



FH Salzburg

Innovation & Management in Tourism

Master



competent
relevant
sustainable

Study Programme

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

»With a Master's Degree our students do not only broaden their own horizon, but also their opportunities for their future careers. Due to this international management-based Master programme they shall become inspiring and motivating leaders in the dynamically changing global tourism market.«

The tourism industry is a fast-paced and ever-changing economic sector. In this dynamic environment, it is essential for tourism managers to have an innovative mindset and to continuously drive innovation strategically. By doing so, managers will shape the future of tourism successfully and turn destinations, tourism companies and organizations into pioneers.

This is exactly where the Master's programme »Innovation and Management in Tourism« comes in: We provide you with the skills to professionally adopt fresh approaches to increasingly volatile tourism markets. You will intensively deal with strategies and methods of innovation management. Digital transformation and sustainability in tourism, two topics that are simultaneously drivers as well as solutions for change processes in tourism will accompany the main topics of innovation management. The acquisition of specific tourism management knowledge and corporate management skills complement the core topics of the Master's programme. You will be equipped with knowledge and skills to shape and transform the future of tourism and to work as a highly valued specialist or manager in the middle and upper management.

General Foci

Diversity & Internationalization: Working in an international environment, getting to know hybrid cultures, impacts of globalisation, managing across borders and cultures, dealing with chances and challenges of tourism futures.

Corporate Communication & Management: Corporate Management, Human Resources & Leadership, Communication, Finance

Practical Relevance: renowned experts and managers, hands-on experiences, projects and master theses with industry partners

Applied Research: Tourism research, Digitalization in Tourism-Lab, case studies

Semester abroad

Broaden your mind and use your opportunity to study abroad at one of our numerous partner universities all over the world. A stay abroad is possible in the fourth semester. Studying abroad and attending classes at one of our partner universities gives you the chance of deepening your knowledge and experiencing new topics, thereby enhancing your intercultural competencies and your foreign language skills. Additionally, you will be able to add international inputs into your master thesis.

Your Career

The aim of the Master programme is to offer a top-level tourism education that is attractive and accessible to participants worldwide, providing a unique academic and professional foundation resulting in an internationally recognised Master's Degree with extraordinary career prospects. With in-depth knowledge in Innovation Management, Experience and Transformational Design, Digital Transformation in Tourism and Sustainability in Tourism, we prepare you for a multi-faceted career. The programme equips you with the skills needed to take over managerial positions in companies in the tourism industry and the wider service sector, start your own business, continue with a PhD or follow a scientific career.



Special Competencies

Innovation Management in Tourism

- Strategic innovation management in tourism
- Innovative and creative thinking
- Innovative product development
- The start-up eco-system

Innovations are core for the future strategic development of tourism companies and organizations as well as for their competitive positioning on the market. We accompany you in understanding innovation processes and realizing innovative product design processes. You will develop innovative business ideas in our »Innovation Labs« and apply your skills in real-life innovation projects.

Experience and Transformational Design

- Experience and transformational design theory, case studies and projects
- Positive psychology in tourism
- Real-life event design projects

The experience economy is continuously growing, especially in the field of tourism. You will gain specialized knowledge which will help you to address the increased expectations of guests by dealing with topics such as transformational and event design, storytelling as well as co-creation. Additionally, you will be able to develop and manage tourism experiences which also prioritize the well-being of host communities, thus contributing to a more sustainable development in tourism.

Digital Transformation in Tourism

- Digital transformation in tourism fundamentals and research projects
- Smart tourism solutions
- Tourism data intelligence
- Artificial Intelligence in tourism

The development-pace of new technologies has never been as fast as during this period of time. AI, the Internet of Things and Augmented Reality are only few out of several new approaches. You will learn about the strategic use of a multitude of applications. Additionally, the programme equips you with a deep understanding for Tourism Data Intelligence. Thus, you will be able to strategically assess and shape the digital tourism ecosystem.

Sustainability in Tourism

- Sustainable destination development
- Climate change and its effects on global tourism
- Social sustainability in tourism
- Green finance

Future management decisions should be taken in the light of sustainability. You will be able to be a driver for sustainable strategies in destination management as well as in all other fields of tourism. Critical reflection about social and ecological consequences of your decisions taken will be core of your managerial way of thinking.

Electives

During your 3rd and 4th semester you can choose between three electives. Thus, you have the possibility to delve deeper into personally preferred topics in the context of Innovations, Digital Transformation, Sustainability or Corporate Management.



