

## Study in Salzburg – The Special Experience!

Salzburg – a prime location for all kinds of winter and summer sports with mountains and lakes nearby.

Salzburg – rich with history and a cultural hotspot, the city of Mozart and home to the world-famous Salzburg Festival.



## Innovation & Management in Tourism (imt-e)

International Bachelor Program for Tourism Professionals

### Contact

Salzburg University of Applied Sciences  
Fachhochschule Salzburg GmbH  
Innovation & Management in Tourism (imt-e)  
Urstein Süd 1 | A-5412 Puch

Tel: +43-(0)50-2211-1356 | Fax: -1399  
office.imt-e@fh-salzburg.ac.at  
[www.fh-salzburg.ac.at/imt-e](http://www.fh-salzburg.ac.at/imt-e)



Information Technologies

Wood & Biogene Technologies

Business & Tourism

Media & Design

Health Studies & Social Work



## Salzburg - What better place?

The city of Salzburg lies at the heart of Europe where high alpine ranges meet softly rolling plains. From its earliest beginnings through the Middle Ages and on to the present, Salzburg is a meeting place that has never ceased to fascinate its guests. In fact, hundreds of thousands of tourists flock to Salzburg every year to partake in any of the city's over 3,000 cultural, sporting or civic events. Others come to simply enjoy the breathtaking beauty of this clean and safe city and its surroundings. For although Salzburg has a tremendously long tradition of hospitality, the passion and care with which guests are greeted here has not diminished. Today Salzburg stands for Mozart, Sound of Music, Salzburg Music Festival, skiing, well-being and more. What better place for your education in tourism than this ideal environment?



## Why choose imt-e in Salzburg?

- unique structure combining academic & working world
- international, professional target group
- dedicated faculty with extensive experience in tourism
- application of cutting-edge teaching methods
- world-class university facilities
- prestigious location in an area of breathtaking beauty
- city with outstanding international reputation

## Urstein Campus - an architectural jewel

Follow the gently curving Salzach river in a southerly direction, passing picturesque communities along the way, and you'll come to the Urstein Campus, opened in 2005.

Today, the Urstein Campus provides a center of learning for over 15 degree courses, ranging from Information Technology to Health Studies, offering each and every one of our 1,600 students exposure to a variety of people and programs.

The blue-green Salzach river which leads us from the city of Salzburg to the campus can now be crossed on a footbridge, connecting the university to the sporting center located on the opposite bank. Here students can participate in almost any sport imaginable.

The Urstein Campus is accessible by motorway and also boasts its own railway station with excellent connections to Salzburg and beyond (Munich, Vienna, etc.). Without a doubt, the Salzburg University of Applied Sciences provides living and learning opportunities that cannot be found anywhere else.



Information Technologies

Wood & Biogene Technologies

Business & Tourism

Media & Design

Health Studies & Social Work

## Your success at the executive level

The degree course **Innovation & Management in Tourism** is a unique, international university education for future executives who plan to be leading this rapidly growing economic sector. This innovative 3-year-program combines a compact and intensive interdisciplinary course of instruction with the

professional world. Students can immediately apply the knowledge of innovation methods and management skills which they have gained at the university to their professional operations. **Here you will find optimal conditions for future success at the executive level in worldwide tourism.**

## Transferring know-how

Our **imt-e** faculty members come from the world of international tourism management as well as from science and research. They are dedicated to providing students with the knowledge required to meet the challenges of today's executives in tourism. All instruction takes place in English, making it possible to offer this outstanding degree course to an international student-body. What does this mean for you? It means international exposure and networking – both of which cannot be over-estimated in the world of tourism today.



