



FH KREMS
UNIVERSITY OF APPLIED
SCIENCES / AUSTRIA

Bachelor

International Business Studies

Tourism and Leisure Management

The tourism and leisure industries are booming worldwide



TOURISM WORLDWIDE

The tourism and leisure industries are booming worldwide. In the future, the tourism industry will continue to be of major importance due to continuing globalization which goes hand in hand with an increased demand for travelling. The rising importance of leisure and recreation as well as open-minded attitudes provide for a promising and thrilling future for tourism, whilst the fast-changing world economy and the global political situation create new markets. Tourism will, therefore, add new jobs and secure employment. Today's tourists seek the highest quality. Thus, quality and sustainable tourism needs professionals who proactively capitalise on global business challenges.

BUSINESS PARTNERS

The programme cooperates with more than 800 companies in 70 countries worldwide. Here is an excerpt: Austrian Airlines, Blaguss Reisen, Casinos Austria, MCI Group Bruxelles, Österreichisches Verkehrsbüro, Ski Amadé, Vienna International Hotels, Österreich Werbung, Star Alliance, TraviAustria, World Tourism Organisation, Hilton Hotels worldwide, JPD L Canada, Marriott Hotels, Lufthansa, TUI Österreich, MuseumsQuartier Vienna, InterContinental Hotels & Resorts, European Travel Commission Bruxelles, International Congress & Event Organizers Bruxelles, Pegasus Incoming GmbH, Sheraton Hotels & Resorts, American Tours International Los Angeles, Mondial Reisen, RMP Travel New York, Salzburger Land Tourismus, European Network DMC Barcelona, GEO Reisen

By means of these cooperations students can join applied research projects and consulting projects and thus gain additional professional experience and establish valuable networks. While still studying students receive job offers from their degree programme. At the recruiting fair „Career Links“, which takes place every year, companies canvass graduates. After completion of their studies graduates can avail themselves of their own job platform as well as of the IMC Alumni Network.

<http://alumni.fh-krems.ac.at>



Looking for challenges in the national and international sphere of the tourism and leisure sector

PROGRAMME OVERVIEW

- **Special features:** Students will attend three specialisations of their choice from the five on offer
- **Entrance requirements:** Secondary school leaving certificate or equivalent
- **Duration:** Six semesters
- **Language of instruction:** English
- **Start of semester:** September (only one intake per year)
- **Number of study places per year:** 60 full-time, 25 part-time
- **Organisation format:** Full-time and part-time
- **Academic Degree:** Bachelor of Arts in Business (BA) – 180 ECTS*

* ECTS = European Credit Transfer System

AIMS OF THE PROGRAMME

The Bachelor programme Tourism and Leisure Management has been developed to meet the national and international demand for tourism professionals with a high level of management expertise. It already enjoys an excellent reputation worldwide due to the ability to meet the requirements of the sector. Throughout the course, emphasis is placed on the acquisition of skills for tourism development, business administration, languages, the new media, and personality training. Furthermore it gives the students the opportunity to choose amongst current and important topics for the tourism sector, for example sports and events, nature, arts and culture, health, and the meeting industry. The aim of the programme is to educate motivated young people who are:

- looking for challenges in the national and international sphere of the tourism and leisure sector
- Interested in the links between business administration, modern management and project techniques
- Enthusiastic about foreign languages

For more detailed information on the Bachelor programme

<http://tourism.fh-krems.ac.at>
<http://go.fh-krems.ac.at>

The programme
paves the way
for professional
flexibility



FORMATS: FULL-TIME OR PART-TIME

The Bachelor programme Tourism and Leisure Management is offered both in a full-time and a part-time version. Part-time students need to produce evidence of an occupation of at least 20 hours/week at the beginning of the programme. Part-time students can combine their occupation with the optimised hours of attendance in the programme. Due to this service the students can keep a high focus on their studies.

FEATURES OF THE FULL-TIME FORMAT

Hours of attendance: As a rule from Monday till Friday, E-Learning* modules

Average number of hours/week: 22

Occupation during the programme: Not required

Internship: For 22 weeks in the 4th semester

Advantage: Studying efficiently, individual coaching and service

Exchange Semester: Possible in the 3rd or 5th semester with one of our international partner universities

FEATURES OF THE PART-TIME FORMAT

Hours of attendance: Fridays as of 14.00, Saturdays full-day, E-Learning* modules

5-day study trip: One per semester in Austria or abroad

Average number of hours/week: 15

Occupation during the programme: Of at least 20 hours/week

Internship: To be omitted

Advantage: Studying efficiently, individual coaching and service

Information

Call toll free (within Austria)
0800-808010 or
information@fh-krems.ac.at

* By e-learning we understand self-directed learning that occurs via the use of electronic media independent of time and location.

CORE MODULES

■ BUSINESS ADMINISTRATION

This important area provides students with a solid basis for future management activities. Emphasis is put on general business administration, covering subjects like marketing and controlling. The degree programme also concentrates on sector-specific problem solving in the areas of development of tourism products, economic aspects of tourism and leisure management and financial aspects. This, to a large extent, includes project-related teamwork.

■ LANGUAGES

There is an impressive range of languages on offer: French, Italian, Spanish, Russian, Czech and Chinese.

■ COMMUNICATION TECHNOLOGIES

This part of the programme emphasises training in all areas of communication technologies. It includes intensive data processing training (e.g. all Microsoft Office applications) and international reservation and booking systems.

■ SPECIALISATION SUBJECTS

Sports and Events Tourism

Sports and events play a major role in the tourism and leisure business. This specialisation subject covers the areas of sports management, event management, sports marketing, sports events and the aspects of sports in the tourism and leisure field.

