



FH KREMS
UNIVERSITY OF APPLIED
SCIENCES / AUSTRIA

Bachelor

School of Business

Tourism and Leisure Management

ACCREDITED MEMBER



International Centre
of Excellence in
**Tourism and Hospitality
Education (THE-ICE)**



„I cannot overstate the pleasure it has been to have your student on our team. Her hard work, ability to take on projects, work independently, and do it all with a radiant smile will surely be missed. I commend your organization for producing such fine young people.“

Bruce MacDonald

Vice President & General Manager
JPdL Toronto Inc.

TOURISM WORLDWIDE

The tourism and leisure industries are booming worldwide. In the future, the tourism industry will continue to be of major importance due to continuing globalisation which goes hand in hand with an increased demand for travelling. The rising importance of leisure and recreation as well as open-minded attitudes provide a promising and thrilling future for tourism, whilst the fast-changing world economy and the global political situation create new markets. Therefore tourism will create new jobs and secure employment. Today's tourists seek the highest quality. Thus, high quality and sustainable tourism need professionals who proactively capitalise on global business challenges.

BUSINESS PARTNERS

The programme co-operates with more than 800 companies in 70 countries worldwide.

Here are some examples:

Airline Industry: Austrian Airlines, British Airways, Emirates, KLM, Lufthansa, Star Alliance / **Destination Management:** JPdL Canada, PRA Destination Management, Seattle, Kuoni Destination Management, Madrid
Hotels/Hotel Groups: Hilton Hotels, InterContinental Hotels, Marriott Hotels, Vienna International Hotels, Ritz-Carlton Hotels, Four Season Hotels, Kempinski Hotels / **Meeting & Incentive:** MCI Group, Hong Kong, Meeting Professionals International, Luxembourg, Meeting and Convention Planner, Bangkok, Kongresszentrum Hofburg / **Tourist Boards:** Austrian National Tourist Office, Maison de la France, Monaco Government Tourist Office, New York, Comcenter Southamerica, Lima / **Tour Operators/ Travel Agencies:** American Tours International, Los Angeles/New York, Österreichisches Verkehrsbüro, TUI, Freeway, Sao Paulo, Shanti Travel, New Delhi / **Tourism Organisations:** European Travel Commission (ETC), Brussels, World Tourism Organization (WTO), Madrid

By means of these co-operations students can join applied research and consulting projects and thus gain additional professional experience and establish valuable networks. During studies, various offers from the industry are passed on to students. At the yearly recruiting fair „Career Links“, which takes place every year companies canvass graduates.

After completion of their studies graduates can benefit themselves from the IMC Alumni network. <http://alumni.fh-krems.ac.at>



Looking for challenges in the national and international sphere of the tourism and leisure sector

PROGRAMME OVERVIEW

- **Special features:** Students will attend tourism specific subjects from the beginning of their studies.
- **Entrance requirements:** Secondary school leaving certificate or equivalent
- **Duration:** Six semesters
- **Language of instruction:** English
- **Start of semester:** September
- **Organisation format:** Full-time and part-time
- **Academic Degree:** Bachelor of Arts in Business (BA) – 180 ECTS*

* ECTS = European Credit Transfer System

AIMS OF THE PROGRAMME

The Bachelor programme Tourism and Leisure Management has been developed to meet the national and international demand for tourism professionals with a high level of management expertise. It already enjoys an excellent reputation worldwide due to the ability to meet the requirements of the sector. Throughout the course, emphasis is placed on the acquisition of skills for tourism development, business administration, languages, E-Tourism, and personality training. Furthermore it gives the students the opportunity cover cutting edge topics for the tourism sector, for example sports and cultural tourism, meeting industry management, sustainable tourism development and health and spa tourism.

- Looking for challenges in the national and international sphere of the tourism and leisure sector
- Interested in the links between business administration, modern management and project techniques
- Enthusiastic about foreign languages

Detailed information

<http://tourism.fh-krems.ac.at>

The programme
paves the way
for professional
flexibility



FORMATS: FULL-TIME OR PART-TIME

The Bachelor programme Tourism and Leisure Management is offered both in a full-time and a part-time version. Part-time students must provide evidence of an occupation of at least 20 hours/week at the beginning of the programme. Part-time students can combine their occupation with the optimised hours of attendance in the programme. Due to this service the students can keep a high focus on their studies.

