



FH Salzburg

# Innovation & Management in Tourism

Bachelor



Technology  
Health  
Media

# Study Programme

FH-Prof. Dipl. BW (FH) Eva Brucker  
Head of Department

»This programme is aiming at future tourism professionals who plan to be leading this rapidly growing economic sector into the future. It combines theory and practice in an interdisciplinary way which is being taught exclusively in English, thus catering to an international student body.«

**The tourism industry is a fast-paced and ever-changing economic sector. Innovation and Management in Tourism is the course of study for future tourism experts in the field of hotel and destination management, in leisure industry, tourism organizations and e-tourism companies.**

For many years, tourism has been a growing and dynamic economic sector characterized by constant change. Currently, the industry is undergoing enormous changes – it is not only the digitalization and the creation of sustainable experiences that are shaping its development, but more of the fundamental questions of how the tourism of the future will be shaped:

- How will future business models look like?
- How can international travel patterns be redesigned?
- Will sustainability shape tourism product design as a central approach?
- How will digitalized product design develop and shape the future of tourism?
- How are future-oriented human resource management concepts designed?

Innovative thinking and action are more relevant in tourism and the hotel industry than ever before. We provide you with the skills to professionally adopt innovative approaches to increasingly volatile markets. The acquisition of specific tourism management knowledge and business management skills serve as a foundation. Based on this, a special focus is placed on the development and implementation of new tourism products, in which the integration of new technologies represents a special field of competence.

Furthermore, intercultural as well as socially and ecologically responsible actions will shape your future work. A modern teaching concept that combines theory, practice, and interactivity will particularly strengthen these competences.

## Work experience and semester abroad

A strong practical focus sets this degree programme apart. You will complete 900 hours of work experience in tourism industry during which you can put your newly acquired knowledge into practice. A semester abroad is open to you at one of our numerous partner universities either in the third or fifth semester. Learn about different countries and cultures and develop your specialist and intercultural skills – essential when planning an international career.

We also offer exclusive **double degree programmes** with Ritsumeikan Asia Pacific University in Beppu, Japan and Universitat Autònoma de Barcelona, Spain. Use the strengths of both universities and earn two BA degrees in just four years.

## Job prospects and careers

This degree programme gives graduates the skills to take on a role in middle management. Most graduates start their career in an assistant or junior position, for example as assistant to a manager in a medium / large-sized enterprise, or run a smaller (family) company themselves. They work in all areas of the tourism value chain:

- Hotel and catering industry
- Tourism and leisure industry
- Tourism associations
- Destination management organisations
- Event management
- Trade fair and event organisations
- Tour operators
- Marketing and communications agencies
- Digital solution agencies for tourism

After completing your bachelor studies, you also have the option of developing your skills further in a master programme.



# Main Study Areas

## Tourism Management

Alpine tourism is strongly characterised by incoming travel activities, and thus competences in the field of hospitality and destination management are of particular importance for the design of a future-oriented Alpine tourism. Therefore, you will learn more about the basics of hotel management and will deal with planning, product design, marketing and the representation of stakeholder interests in destinations. In addition, you will also deal with issues of international tourism and have the chance to know about other sub-sectors of tourism in the elective modules:

- Hotel and Restaurant Management
- Strategic Planning in Destinations
- International Tourism Management
- Management of tour operators, transportation companies or health tourism offers

## Innovation and digital transformation in tourism

For meanwhile many years, tourism industry has been characterised by extremely dynamic processes of change, with rapid technological development playing a formative role. We support you in understanding innovation processes and realising innovative product design processes.

You can develop your creativity and build on it to develop innovative business ideas in our »Innovation-Labs«. Of particular importance is the development of technology, which permeates all areas of tourism. You will be trained to become designers of the digital future in tourism: AI, augmented and virtual reality, data management, digital media design and classic social media marketing are some of the core study topics:

- Development of tourism products
- New Entrepreneurship and Strategic Business Development
- New Media Management
- Digital Transformation in Tourism
- Online Distribution

## Sustainability

An important success factor for tourism is a strategic orientation towards sustainability. Therefore, within the entire study programme, you will deal with the topic of sustainability as a core approach for management decisions. A sustainable value orientation forms the basis for this.

