



European Institute of Innovation, Entrepreneurship, and Technology

in partnership with



M. A. in Tourism & Recreation

About Us

Situated in Berlin, we offer you a doorway to an enriching adventure in Tourism and Recreation, which will be delivered in partnership with the University of Tourism and Hotel Management (WSTiH) 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 Recreations.

Ms Meenu Antony

"Hello, aspiring explorers! Are you ready to embark on a thrilling journey through our world's diverse landscapes and rich cultures? As a member of the dynamic faculty at the International Tourism Department, I invite you to join us in unravelling the mysteries of travel and hospitality. Our innovative curriculum, led by passionate instructors like myself, promises to equip you with the knowledge and skills needed to thrive in the ever-evolving tourism industry."

"Our department fosters a supportive learning environment where creativity and critical thinking are encouraged. Whether you dream of managing luxury resorts, leading eco-tours, or shaping tourism policy on a global scale, we are committed to helping you achieve your goals. Come join us as we embark on an exciting journey of discovery and personal growth in the fascinating world of tourism!"



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

Step 01 - Introduction to Tourism and Recreation:
Starting with the Management of a tourist organization
and organization of catering services.

Step 02 - Specialization and In-Depth Study:
Focus on specific areas of interest within the field, such
as sales channel management, communication and
argumentation techniques and talent management.

Step 03 - Practical Application:
Apply your knowledge through hands-on projects,
gaining practical experience in reservation systems
and e-technologies in the tourism industry,
entrepreneurship in tourism and recreation, and
organization of tourist and recreational event
management.

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,
which are 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.



Subject Details

Specialized subjects

- Management in a tourist organization
- Organization of catering services
- Revenue management
- Social and intercultural communication
- Reservation systems and e-technologies in the tourism industry
- Entrepreneurship in tourism and recreation
- Organization of tourist and recreational

General subjects

- Cost accounting
- Meeting with experts
- Internal control and compliance
- Business etiquette
- Sales channel management
- Communication and argumentation techniques
- Talent management
- Business English

Major subjects

- Safety in tourism with elements of crisis management
- Zero Waste in the tourism industry
- Research on tourism services
- Tourist product
- Regions and tourist attractors
- Accessibility management in tourism
- Marketing of hotel and catering services
- Culinary heritage of the regions



| Intakes | | | |
|--------------------------------|-----|--------|---------|
| February | May | August | October |
| Study Mode: | | | |
| 1) Full-time (on campus) | | | |
| 1.1 Weekdays | | | |
| 1.2 Weekends | | | |
| 2) Hybrid (on campus & online) | | | |
| Course Duration: | | | |
| 2 years (4 semester) | | | |

Speciality Subjects

International Tourism Management

- Tourism Destinations
- Tourist Behaviour and Motivation
- Tourism Marketing and Promotion
- Tourism Planning and Development
- Tourism Policy and Regulation
- Tourism Economics



Hotel Accounting & Finance Management

- Transparent Financial Reporting
- Cost Control and Budgeting
- Revenue Management
- Expense Tracking and Control
- Cash Flow Management
- Tax Compliances



Gastronomy

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

Business and Hotel Management

- Efficient Operations
- Staff Training and Customer Services
- Digital Solutions
- Eco-Friendly Initiatives
- Online Content Management
- Community Partnerships

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





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

Contact us

www.eiiet.com

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