FEATURES OF THE FULL-TIME FORMAT

Hours of attendance: Monday till Friday, E-Learning* modules

Average number of hours/week: 22

Occupation during the programme: Not required

Internship: A 22-week practical training semester abroad

Advantage: Studying efficiently, individual coaching and service

Exchange Semester: Optional: During 3rd semester at one of our international partner universities

FEATURES OF THE PART-TIME FORMAT

Hours of attendance: Fridays as of 2:00 p.m., Saturdays full-day, E-Learning* modules

5-day study trip: One per semester in Austria or abroad

Average number of hours/week: 15

Occupation during the programme: Of at least 20 hours/week

Internship: Not required

Advantage: Studying efficiently, individual coaching and service

Exchange Semester: Optional: During 3rd semester at one of our international partner universities

Student Advisory Service

Call toll free (within Austria)
0800-808010 or
information@fh-krems.ac.at

* E-Learning is understood as self-directed learning supported by ICT (Information and Communication Technology).

CORE MODULES

■ BUSINESS ADMINISTRATION

This important area provides students with a solid base for future management activities. Emphasis is put on general business administration, covering subjects like marketing and controlling. The programme also concentrates on sector-specific problem solving in the areas of development of tourism products, economic aspects of tourism and leisure management and financial aspects. This, to a large extent, includes project-related teamwork.

■ LANGUAGES

There is an impressive range of languages to choose from: French, Italian, Spanish, Russian and Chinese.

■ INFORMATION AND COMMUNICATION TECHNOLOGIES

This part of the programme emphasises training in all areas of information communication technologies. It covers intensive data processing training (e.g. all Microsoft Office applications) and international reservation and booking systems.

■ SPECIALISED TOURISM SUBJECTS

Sports Tourism

Sports tourism plays a major role in the tourism and leisure business. This specialisation subject covers the areas of sports management, sports marketing, sports events and the aspects of sports in the tourism and leisure field.

Cultural Tourism

Culture as a significant part of each society is an important motive for travelling, especially in the area of city tourism. In this specialisation subject the various facets of the cultural tourism sector are discussed, including planning, financing and organising cultural events.

Meeting Industry Management

MIM represents the segment with the highest revenues per overnight stay. The specialisation subject covers the various fields of seminars, incentive travel, congresses and business tourism.

Health and Spa Tourism

Health is of major concern to our modern society. This specialisation subject covers current trends in health tourism as well as the management of spa institutions.

Sustainable Tourism Development

The management of natural resources is a key challenge for tourism stakeholders. This specialisation subject covers issues ranging from nature tourism, sustainable tourism to both alpine and urban regional planning.

■ SOFT SKILLS

Personality training is a key component for success. Seminars and workshops help to round off the comprehensive practice-oriented training, e.g. preparation for internships, modern learning techniques, conflict management, teambuilding, personal success strategies as well as negotiating and sales techniques.

CAREER PROSPECTS & RESEARCH ACTIVITIES

■ CAREER PROSPECTS

The programme paves the way for professional flexibility by enabling students to acquire hands-on-experience while they are studying. Companies can assess potential employees in real working conditions. As a result career prospects for graduates are excellent. The demand for highly qualified experts with a profound academic business

education in the tourism industry can be described as very favorable on a mid- and long-term basis. The employment rate of graduates amounts to more than 90%.

■ RESEARCH ACTIVITIES

Research skills are required in any tourism sector on both academic and industry level. That's why research at the IMC FH Krems is always applied research. Bachelor theses or an optional involvement in ongoing research projects, are an excellent opportunity to establish industry networks and raise one's own employability.