Student picture with caption: „The possibility to complete my studies and be employed at the same time offered me a unique chance to immediately take my classroom knowledge from a variety of fields and apply it to the real working world.“

(Karin Koch)

## Program overview

- Target group: international professionals in tourism
- Degree: Bachelor of Arts in Business (BA)
- At least one semester abroad mandatory
- eLearning: notebook required
- 40 weeks of employment in a tourism-related field during course of studies mandatory
- Length of studies: 6 semesters; ECTS: 30 credit points per semester
- Class size per year: 30
- Language of instruction: English
- Additional languages: Spanish / Italian / Russian / Chinese / German

## imt-e – Features in focus

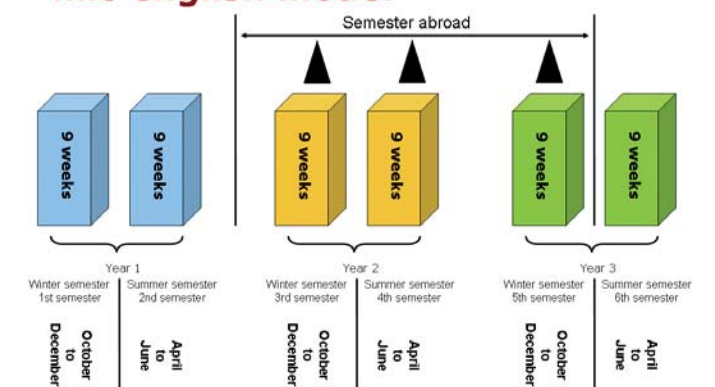
**Innovation:** To be competitive means to recognize upcoming trends, to develop new products and to be the first to act. This degree course deals intensively with tools needed for the successful development of offerings, trend-research, creativity-techniques and product design.

**Management:** Creative ideas lead to innovations, but new offerings can only do well when they are handled professionally. For executives in the field, solid know-how in operational economics and marketing are a must. Opportunities to enhance supervisory skills are an integral part of our program as well.

**Leadership:** Executive leaders can motivate, are familiar with new forms of teamwork and know how to solve conflicts. The necessary background knowledge as well as an awareness of one's own strengths and weaknesses are subjects of this instruction.

**eBusiness:** The internet is the most important marketplace for tourist information, products and services. In the long run and particularly in tourism, timely recognition of this fact will be required to be successful. **imt-e** graduates are enabled to apply latest technologies and take advantage of new market-opportunities on the global travel-market.

### imt-english model



## Our educational goals are your professional goals

imt-e graduates recognize upcoming trends and develop innovative products for all facets of the tourism value chain. As a member of this exclusive group, you will:

- conduct professional e-marketing and know how to take advantage of the opportunities as well as the variety of new distribution channels.
- become aware of operational-economic and legal frameworks and be in a position to run tourism SMEs sustainably.
- be an executive who is aware of his/her responsibilities to colleagues and who acts in a team-oriented fashion.
- possess a good command of several languages and know how to assert yourself positively in an ever-increasingly intercultural environment.
- build on your already existing experience, apply it to challenging projects during your studies and be prepared to take on complex tasks in the future.
- be familiar with knowledge-management and in a position to continually increase your own expertise and thereby remain at the cutting-edge level in your professional field.

	year 1 <sup>st</sup> Foundation	year 2 <sup>nd</sup> Continuation	year 3 <sup>rd</sup> Consolidation
<b>Innovation in Tourism</b>	IT Web Design	Innovation and Product Development	Internet Economy
<b>Tourism Management</b>	Tourism Marketing	Tourism Management	
<b>Business Administration Macro-Economics</b>	Foundations of Business Administration / Economics		Enterprise Simulation
<b>Personal Skills</b>	Languages		
	Presentation Skills, Time Management Research Methodology	Leadership, Negotiation Statistics	

## Study worldwide

The Salzburg University of Applied Sciences offers its students the opportunity to study abroad at any one of numerous distinguished institutes of learning throughout the entire world. We are proud of the impressive network of schools where imt-e students are placed in either their third, fourth or fifth semester. This enriching experience is mandatory – our international office will be of assistance along the way!

We have more recently established cooperations with the International School of Tourism and Hotel Management (IST) in Nepal, with the Sanya Aviation and Tourism College (SATC) in Hainan, China and also with the Sri Lanka Institute of Tourism (SLITHM).