Curriculum

The detailed course outline
can be found at:
[www.fh-salzburg.ac.at/
imte-master](http://www.fh-salzburg.ac.at/imte-master)

Module designation	Lectures	Semester			
Core competencies		1	2	3	4
Tourism Management	Current Issues in Tourism Management	2 (2)			
	Destination Simulation	2 (2)			
	Tourism Trends and Futures		3 (2)		
	Smart Tourism Solutions		2 (2)		
	Tourism Economy Performance Measurement		3 (2)		
	Tourism Branding			2 (2)	
	PR and Influencer Marketing in Tourism			2 (2)	
Innovation Management and Experience Design	Strategic Innovation Management in Tourism	3 (2)			
	Positive Psychology and Wellbeing in Tourism	2 (1)			
	Life Design 1	1 (1)			
	Innovation Project		4 (4)		
	Experience and Transformational Design		3 (2)		
	Innovation Lab			3 (2)	
	Service Design in Tourism			2 (2)	
	Event Design in Tourism			4 (2)	
	Life Design 2				1 (1)
Sustainability in Tourism	Sustainability and Paradigm Shift	3 (2)			
	Sustainable Destination Management		2 (2)		
	Finance and Sustainable Development Goals			2 (2)	
	Business Ethics			2 (2)	
	Tourism and Climate Change				1 (1)
Digital Transformation in Tourism	Digital Transformation in Tourism Fundamentals	3 (2)			
	Digital Tourism Lab	3 (2)			
	Digital Transformation in Tourism Project 1		4 (2)		
	Digital Transformation in Tourism Project 2			5 (2)	
	Tourism Data Intelligence			3 (2)	
Corporate Management	Fundamentals of Corporate Management	3 (2)			
	Financial Statement Analysis	3 (2)			
	Intercultural Communication	2 (2)			
	Instruments of Corporate Management		2 (2)		
	Advanced Accounting		3 (2)		
	Strategic HR Management and Leadership		2 (2)		
Tourism Management Elective ¹	Legal Compliance & Cybersecurity in Digital Tourism Management			3 (2)	
	Social Sustainability in Tourism			3 (2)	
	International Corporate Management			3 (2)	
	Start-up and Business Plan				4 (2)
	AI in Tourism				4 (2)
	Current Issues in Sustainable Tourism				4 (2)
Methodological Competencies					
Research	Research Methods	3 (2)			
	Statistics		2 (2)		
Master thesis	Master Colloquium			2 (2)	
	Master Thesis Seminar				2 (2)
	Master Thesis				20 (0)
	Master Exam				2 (0)
ECTS (SWS)		30 (22)	30 (24)	30 (22)	30 (6)

Elective subjects:

- Managerial Economics
- Finance Tutorial
- German 1-3
- Research Methods 2
- Statistics 2
- Corporate Risk Management

- Food and Tourism 1-2
- The Spanisch Language Café
- Piazza Italia - Parliamo Italiano
- Understanding Austrian Culture and Society
- Cross Cultural Management

¹ One Tourism Management elective must be chosen in the 3rd and 4th semester.

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

The shown curriculum is an overview.

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



Kuchl Campus



Get to know
us better:



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 approx. 190 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

Sport: Our sports programme offers a wide range of courses and training sessions. Find out more at 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 for more information.

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

Application & Admission

Angelika Bernhofer & Mihir Nayak
Graduates

»The Tourism Master programme at the Salzburg University of Applied Sciences is international, innovative and interactive.

We've gained knowledge that we can directly apply to our workplace across the world.«

Study mode: part-time

Length of study: 4 semesters

Degree awarded: Master of Arts in Business (MA)

Study places per year: 35

Location: Campus Urstein

Tuition: 363 Euro per semester + ÖH-fee

Lesson times: Monday and Tuesday whole day, Wednesday until noon;

1-2 block weeks per semester are possible

Entrance requirements

- Bachelor degree in Tourism Management, Hospitality Management, Business Administration or Economics. Other degrees are subject to the decision of the Head of Degree Programme
- Legalised diplomas (see varying requirements on website, depending on country)
- Deposit for non-EU applicants

Application procedure

1. Online application at
www.fh-salzburg.ac.at/online-application
2. Personal presentation

Deadlines and updates can be found on our website.



Further information

www.fh-salzburg.ac.at/imte-master



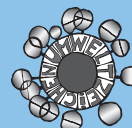
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Contact

Fachhochschule Salzburg GmbH
Salzburg University of Applied Sciences
Urstein Süd 1, 5412 Puch / Salzburg, Austria
T +43 50 2211-6020
E office.bt@fh-salzburg.ac.at
www.fh-salzburg.ac.at



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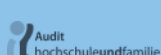


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