## Personal and social competences

Through intensive reflective teaching approaches as well as individual coaching, a special focus is put on strengthening personal and social competences. You will have the opportunity to engage in transformation processes that will provide a clearer approach to your own thinking and learning patterns and will ultimately strengthen your personal resilience.

Find out more about our exciting projects:

-  [innovation.and.management.in.tourism](https://www.facebook.com/innovation.and.management.in.tourism)
-  [imt.fhsalzburg](https://www.instagram.com/imt.fhsalzburg)



# Curriculum

More detailed information  
can be found on our website:  
[www.fh-salzburg.ac.at/imt-e](http://www.fh-salzburg.ac.at/imt-e)

1st semester	ECTS 30 (SWS 24)
Tourism Fundamentals	3 (2)
Tourism Marketing Fundamentals	3 (2)
Managerial Economics Fundamentals	5 (3)
Economics Fundamentals	2 (2)
Introduction into Accounting	2 (2)
Innovation Management Fundamentals	2 (2)
Digital Transformation in Tourism Principles	3 (2)
Digital Transformation in Tourism Applications	2 (2)
Internship 1	2 (1)
Self-directed Learning and Communication Introduction	2 (1,5)
Research Methodologies Fundamentals	2 (2)
Academic English	2 (2)

2nd semester	ECTS 30 (SWS 23)
Hospitality Management	4 (3)
Tourism Marketing Instruments	3 (2)
Annual Reporting	3 (2)
Sustainable Economic Systems	3 (2)
Sustainability in Tourism	3 (2)
Innovation and Creativity Techniques	2 (1,5)
Data Processing	3 (2)
Digital Media Management	2 (2)
Presentation and Moderation	1,5 (1,5)
Intercultural Communication	1 (1)
Empirical Social Research fundamentals	2,5 (2)
Academic English	2 (2)

3rd semester	ECTS 30 (SWS 23,5)
Destination Management Fundamentals	3 (2)
Cost Accounting	2,5 (2)
Modern Entrepreneurship and Strategic Business Development	3 (2)
Business Simulation Entrepreneurship	1 (2)
Advanced Innovation Management	3 (2)
Innovation-Lab	3 (1,5)
Trends in Tourism	2 (2)
Data Management	3 (2)
Online Distribution	2 (2)
Conflict Management	1,5 (1)
Market Research	3 (2)
Language: Spanish 1, Italian 1, German 1	3 (3)

#### Tourism Management Elective:

- Tour Operator Management
- Transportation Management
- Health Tourism

#### Elective subjects:

- Tourism Geography
- Food and Tourism
- Italian
- Spanish
- French
- Japanese

4th semester	ECTS 30 (SWS 22,5)
Advanced Destination Management	3 (2)
Markets and Innovations in Tourism	5 (2)
Business Simulation Controlling and Finance	1 (2)
International Law	3 (3)
Human Resource Management in Tourism	3 (2)
eMarketing	3 (2)
Digital Visualization	3 (2)
Negotiation and Sales Skills	1,5 (1)
Statistics	4 (3)
Bachelor Thesis Kick-Off	0,5 (0,5)
Language: Spanish 2, Italian 2, German 2	3 (3)

5th semester	ECTS 30 (SWS 20,5)
International Tourism and Event Management	2 (2)
Finance and Investment	3 (2)
Neuro Leadership	3 (2)
Innovative Approaches in Human Resource Management	2 (2)
Sustainability in Tourism Cases	2 (2)
Innovative Product Development	4 (2)
Digital Media Project	4 (1,5)
Social Media Marketing	2 (2)
Bachelor Thesis Seminar and Bachelor Thesis	4 (1)
Bachelor Colloquium	0,5 (0,5)
Bachelor Tutorial Quantitative/Qualitative Research Methods	0,5 (0,5)
Language: Spanish 3, Italian 3, German 3	3 (3)

6th semester	ECTS 30 (SWS 14,5)
Tourism Management Elective	2 (2)
Business Simulation Destinationmanagement	1 (2)
Controlling	2 (2)
Business Coaching & Mentoring	3 (3)
Self-directed Learning and Communication Intensification	2 (1,5)
Career Coaching	6 (2)
Bachelor Thesis	9 (0)
Bachelor Exam	2 (0)
Language: Spanish 4, Italian 4, German 4	3 (2)

ECTS: European Credit Transfer and Accumulation System  
SWS: Hours per week

This chart shows the curriculum only exemplarily.