### Here a sampling of our partnership institutions:

- Murdoch University, Perth (AUS)
- Savonia University of Applied Sciences, Kuopio (FI)
- Southampton Solent University, Southampton (GB)
- Thompson Rivers University, Kamloops, (CAN)
- Korea University, Seoul (KOR)
- Universidad de Monterrey, San Pedro G.G. (MEX)
- Universidad Autonoma de Barcelona, Barcelona (E)
- Hawaii Pacific University, Hawaii (USA)



The Salzburg University of Applied Sciences is involved in several international tourism development projects in China, Sri Lanka, Nepal and in Mongolia.

The head of imt-e, Prof.(FH) Leonhard Woerndl with Nilofer Bakhtiar, the tourism minister of Pakistan, who has studied Tourism in Austria at the Institute of Tourism and Hotel Management (ITH) in Salzburg.

## Languages

Instruction in this unique program takes places exclusively in English. Students must have a good command of the language upon enrolment and be able to document it with an internationally recognized certificate. See our website for minimum score requirements – [www.fh-salzburg.ac.at/imt-e](http://www.fh-salzburg.ac.at/imt-e). If you are a native English speaker and/or were taught primarily in English throughout the last 4 years of your secondary education, your English skills will automatically be recognized as sufficient.

We encourage students to acquire additional skills in Spanish, Italian, Chinese and/or Russian. For non-German speaking students specially designed German language courses which provide tuition in small groups are available.



## Tuition fees / Housing

Tuition fees at the Salzburg University of Applied Sciences are currently 363.—Euros per semester. Scholarships are available. For further information see [www.studieren.at](http://www.studieren.at) as well as [www.stipendium.at](http://www.stipendium.at).

For information concerning housing on campus, see <http://www.campus-urstein.at>



## Courses

	Hours/week	ECTS Credits	
<b>Semester 1</b>	Information Technology I	2	3
	Web Publishing	2	3
	Tourism Fundamentals	2	3
	Economics	2	3
	Tourism Marketing I	2	3
	Business Administration	2	3
	Financial Accounting	2	4
	Learning and Working Techniques	2	3
	Business English	2	2,5
	Spanish/Italian/Russian/Chinese/German	2	2,5
	<b>Total</b>	<b>20</b>	<b>30</b>

	Hours/week	ECTS Credits	
<b>Semester 2</b>	IT Applications in Tourism	2	3
	Web Design	2	3
	Tourism Marketing II	2	3
	Field Studies	2	4
	Tourism Management	2	3
	Cost Accounting	2	3
	Communications and Rhetoric	2	2
	Research Methodologies	2	4
	Business English	2	2,5
	Spanish/Italian/Russian/Chinese/German	2	2,5
<b>Total</b>	<b>20</b>	<b>30</b>	

<b>Semester 3</b>	Market Research in Tourism	2	4
	Service Management	2	3
	Elective 1: Hospitality Management I	2	3
	Elective 2: Destination Management I	2	3
	International Law	2	3
	Organisation	2	3
	Corporate Tax Law	2	3
	Presentation Techniques	2	3
	Statistics	2	3
	Business English	2	2,5
	Spanish/Italian/Russian/Chinese/German	2	2,5
	<b>Total</b>	<b>20</b>	<b>30</b>

<b>Semester 4</b>	Creativity Techniques	2	3
	Trends in Tourism	2	3
	Open Window	2	3
	Tourism Marketing III	2	3
	Quality Management	2	2
	Elective 1: Hospitality Management II	2	3
	Elective 2: Destination Management II	2	3
	Special Aspects of Business Administration	2	3
	Management Accounting	2	3
	Team Communication	2	2
	Business English	2	2,5
	Spanish/Italian/Russian/Chinese/German	2	2,5
	<b>Total</b>	<b>22</b>	<b>30</b>

<b>Semester 5</b>	Product Development (Project)	2	4
	Internet Economy	2	3
	eMarketing	2	3
	Personnel Management	2	3
	MICE - Meetings, Incentives, Congresses and Events	2	3
	Finance	2	3
	Bachelor Thesis 1 and Accompanying Seminar	2	6
	Business English	2	2,5
	Spanish/Italian/Russian/Chinese/German	2	2,5
	<b>Total</b>	<b>18</b>	<b>30</b>

<b>Semester 6</b>	eBusiness in Tourism	2	3
	Leadership	2	3
	Leisure and Cultural Operations	2	3
	Controlling	2	3
	Corporate Planning and Simulation	2	3
	Bachelor thesis 2 and Accompanying Seminar	4	9
	Professional Internship		6
<b>Total</b>	<b>14</b>	<b>30</b>	

## Visa requirements/working permits

For students from abroad who have been accepted into the imt-e program, we offer individual advise regarding working permits.