FULL-TIME

CURRICULUM

		SEMESTER					
		1	2	3	4	5	6
BUSINESS ADMINISTRATION							
	Principles of Management I + II	2	2				
	Human Resource Management			2			
	Accounting I + II and Exercises	3	3				
	Managerial Accounting			2			
	Marketing I + II	2	2				
	Finance and Investment					2	
	Controlling						2
	Project Management					2	
	Entrepreneurship						2
ECONOMICS							
	Micro-Economics		2				
	Macro-Economics			2			
INFORMATION AND COMMUNICATION TECHNOLOGIES							
	Software Applications I + II	2	1				
	E-Tourism					2	
	Tourism Reservation Systems			2			
LAW							
	Law I + II	2	2				
TOURISM AND LEISURE MANAGEMENT							
	SBA** - Hospitality Management		2				
	SBA - Transport Management			2			
	SBA - Tour Operating and Retail Travel Management			2			
	Tourism and Leisure Management	2					
	International Tourism and Leisure Markets	2					
	Tourism Consumer Behaviour			2			
RESEARCH METHODOLOGY							
	Research Methods	2					
	Research Seminar		1				
	Academic Writing		1				
	Statistics I + II	1	2				
	Marketing Research			2			
	Bachelor Seminar I + II and Bachelor Thesis I + II					1	1
SOFT SKILLS							
	Personality Training I + II + III	1	1	1			
	Intercultural Competence			2			
LANGUAGES*							
	First Selected Language I + II and Exercises	3	3				
	First Selected Language III			2			
	First Selected Language IV					2	
	First Selected Language V						2
	Second Selected Language I + II and Exercises	3	3				
	Second Selected Language III			2			
	Second Selected Language IV					2	
	Second Selected Language V						2
SPECIALISED TOURISM STUDIES							
	Event Management					2	
	Sports Tourism						2
	Tourism Product Development					2	
	Cultural Tourism						2
	Meeting Industry Management					2	
	Health and Spa Tourism						2
	Sustainable Tourism Development					2	
	Destination Management						2
PRACTICAL TRAINING SEMESTER							
	Practical Training Semester Coaching Seminar				2		
TOTAL WEEKLY HOURS		25	25	23	2	19	17

PRACTICAL TRAINING SEMESTER

* Italian, Chinese, French, Spanish, Russian.
 ** Specialised Business Administration for Tourism
 Subject to alterations.

PART-TIME

CURRICULUM

		SEMESTER					
		1	2	3	4	5	6
BUSINESS ADMINISTRATION							
	Principles of Management I + II	2	2				
	Human Resource Management				2		
	Accounting I + II	2	2				
	Managerial Accounting			2			
	Marketing I + II	2	2				
	Finance and Investment					2	
	Controlling						2
	Project Management					2	
	Entrepreneurship						2
ECONOMICS							
	Micro-Economics			2			
	Macro-Economics				2		
INFORMATION AND COMMUNICATION TECHNOLOGIES							
	Software Applications I + II	2	1				
	E-Tourism				2		
	Tourism Reservation Systems			2			
LAW							
	Law I + II		2	2			
TOURISM AND LEISURE MANAGEMENT							
	SBA** - Hospitality Management			2			
	SBA - Transport Management				2		
	SBA - Tour Operating and Retail Travel Management				2		
	Tourism and Leisure Management	2					
	International Tourism and Leisure Markets	2					
	Tourism Consumer Behaviour			2			
RESEARCH METHODOLOGY							
	Research Methods		2				
	Research Seminar			1			
	Academic Writing			1			
	Statistics I + II	1	2				
	Marketing Research				2		
	Bachelor Seminar I + II and Bachelor Thesis I + II					1	1
SOFT SKILLS							
	Personality Training I + II + III		1	1	1		
	Intercultural Competence				2		
LANGUAGES*							
	First Selected Language I + II	2	2				
	First Selected Language III			2			
	First Selected Language IV				2		
	First Selected Language V					2	
	First Selected Language VI						2
	Second Language English I + II	2	1				
	Second Language English III			1			
	Second Selected Language IV				1		
SPECIALISED TOURISM STUDIES							
	Event Management					2	
	Sports Tourism						2
	Tourism Product Development						2
	Cultural Tourism					2	
	Meeting Industry Management					2	
	Health and Spa Tourism						2
	Sustainable Tourism Development					2	
	Destination Management						2
TOTAL WEEKLY HOURS		17	17	18	18	15	15

* Spanish or Russian.
 ** Specialised Business Administration for Tourism
 Subject to alterations.



FH KREMS
UNIVERSITY OF APPLIED
SCIENCES / AUSTRIA

IMC Fachhochschule Krems
University of Applied Sciences Krems

Piaristengasse 1,
A-3500 Krems, Austria, Europe

Toll free information within Austria → 0800-808010

T: +43 (0)2732 802 / F: +43 (0)2732 802 4

E: information@fh-krems.ac.at

I: www.fh-krems.ac.at