# Studying at Salzburg University of Applied Sciences

Salzburg University of Applied Sciences offers practical course content in line with the requirements of business and society. Qualified and experienced teaching staff from both scientific and practical fields guarantee an academic education of the highest standard. Together with the first-rate facilities in our lecture halls and laboratories, they provide the basis for a successful course of study. Our locations, offering a total of 18 bachelor programmes, 15 master programmes and further education possibilities, are situated in some of the most beautiful regions in the world. Whether you are an art and architecture buff, a music fan or a lover of the great outdoors, Salzburg combines historical heritage and modern lifestyle culture to offer something for everyone.

**Urstein Campus:** This modern building houses our central administrative offices and is where most of our degree programmes are taught. The campus is surrounded by greenery, next to the neighbouring medieval estate known as the »Meierei« and our new premises at the »Wissenspark«.

**Kuchl Campus:** This campus, built to contemporary »passive house« energy efficiency standards, is located amongst the greenery at the foot of the Tennengebirge mountains. Six of our degree programmes are based here.

**Salzburg Campus (University Hospital LKH):** Practical lessons and some of the tuition for degree programmes in Health Studies are held at the University Hospital in the city of Salzburg.

**Schwarzach Campus (Kardinal Schwarzenberg Hospital):** Our degree programme for Nursing is additionally held at the »Kardinal Schwarzenberg Klinikum« in Schwarzach (district of Pongau).

**International:** Gain experience abroad at one of our 170 partner institutions around the world. The global exchange of knowledge not only allows you to gain valuable insights into other cultures, but also to make lots of new friends. Our International Office will assist you in organising a semester or placement abroad.

**Career Center:** We support students in planning their careers and entering the world of work. Students can benefit from exclusive free workshops on 'career planning' and a jobs and careers portal: [www.fh-salzburg.ac.at/career-center](http://www.fh-salzburg.ac.at/career-center)

**Sport:** Our Sports Department offers our students the chance to take part in a wide range of courses and training programmes. Find out more at [www.fh-salzburg.ac.at/sport](http://www.fh-salzburg.ac.at/sport)

**Living & studying:** There is student housing located on the Urstein and Kuchl campuses. Please go directly to [www.studentenheim.at](http://www.studentenheim.at) for more information.

**Public Traffic:** There are excellent train and bus connections between all locations.

Urstein Campus



Kuchl Campus



Get to know us better:



# Application & Admission

**Beroz Ferrell**  
Corporate Consultant, The Point, LLC

»The richness of the Bachelor's Programme not only lies in the depth and breadth of classes offered, but in the diversity of its students. The vast range of experiences that the students from various countries bring, makes the learning environment so much more fun and interesting.«

**Study mode:** part-time  
**Length of study:** 6 semesters  
**Degree awarded:** Bachelor of Arts in Business (BA)  
**Study places per year:** 35  
**Location:** Urstein Campus  
**Tuition:** 363 euros per semester + ÖH-fee  
**Lesson times:** Monday to Thursday whole day + excursions  
**Further education:** Masters programme at FH Salzburg, 4 semesters

## Prerequisites for admission

- Secondary education certificate *or*
- University entrance qualification *or*
- Relevant professional qualifications<sup>1</sup> *or*
- German "Fachhochschulreife" in the fields of Economics and Economics and Administration *or*
- Legalized diplomas (see varying requirements on website, depending on country)

<sup>1</sup> Necessary auxiliary examinations will be decided by the head of degree programme.

## Application procedure

1. Online application at  
[www.fh-salzburg.ac.at/online-application](http://www.fh-salzburg.ac.at/online-application)
2. Written / online admission test
3. Personal presentation

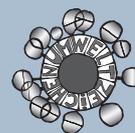
Deadlines and updates can be found on our website.

## Further information

[www.fh-salzburg.ac.at/imt-e](http://www.fh-salzburg.ac.at/imt-e)

## Contact

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