



FH KREMS
UNIVERSITY OF APPLIED
SCIENCES / AUSTRIA

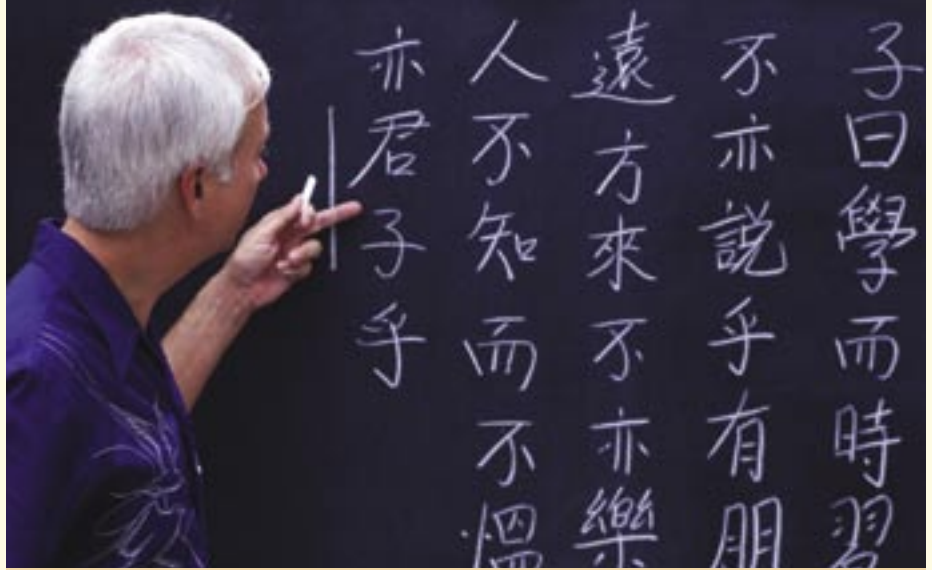
Master

International Business Studies

Tourism and Leisure Management

The tourism and leisure industries are booming worldwide

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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 the continuing globalisation 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 need professionals who proactively capitalise on global business challenges.

The Master programme Tourism and Leisure Management is focused on management skills for today's international tourism managers. Lectures are held exclusively in English. The aim is to give students the opportunity to choose amongst current and important topics for the tourism sector, for example E-Tourism, luxury and upscale travel, as well as international tourism consulting. In addition to receiving specific, specialist knowledge in these fields and a thorough education in business administration, foreign-language skills and personal development courses are all integral parts of the programme.

BUSINESS PARTNERS

More than 700 companies in 80 countries have been partners of the tourism programme since the very beginning. Graduates benefit a lot from the close collaboration with the tourism industry. Here is an excerpt of partner companies:

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, JPdL 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 co-operations students can join applied research and consulting projects and thus gain additional professional experience and establish valuable networks. For graduates, the IMC Alumni Network/job platform is the perfect tool to seek for new jobs.
(<http://alumni.fh-krems.ac.at>)



Looking for challenges in the national and international tourism sector

PROGRAMME OVERVIEW

- **Special features:** Focus on international business of tourism management, specialised tourism, applied business concepts, E-Tourism and tourism research
- **Entrance requirements:** Bachelor degree or equivalent (minimum requirement 180 ECTS)
- **Duration:** Four semesters
- **Language of instruction:** English
- **Start of semester:** September (only one intake per year)
- **Number of study places per year:** 60 full-time
- **Organisation format:** Full-time
- **Academic Degree:** Master of Arts in Business (MA) – 120 ECTS*

* ECTS = European Credit Transfer System

AIMS OF THE PROGRAMME

Tourism is a dynamic, complex and rapidly growing industry worldwide. It is our aim to prepare our students for the flexibility of the tourism market and the fascinating global trends.

The Master programme has therefore been developed to meet the national and international demand for tourism professionals with a higher level of management expertise. It is designed to enable students to assume strategic management responsibilities in the public and private sector tourism and leisure organisations. Graduates should be in a position to recognise the complex connections

in the development and operation of national and international projects and be prepared to take on leadership activities in tourism and leisure. In addition to the valuable practical element, the academic component in the form of a research semester is also of great importance. This education in tourism should also promote an understanding of foreign cultures, as well as cosmopolitan thinking. The Master programme of Tourism and Leisure Management provides the opportunity to become directly involved in managing and planning the world's biggest people industry.

For more detailed information on the Master programme

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

Managing and planning in the world's biggest people industry

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FORMAT: FULL-TIME

The Master programme Tourism and Leisure Management is offered in a full-time version. The full-time format includes one applied research and training semester.

FEATURES OF THE FULL-TIME FORMAT

Hours of attendance: From Monday till Friday, E-Learning* modules

Average number of hours/week: 16

Occupation during the programme: Not required

Applied Research & Training Semester: During the 3rd semester – various options are on offer (15 weeks)

Advantage: Studying efficiently, individual coaching and support

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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 from time and location.