Arts and Cultural Tourism

Arts and culture as significant parts of each society are an important motive for travelling and especially in the area of city tourism of importance. In this specialisation subject the various facets of the arts & cultural tourism sector are discussed, ranging from planning and financing to organising cultural events.

Meeting Industry Management

Under meetings we understand business and congress tourism. This is the segment with the highest revenues per overnight stay. The specialisation subject covers the various fields of seminars, incentive travel, congresses and business tourism.

Health and Spa Tourism

Health is of major concern to our modern society. This specialisation subject covers current trends in health tourism as well as the management of wellness institutions.

Nature Tourism & Regional Planning

The management of natural resources is a key challenge for tourism stakeholders. This specialisation subject covers issues ranging from nature tourism, sustainable tourism to both alpine and urban regional planning.

■ PERSONALITY TRAINING

Personality training is an important component for success. Seminars, some in the form of workshops, help to round off the comprehensive practice-oriented training, e.g. modern learning techniques, Conflict management, teambuilding, personal success strategies, negotiating and sales techniques.

CAREER PROSPECTS & RESEARCH ACTIVITIES

■ CAREER PROSPECTS

The programme paves the way for professional flexibility by enabling students to acquire hands-on-experience while they are studying. Companies can assess potential employees in real working conditions. As a result career prospects for graduates are excellent. The demand for highly qualified experts with a profound academic business

education in the tourism industry can be described as very favorable on a mid- and long-term basis. The employment rate of graduates amounts to more than 90%.

■ RESEARCH ACTIVITIES

The programme carries at applied research and consultation in international tourism marketing, market research in the area of tourism and leisure industry, national and international tourist product development, measurement of attractiveness of tourist products as well as application of information technology in the tourism.

FULL-TIME

CURRICULUM

		SEMESTER					
		1	2	3	4	5	6
BUSINESS ADMINISTRATION							
	Fundamentals of Management	2	2				
	Marketing	2	2				
	Public Relations & Lobbying					2	
	Accounting	2	2				
	Accounting Exercises	1	1				
	Economics	2					
	Applied Computer Technologies	1	1	1			
	E-Tourism					1	
	Finance and Controlling			1		2	
	Human Resource Management					1	
	Project Management					2	
	Law	2	2				
SPECIALISED BUSINESS ADMINISTRATION							
	Introduction to Tourism and Leisure	2	2				
	Specialised Business Administration – Transport			2			
	Specialised Business Administration – Hotel			2			
	Specialised Business Administration – Travel Agency & Tour Operator			2			
	Tourism Reservation Systems			2			
	Destination Management			2			
	International Tourism and Leisure Markets			2			
	Tourist Product Development						2
LANGUAGES*							
	Business English	2	1				
	First Selected Language	3	3	2		2	2
	Second Selected Language	3	3	2		2	2
RESEARCH METHODS							
	Statistics	1	1				
	Introduction to Research		1				
	Marketing Research			2			
	Bachelor Seminar					1	1
PERSONALITY TRAINING & MENTORING							
	Personality Training	1	1	1		1	1
	Mentoring		1				1
SPECIALISATION SUBJECTS**							
	Sports & Events Tourism					2	4
	Arts & Cultural Tourism					2	4
	Meeting Industry Management					2	4
	Health & Spa Tourism					2	4
	Nature Tourism & Regional Planning					2	4
TOTAL WEEKLY HOURS		24	23	21		20	17

PRACTICAL TRAINING SEMESTER

* Foreign Languages: 2 out of the following languages to be chosen: Spanish, French, Italian, Russian, Czech and Chinese

** Semester 5: 3/5 specialisation subjects to be chosen

** Semester 6: 2/5 specialisation subjects to be chosen

Subject to alterations.

PART-TIME

CURRICULUM

		SEMESTER					
		1	2	3	4	5	6
BUSINESS ADMINISTRATION							
	Fundamentals of Management	2	2				
	Marketing	2	2				
	Public Relations & Lobbying			2			
	Accounting	2	2				
	Economics	2					
	Applied Computer Technologies	1	1	1			
	E-Tourism						2
	Finance and Controlling				2	1	
	Human Resource Management				1		
	Project Management				2		
	Law		2	1			
SPECIALISED BUSINESS ADMINISTRATION							
	Specialised Business Administration – Transport			2			
	Introduction to Tourism and Leisure	1					
	Specialised Business Administration – Hotel			2			
	Specialised Business Administration – Travel Agency & Tour Operator			2			
	Tourism Reservation Systems			2			
	Destination Management				2		
	International Tourism and Leisure Markets				2		
	Tourist Product Development					2	
LANGUAGES*							
	Business English	2	2				
	First Selected Language	2	2	2	2	2	1
SCIENTIFIC WORKING & METHODS							
	Statistics	1	1				
	Introduction to Research		1				
	Marketing Research				2		
	Bachelor Seminar					1	1
PERSONALITY TRAINING & MENTORING							
	Personality Training & Mentoring	1	1	1	1	1	1
SPECIALISATION SUBJECTS**							
	Sports & Events Tourism					2	4
	Arts & Cultural Tourism					2	4
	Meeting Industry Management					2	4
	Health & Spa Tourism					2	4
	Nature Tourism & Regional Planning					2	4
TOTAL WEEKLY HOURS		16	16	15	14	13	13

* Foreign Languages: 1 out of the following languages to be chosen: Spanish and Russian

** Semester 5: 3/5 specialisation subjects to be chosen

** Semester 6: 2/5 specialisation subjects to be chosen

Subject to alterations.



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