

Imagineering Tourism

Because each product needs to be a unique experience

Students in our programme want to be sure that they will be part of a professional team that is academically strong, already knowledgeable in the world of tourism and exceptionally committed.

For this reason, we have implemented a stringent selection process which consists of several parts. The first step in the application procedure takes place online and therefore should begin with a scanning of all required documents which are listed below. All documents must be submitted in English. Translations must be done by a certified translator. Both – the original as well as the translation – have to be submitted.

Prerequisites for admission

You need to hold a Bachelor degree in the field of Tourism or Business Administration or a certificate that is equivalent.

The lectures are held in English and it is a part time programme - that means you will have the option to work, but it is no obligation.

Courses will take place as followed:

- 1-2 Block-Weeks per semester
- for the rest of the semester ONLY Mondays and Tuesdays (whole days)

Documents needed

- Certificates of your previous studies
- High School Diploma (Matura, Abitur, A-levels...)
- Recommendations
- CV in English
- Letter of Motivation
- Photo (not older than 1 year)
- Copy of Passport
- Latest written thesis (BA, MA, MAG, MBA, etc.)
- Proof of English language skills (see next)

| Innovation & Management in Tourism | | Campus Urstein |
|------------------------------------|----------------------------|----------------|
| Study mode | part time | |
| Length of study | 4 semesters | |
| Degree awarded | Master of Arts in Business | |
| Study places | 40 (per year) | |

Documentation of English language skills

If English is not your mother tongue or educational language one of the following certificates is required:

- TOEFL (minimum score: 70)
- IELTS (minimum score 5.5)

Online application

After scanning all required documents, visit our website at www.fh-salzburg.ac.at and apply to our programme using the **online application tool**. Only complete documents will be accepted and proved!

Application deadline for non European Citizens: **April 22nd 2011**
Application deadline for European Citizens: **May 20th 2011**

Admission clip

Once your documents have been proved concerning your qualification, you will get further instructions for the final step in the application process – your admission clip. In order to find out more about your person and your intentions, we have replaced the personal interview with an admission clip - that means a video. You will receive detailed instructions for that in time.

You will be updated about the status of your application continuously. Final decisions on admission will be announced by mid July 2011. Important note to foreign applicants: Should you be admitted to our programme it will be your own responsibility to obtain the necessary visa to study in Austria. We know from experience that this can be a very time-consuming procedure. Please contact your local embassy in time.



Matthias Imdorf
Practise-oriented innovator, Luzern (Switzerland)
Professor in the IMT Master Programme

„Innovation & Management in Tourism is focusing on Imagineering, the USP of this study programme. Alumni are experts in developing tourism products that are unique and sustainable experiences.“

Curriculum

Innovation & Management in Tourism Master of Arts in Business

| | Module designation | ID | Lectures | 1 st | 2 nd | 3 rd | 4 th | |
|------------------------------------|--|------------------------------|---|----------------------|----------------------|------------------------------|-----------------|-------|
| Core competencies | General Entrance Module | GEM | General Entrance Course | 3(2) | | | | |
| | eTourism | ETO | Innovation: eTourism eTourism Theories | 2(1) | 3(1) | | | |
| | Tourism Marketing | TOM | Brand Management Management of Tourism Networks & Cooperations | | 3(2) 3(2) | | | |
| | Corporate Communication | COC | Public Relations in Tourism Media Training & Press Relations | | | | 3(2) 1(1) | |
| | Imagineering 1 | IMG1 | Tourism related Aspects of Psychology & Sociology in Tourism 1 + 2 Basic Methods & Strategies in Imagineering Innovative Imagineering Case Studies | 2(2) | 2(3) 2(3) 2(2) | | | |
| | Imagineering 2 | IMG2 | Innovative Imagineering & Staging Innovative Imagineering Project | | | 3(2) 2(4) | | |
| | Leadership | LEA | Leadership Principles Human Resource Management Conflict Management | 2(2) 3(2) 3(2) | | | | |
| Specific professional competencies | Hospitality Management | HMG | Small & Medium-sized Tourism Enterprises Succession Strategic Controlling & Finance Development of Innovative Products in Hospitality Business Planning in Hospitality | | | 3(2) 3(2) 3(2) 3(2) | | |
| | In this competence domain you can choose between Hospitality and Destination Management! | | | | | | | |
| | Destination Management | DMG | Attraction Management & Finance Visitor Management Development of Innovative Products in Destinations Business Planning in Destination | | | 3(2) 3(2) 3(2) 3(2) | | |
| Methodological competencies | Project & Innovation Management | PIM | Project Management Innovation Management | 3(2) 3(2) | | | | |
| | Change Management | CHA | Change Management Change Management Project | | 3(2) 4(2) | | | |
| | Research 1 | RES1 | Research Methodology eTourism Research | | | 4(2) 5(2) | | |
| | Research 2 | RES2 | Master Thesis Seminar Master Thesis | | | | 2(2) 24(2) | |
| Interdisciplinary competencies | Ethics & Sustainability | ETS | Sustainability in Tourism Symposium Ethics & Sustainability | 3(2) 1(1) | | | | |
| | Personal Communication | PEC | Intercultural Communication Negotiation Techniques | 2(2) | 3(2) | | | |
| | Foreign Language & Culture 1 | FOL1 | Chinese Language & Culture 1 | 3(2) | 3(2) | | | |
| | | | Chinese Language & Culture 2 | 3(2) | 3(2) | | | |
| | | | Arabic Language & Culture 1 | 3(2) | 3(2) | | | |
| Foreign Language & Culture 2 | FOL2 | Arabic Language & Culture 2 | 3(2) | 3(2) | | | | |
| | | Russian Language & Culture 1 | 3(2) | 3(2) | | | | |
| | | | Russian Language & Culture 2 | 3(2) | 3(2) | | | |
| | | | Chinese Language & Culture 3 | | | 2(2) | | |
| | | | Arabic Language & Culture 3 | | | 2(2) | | |
| | | | Russian Language & Culture 3 | | | 2(2) | | |
| | | | | ECTS (SH) | 30(22) | 30(19) | 30(18) | 30(6) |

ECTS = European Credit Transfer System

SH = Semester hours per week

1st Semester/Fundamentals 2nd Semester/Intensification

3rd Semester/Specialization 4th Semester/Expertise



For any further questions you may have regarding the degree programme or application please contact: daniela.millinger@fh-salzburg.ac.at. Find out more about our master programmes at: www.fh-salzburg.ac.at