader and work successfully in an inter-cultural context
- recognise the need for lifelong learning and acquire the necessary skills

3 Learning outcomes of modules/module objectives/matrix of objectives

Individual modules, their detailed objectives and competencies to be acquired by graduates are described in the module handbooks for the Master programme of International Tourism Development.

The following table shows the relationship between individual modules and the objectives described in the previous section for the Master programme of International Tourism Development.

Matrix of objectives of the modules in the Master programme of International Tourism Development												
Module	Objectives											
	Knowledge				Skills				Competencies			
	Economic principles	Academic work	Transfer to practice	General	Economic principles	Academic work	Transfer to practice	General	Economic principles	Academic work	Transfer to practice	General
Customer Experience Management	xx		xx	x	xx		xx	x	xx		xx	x
Current Issues in Business Administration	xx		xx	x	xx		xx	x	xx		xx	x
Managerial Accounting	xx		xx	xx	xx		xx	xx	xx		xx	xx
Inter-cultural and Interdisciplinary Management			xx	xx			xx	xx			xx	xx
Global and Regional Sustainable Tourism Development	xx		xx	x	xx		xx	x	xx		xx	x
Quantitative and Qualitative Research Methods I		xx		x		xx		x		xx		x
Applied Customer Experience Management	xx		xx		xx		xx		xx		xx	
Quantitative and Qualitative Research Methods II		xx	xx			xx	xx			xx	xx	
Master Thesis Tutorial (Scientific Workshop)		xx				xx				xx		
Entrepreneurship and Business Development	xx		xx	x	xx		xx	x	xx		xx	x
Digital Marketing and Social Media in Tourism	xx		xx		xx		xx		xx		xx	

Specialised Mandatory Elective Module I												
Destination Development and Marketing	xx		xx		xx		xx		xx		xx	
Specialised Mandatory Elective Module II												
General area												
Compulsory Elective Subjects of a General Academic Nature (AWP I)												
Compulsory Elective Subjects of a General Academic Nature (AWP II)												
Master Thesis		xx				xx				xx		

Legend: xx strong relation; x medium relation