CORE MODULES

The Master of Tourism and Leisure Management provides the opportunity to become directly involved in managing and planning the world's biggest people industry. Our focus is placed on the future, and by structuring the programme into four challenging and applicable foci we can offer our students a broad spectrum of tourism related subjects, as well as courses on management skills needed for today's successful manager.

■ International Business of Tourism and Leisure Management

Business development & entrepreneurship, political and legal aspects of tourism, managing the tourism workforce, leadership skills, financial management, languages, international consulting, strategic management for tourism

■ Specialised Tourism - Applied Business Concepts

Meeting Industry & Events, Arts & Culture, Nature & Environment, Sport & Health, Luxury & Upscale Tourism, Specialisation Case Studies

■ Strategic E-Tourism Management

E-Tourism, information and communication technology for tourism, E-Marketing, integrated E-Strategy development

■ Tourism and Leisure Research

During the Applied Research & Training Semester students can choose amongst going abroad or staying in Austria, and working for a company to gain experience. Furthermore, the Applied Research & Training Semester is the starting point for the Master thesis. Lectures comprise research and methodology, operations research and tourism psychology.

Emphasis is also put on:

■ 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. leadership skills, decision-making and coaching seminars.

■ Foreign Languages

We will continue our successful language instruction and will provide students with the language skills necessary for today's demanding and global business world.

Students have the possibility to choose either one language (Chinese, French, Russian, Spanish) or to engage in International Consulting.

COMPETENCE PROFILES

To be successful in first-level management functions of the tourism and leisure industry, qualifications and competences like leadership, responsibility, fact-based knowledge and the ability of creative and innovative thinking

are particularly important. Graduates of the Master programme will be provided with these competences during their studies and thus are well prepared to meet the requirements of this booming service industry.

Tourism will always be a source of interesting job opportunities



CAREER PROSPECTS

The tourism and leisure sector worldwide will always be a source of interesting and challenging job opportunities. The programme paves the way for professional flexibility by enabling students to acquire hands-on-experience while studying. As a result job prospects for graduates are excellent.

The graduates of the Master programme will be able to hold executive positions (i.e. executive management, marketing, controlling, sales, project management and many more) both in the domestic and international tourism and leisure sectors and in international project development. The following divisions in the service sector are accessible:

- International and regional tourism project development
- Management of permanent and temporary leisure attractions
- E-Tourism planning, development and application
- Hotel industry and bulk catering
- Travel agency and tour operation
- Touristic transport facilities (airlines, shipping lines, railways, bus companies)
- Tourism attractions, operations for touristic regional planning, development and marketing, sports organisations and operators, sports marketing and sports regions, casinos, theme parks
- Event agencies and operators
- Convention centres, trade fair industry as well as spa operations
- Operations of art and culture as well as of national parks

This service sector also includes: International business, strategic and operative management of tourism and leisure companies as well as the E-Business and E-Tourism sector.

RESEARCH ACTIVITIES

The programme carries out applied research and consultation in international tourism marketing, market research in the area of tourism and leisure, national and international tourist product development, feasibility studies in the course of

resort designs/accommodation concepts, measurement of attractiveness of tourist products, as well as application of information technology in tourism.

FULL-TIME

CURRICULUM

| | | SEMESTER | | | |
|--|--|-----------|-----------|---|-----------|
| | | 1 | 2 | 3 | 4 |
| INTERNATIONAL BUSINESS OF TOURISM AND LEISURE MANGEMENT | | | | | |
| | Business Development & Entrepreneurship | | 2 | | |
| | Political and Legal Aspects of Tourism | | 1 | | |
| | Managing the Tourism Workforce | | 2 | | |
| | Leadership Skills | | | | 2 |
| | Financial Management | 2 | | | |
| | Languages I + II (advanced level - Chinese, French, Russian, Spanish)* | 2 | 2 | | |
| | International Consulting I + II* | 2 | 2 | | |
| | Strategic Management for Tourism | | | | 2 |
| SPECIALISED TOURISM - APPLIED BUSINESS CONCEPTS | | | | | |
| | Meeting Industry & Events | 2 | 1 | | |
| | Arts & Culture | 2 | 1 | | |
| | Nature & Environment | 2 | 1 | | |
| | Sports & Health | 2 | 1 | | |
| | Luxury & Upscale Tourism | 2 | 1 | | |
| | Specialisation Case Studies | | | | 4 |
| STRATEGIC E-TOURISM MANAGEMENT | | | | | |
| | E-Tourism | 2 | | | |
| | Information + Communication Technology for Tourism | | 2 | | |
| | E-Marketing | | 2 | | |
| | Integrated E-Strategy Development | | | | 2 |
| TOURISM AND LEISURE RESEARCH | | | | | |
| | Research and Methodology | 2 | | | |
| | Operations Research | | | | 2 |
| | Tourism Psychology | | 2 | | |
| WEEKLY HOURS PER SEMESTER | | 18 | 18 | | 12 |

APPLIED RESEARCH AND TRAINING SEMESTER
(Including coaching seminar for Master thesis)

* Focus either on language or International Consulting
Subject to alterations.



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