



**European Institute of
Innovation, Entrepreneurship, and Technology**



**Bachelor in
Tourism & Recreation**

About Us

Situated in Berlin, we offer you a doorway to an enriching adventure in Tourism and Recreation, providing a unique blend of expertise and real-world insights for a fulfilling educational journey.

At eileT, our mission is clear: to empower individuals with the knowledge and skills necessary to thrive in the ever-evolving landscape of data. Our courses cater to all levels of expertise. Our commitment to creating a supportive and engaging learning environment sets us apart.

Our team of industry experts and experienced educators shares practical insights alongside theoretical knowledge. With expert instructors, a comprehensive curriculum, interactive learning experiences, flexible scheduling, and a vibrant community, eileT is the ideal destination for those looking to excel in the dynamic world of Tourism and Receptions.



Transform Your Future, Transform Your Skills with eIET, Berlin.

Step 01 - Introduction to Tourism and Recreation:
Start by gaining a foundational understanding of the tourism and recreation industry, covering key concepts and various sectors.

Step 02 - Specialization and In-Depth Study:
Focus on specific areas of interest within the field, such as event management, sustainable tourism, or destination marketing, to deepen your expertise.

Step 03 - Practical Application:
Apply your knowledge through hands-on projects, gaining practical experience in organizing events, developing marketing campaigns, or creating recreational programs.

Step 04 - Networking and Internship:
Build connections with industry professionals and pursue internship opportunities to gain real-world experience, enhancing your resume and understanding of industry operations.

Step 05 - Soft Skills Development:
Develop essential soft skills, including communication, customer service, and teamwork, crucial for success in tourism and recreation.

Step 06 - Job Search and Career Launch:
Prepare for interviews, boost your confidence, and explore job opportunities in tourism boards, travel agencies, or event management companies to kickstart your exciting career in tourism and recreation.



Speciality Subjects DETAILS

Choose (Any one) Subject:

Hotel Accounting and Finance Management

- Transparent Financial Reporting
- Cost Control and Budgeting
- Revenue Management
- Expense Tracking and Control
- Cash Flow Management
- Tax Compliances
- Auditing and Internal Controls
- Financial Forecasting
- Investment Analysis
- Adherence to Industry Standards
- Training for Financial Staff



The Quality of Hotel and Catering Services

- Service Quality Management,
- Sustainability Practices,
- Human Resource Management,
- Strategic Marketing and Branding,
- Hospitality Operations Management,
- Crisis and Risk Management,
- Financial Management in Hospitality,
- Quality Standards and Compliance,
- Technology Integration.



Business and Hotel Management

- Personalized Guest Experiences
- Efficient Operations
- Staff Training and Customer Services
- Digital Solutions
- Eco-Friendly Initiatives
- Online Content Management
- Community Partnerships
- Feedback collections
- Reputation Management
- Amenities and Special Offers
- Continuous Innovation



Gastronomy

- Culinary Techniques,
- Food and Beverage Pairing,
- Sensory Analysis,
- Nutrition and Health,
- Culinary Culture and History,
- Hospitality Management,
- Menu Planning and Design.



Marketing Services HoReCa

- Social Responsibility in Marketing,
- Revenue Management in Hospitality,
- Hospitality Marketing Fundamentals,
- Event Marketing,
- Collaboration with influencers and Partners,
- Consumer Behaviour in Hospitality,
- Public Relations for HoReCa,
- Crisis Communication,
- Branding and Positioning,
- Market Research and Analysis,
- Digital Marketing for HoReCa,
- Customer Relationship Management(CRM).



Spa and Wellness

- Holistic Wellness Programs
- Diverse Treatment Offerings
- Qualified and Trained Staff
- State-of-the-Art Facilities
- Mindful Design and Ambiance
- Health-Focused Cuisine
- Fitness and Activity Programs
- Digital Wellness Integration
- Wellness Retreats and Packages
- Community Engagement
- Eco-Friendly Practices
- Guest Education and Empowerment



Design of Catering Venues

- Accessibility,
- Brand Identity,
- Regulatory Compliance,
- Technology Integration,
- Theme and Ambiance,
- Kitchen Design,
- Layout and Space Utilization,
- Furniture and Fixtures.



Detailed Course Syllabus

Specialized subjects

- Active tourism
- Animation of free time
- Change management methods
- Contemporary trends in the tourism industry
- E - Recreation and tourism
- Environmentally friendly tourism management
- Management in crisis situations
- Marketing and modern company management solutions
- Project management in tourism
- Quality of Customer Service in the Tourism Industry



General subjects

- Meetings with business
- Basics of dietetics
- Basics of marketing
- Economy
- Intellectual property protection
- Basics of organizing mass events
- Basics of accounting
- Cultural studies
- Negotiations in tourism
- Tourism market research
- IT systems in tourism

Major subjects

- Basics of tourism
- Basics of hotel management
- Sociology of tourism
- Economics of tourism
- Basics of gastronomy
- Recreation
- Tourist traffic services
- Ecology and environmental protection
- Tourist geography with cartography
- Sustainable tourism management

Intakes			
January	April	July	October
Study Mode:		Course Duration:	
- Full-Time Program		3 years (6 semester)	
- Weekend Program			
- Hybrid Program			
Study Plan:			
- Full-Time Program: Classes at the Institute Campus, from Monday to Thursday, from 7:00 a.m. to 12:00 p.m.			
- Weekend Program: Classes at the Institute Campus on Saturdays and Sundays; 10 meetings per Semester.			
- Hybrid Program: The classes are held remotely using the educational platform from Monday to Friday, from 7:00 a.m. to 12 p.m.			

FAQ's

01 What is the Tourism and Recreation course in Germany about?

The course focuses on tourism management, destination marketing, sustainable tourism, and leisure planning.

02 What career opportunities are available?

Graduates can work in tourism management, destination marketing, event planning, cultural tourism, and sustainable tourism development.

03 What sets eiET apart in terms of career opportunities?

Our strong industry connections and practical focus ensure graduates are well-equipped for careers in tourism management, destination marketing, and sustainable tourism development.

04 How long is the duration of the course at eiET?

The course spans three years, providing a comprehensive and in-depth learning experience.

05 Does eiET offer internships or practical experiences?

Yes, our program integrates internships to give students hands-on experience, preparing them for the dynamic tourism industry.

06 Does eiET facilitate job placement for its graduates?

eiET has a dedicated career services department that assists graduates with job placement, offering resources such as resume workshops, job fairs, and connections to industry professionals.

07 How does eiET stay updated with industry trends?

eiET maintains close ties with the tourism industry through partnerships, advisory boards, and frequent updates to the curriculum to reflect the latest trends, ensuring our students receive relevant and up-to-date education.

08 Can students at eiET specialize in a specific area of tourism and recreation?

Yes, our program allows students to tailor their studies by offering elective courses, enabling them to specialize in areas such as Hotel Accounting And Finance Management, Business And Hotel Management, and Computing And Hotel Technologies.



*"Building a Bridge to the Future through
Innovation, Entrepreneurship, and Technology"*

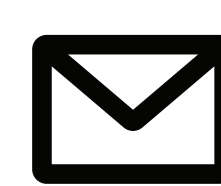
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