

# Imagineering Tourism

Because each product needs to be a unique experience

## Innovation & Management in Tourism

Urstein Süd 1  
5412 Puch/Salzburg

Business & Tourism  
www.fh-salzburg.ac.at



*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 Tourism or a certificate that is equivalent. If you don't meet this condition you need to have at least the following:

- 5 ECTS tourism basics
- 5 ECTS tourism management
- 2 ECTS scientific research
- 2 ECTS IT apps in tourism

### Documents needed

- Certificates of your previous studies, recommendations...
- CV in English
- Letter of motivation
- Photo (not older than 1 year)
- Proof of citizenship
- Copy of your passport
- Latest written thesis (BA, MA, MAG, MBA, etc.)
- Proof of English language skills (see next)



*„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.“*

**Matthias Imdorf**  
Practise-oriented innovator, Luzern (Schweiz)

### Documentation of English language skills

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

- TOEFL
- IELTS (min. score 5.0)
- BEC Vantage
- CAE

### Online application

After scanning all required documents, visit our website at [www.fh-salzburg.ac.at](http://www.fh-salzburg.ac.at) and apply to our programme using the **online application tool**. Only complete documents will be accepted and reviewed!!

Application deadline for non European Citizens: **April 23<sup>rd</sup>, 2010**  
Application deadline for European Citizens: **May 14<sup>th</sup>, 2010**

### Personal interview

The final step in the application process is the personal interview. Interviews with applicants will be held at Campus Urstein on **April 28<sup>th</sup>, May 20<sup>th</sup> and May 27<sup>th</sup>, 2010**. If you are living abroad, you will get detailed instructions in time.

You will be updated about the status of your application continuously. Final decisions on admission will be announced by mid July 2010. **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 Austrian embassy in time.

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)	

\*under reservation of the approval by the FH Council

# Curriculum

## Innovation & Management in Tourism Master of Arts in Business

	Module designation	ID	Lectures	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	
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

1<sup>st</sup> Semester / Fundamentals 2<sup>nd</sup> Semester / Intensification

3<sup>rd</sup> Semester / Specialization 4<sup>th</sup> Semester / Expertise



For any further questions you may have regarding the degree programme or application please contact: [silvia.listberger@fh-salzburg.ac.at](mailto:silvia.listberger@fh-salzburg.ac.at). Find out more about our master programmes at: [www.fh-salzburg.ac.at](http://www.fh-salzburg.ac.at)