For visa information, please consult your nearest Austrian embassy or consulate (find lists of nearest Austrian representatives at [www.bmaa.gv.at](http://www.bmaa.gv.at)) or see [www.oead.at](http://www.oead.at).

## Application process

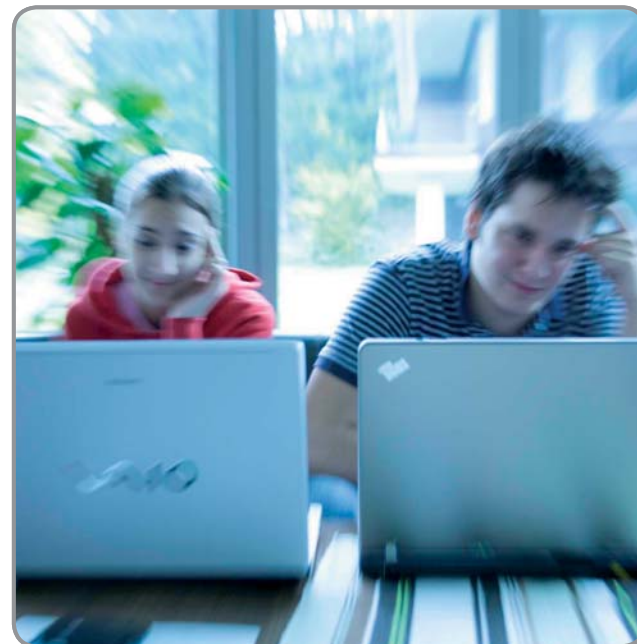
Students in our program want to be sure that they will be part of an executive team that is academically strong, already at least somewhat knowledgeable in the world of tourism and exceptionally committed. For this reason, we have implemented a stringent application process which consists of several parts as follows:

**Step 1:** online application including uploading of the following documents

- high school diploma/university entrance qualification
- proof of citizenship
- passport photo
- CV
- letter of motivation
- proof of employment (preferably from field-related source)
- internationally recognized English certificate (see language requirements on website)

**Step 2:** placement test (on-campus for those living in closer proximity to Salzburg. Online for others)

**Step 3:** personal interview (on-campus for those living in closer proximity to Salzburg. Via telephone/video conference for others)



For more detailed information concerning the application procedure, see our website.

**Application deadline: mid-May.**

„Your future is our future“

A comprehensive education geared toward the working world and corresponding to the economy's requirements is more important today than ever before. Because education is the cornerstone for economic prosperity and thereby also for societal peace, an investment in the education of our youth simultaneously means an investment in a functioning and intact society, which is what we all desire. The individual future of every single person is the foundation.

Building on this philosophy, The Salzburg University of Applied Sciences, one of the most important institutes of learning in the country, has placed its students with all their desires and expectations at the centre of its mission. „Welcome to your future“ - this is the invitation and at the same time the promise which the university offers its students.

This unconditional commitment to the future is being additionally supported by an array of unique university features. Thus, a constant effort to network with international contacts allows students easy access to semesters abroad or to international internships.

The new Urstein Campus makes it possible in many respects for students to partake in their studies surrounded by a parti-

cularly high quality of living. This is an advantage which is not to be underestimated when a 100% intellectual focus is called for.

What most of all distinguishes the FHS from many comparable institutes of learning is its unique societal structure. The Chamber of Commerce and Chamber of Labour both participate equally as stakeholders of the institution. This example of true social partnership serves as a role-model for Austria and far beyond its borders.

The FHS is exemplary and as such has created the ideal prerequisites for a top-quality academic education with all of its prospects for the future.



Information Technologies

Wood & Biogene Technologies

Business & Tourism

Media & Design

Health Studies & Social Work