



## Master

*With a Master's Degree you do not only broaden your own horizon, but also your opportunities for your future career. You may take over managerial positions in companies, start your own business or go on with a scientific career.*

### Why in Tourism

- is the largest industry in the world
- has experienced continued growth
- is one of the fastest growing economic sectors worldwide
- even surpasses business of oil exports, food products or automobiles
- is one of the major players in international commerce
- represents one of the main income sources for many developing countries
- accounts for more than 10 % of the global GDP
- generates 215 million jobs

## Application & Admission

### FACTS

<b>Study mode:</b>	part time
<b>Degree awarded:</b>	Master of Arts in Business
<b>Length of study:</b>	4 Semester (120 ECTS Credits)
<b>Study places/year:</b>	40
<b>Costs:</b>	EURO 363.- per semester

### PREREQUISITES FOR ADMISSION

- Bachelor degree in the field of tourism or business administration or a certificate that is equivalent
- Documentation of English language skills (TOEFL min. Score 70 or IELTS min. Score 5.5)

### ADMISSION PROCESS

- Online application on our website [www.fh-salzburg.ac.at](http://www.fh-salzburg.ac.at)
- Certificates of your previous studies, recommendations
- High School Diploma (Matura, Abitur, A-levels etc.)
- Recommendations
- CV in English
- Letter of Motivation
- Photo (not older than 1 year)
- Proof of citizenship
- Copy of Passport
- Latest written thesis (BA, MA, MAG, MBA, etc.)
- Proof of English language skills (TOEFL min. Score 70 or IELTS min. Score 5.5)

### CONTACT

For further information please visit us online at [www.tourism-university.com](http://www.tourism-university.com)

### Master Programme IMT

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## Master Programme

# Innovation & Management in Tourism





## Core Competencies

### Design experiences – create unforgettable moments – be successful!

The experience economy is continuously growing – also in the field of tourism. The expectations of guests have increased and the industry needs to meet these new demands. With our tailor-made Master Programme “Innovation & Management in Tourism” we prepare YOU for these new challenges!

In this international management-based Master Programme you gain specialized knowledge in the fields of Experience Engineering and Event Management. This includes different approaches and methods within the range of Imagineering, Authenticity and Sustainability. In addition to the above, the programme focuses on eTourism. This means the understanding of Information and Communication Technologies in Tourism as well as the development of New Media Applications (Facebook, Twitter and Co.) and the media Consumer Adoption. Furthermore there is an emphasis on social skills and foreign languages. Therefore the entire programme is held in English language and in addition, one more foreign language is compulsory (students may choose between Arabic, Russian and Chinese).

The aim of the Master Programme is to offer a top-level tourism training that is attractive and accessible to participants worldwide, providing a unique education resulting in an internationally recognized Masters' Degree with extraordinary career prospects!

## Specializations

In the third semester you choose one of the two specializations below:

### Destination Management

- Means of Staging in Destinations
- Visitor Management & Visitor Flows
- Active Design of Tourist Attractions
- Product Development in Destinations
- Business Planning for Tourism Organizations
- Business Planning for Tourist Attractions

### Hospitality Management

- Generation Break in the Hospitality Industry
- Financial, Economic & Legal Aspects
- Human, Psychological & Emotional Aspects
- Sustainable Success of SMEs & Tax Law
- Budgeting, Pricing & Yield Management
- Business Planning for Hospitality SMEs

### Practical Relevance

Your professors are renowned experts, leading managers and specialists in the market. Furthermore, topics of projects and research papers like Master Theses are developed in cooperation with partners in the industry.

### Projects

You are trained to work on projects independently in order to gain practical experience. You are confronted with current matters and real projects which makes it possible to have hands-on experiences and achieve highly professional results.

## Master Foci Imagineering & eTourismus

### Focus: Imagineering

- Psychological & Sociological Phenomena
- Creative Marketing & Product Development
- Strategic Event Management & Organization
- Experience Engineering & Commercialization
- Creating Unique Emotions & Memories
- Staging & Authenticity

### Focus: eTourism

- Global Understanding of New Media
- Information & Communication Technologies
- Technologies concerning Tourism
- Social Networks & Service Industry
- Economic & Social Consequences
- Media Consumer Adoption

### Applied Research

You get to know scientific streams and tenors and you are able to distinguish between explorative, descriptive and hypotheses analyzed research. Your Master Thesis proves your competence in applying research methods accurately.

### Personality & Creativity

You deepen your skills in taking over responsibility and working autonomously. You learn to look at obstacles and challenges from different perspectives, find applicable solutions and solve problems in your own manner considering all interrelations.

## Master Foci Innovation & Cultural Diversity

### Focus: Innovation

- Definitions of Innovation & Different Types
- Development Processes & Implementation
- Innovation & Project Management
- Significance of Innovation in Tourism
- Characteristics of Innovation in Services
- Success Factors and Barriers in Tourism

### Focus: Cultural Diversity

- Intercultural Communication
- Hybrid Cultures & Cross-Cultural Identities
- Interpersonal Communication
- Impacts of Globalization & Media Diversity
- Cosmopolitanism & Intercultural Competence
- Choice of Russian, Arabic or Chinese

### Team & Communication

You gain knowledge in managing teams and handling complex ventures. You are able to present your ideas and solutions clearly and convincingly with simultaneous consideration of the existing diversity of your counterpart.

### Theory & Reflection

The theoretical lectures advocate your capability of conception and reflection as well as the argumentation of ideas. This also includes a proper understanding of conflict management and negotiation techniques.

## Career Prospects

### Branches

- **Hotel Industry** (hotels, resorts, boarding houses, camping sites...)
- **Gastronomy** (restaurants, cafes, bistros, fast food chains,...)
- **Destination Management Organizations** (regional, national and international)
- **Attraction & Leisure Time Industry** (spas, theme & nature parks, attractions, museums...)
- **Business Tourism** (event & congress centers, trade shows, conferences, meeting industry...)
- **Tourism Lobby** (countries, ministries, chambers, networks, organizations...)
- **Tourism Consultancy** (consulting all kinds of tourism enterprises and organizations)
- **Touristic Online Service Provider** (booking platforms, social networks, new media...)
- **Universities & Research Companies** (scientific assistance)