



FH Salzburg

# Innovation & Management in Tourism

Master



Technology  
Health  
Media

# Study Programme

FH-Prof. Dipl. BW (FH) Eva Brucker  
Head of Degree Programme

»With a Master's Degree our students do not only broaden their own horizon, but also their opportunities for their future careers. Due to this international management-based Master programme they shall become inspiring and motivating leaders in the dynamically changing global tourism market.«

**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 we prepare you for these new challenges!**

In this international Master programme you gain specialised knowledge in the field of Experience Design. This includes different perspectives and methods of product development, service design, co-creation and storytelling. The second programme focus is on eTourism – an understanding of the impact of digital technologies on tourism as well as the application of social and mobile applications by tourism organisations and consumers. Furthermore, there is an emphasis on entrepreneurship, business ethics, sustainability and social skills.

## General Foci:

**Innovation:** Product Development Processes, Innovation of Services and Experiences, Current Trends in Tourism

**Corporate Communication:** Creation of Communication Concepts, Corporate Case Studies, Brand Management, Leadership and Communication

**Applied Research:** Tourism Research, eTourism Lab, Portfolio of Expertise, Case Studies

**Practical relevance:** Renowned Experts and Managers, Hands-on Experiences, Projects and Master Theses with Industry Partners

**Diversity:** Working in an International Environment, Getting to know Hybrid Cultures, Impacts of Globalisation, Managing across Borders and Cultures

## Semester abroad

Broaden your mind and use your opportunity to study abroad at one of our numerous partner universities all over the world. A stay abroad enhances your intercultural competencies and your foreign language skills. The semester abroad is possible in your fourth semester – attend classes at one of our partner universities to deepen your knowledge and experience new topics. In addition, you will be able to add international inputs to your master thesis.

## Your Career

The aim of the Master programme is to offer a top-level tourism education that is attractive and accessible to participants worldwide, providing a unique academic and professional foundation resulting in an internationally recognised Master's Degree with extraordinary career prospects. With in-depth knowledge in Experience Design, eTourism and Entrepreneurship, we prepare you for a multi-faceted career. The programme equips you with the skills needed to take over managerial positions in companies in the tourism industry and the wider service sector, start your own business, go on with a PhD or a scientific career.



# Special Competencies

## Experience Design

- Psychological & Sociological Phenomena in Tourism
- Experience Design Theory, Case Studies & Projects
- Storytelling
- Attraction Management

Product development and service design in tourism are very much related to the creation of extraordinary and memorable experiences. Psychological and sociological phenomena in tourism are the basis to understand consumer motivations and behaviours. Strategic experience design aims to meet the customer expectations of the 21st century.

Experience Design will be studied through a broad mix of research-driven knowledge, interactive co-creation classes and hands-on practice projects. Cutting-edge knowledge will be gained about contemporary experience theories, while practice skills will be developed through innovative methods and techniques, and by working on real life experience design projects and case studies.

## eTourism

- Global Impact of New Media
- Social Networks & Mobile Applications
- Economic & Social Consequences
- eTourism Fundamentals, Theories & Research Projects

The emergence of the Internet has led to exceptional dynamics in the tourism industry. Over the last four decades, digital technologies have become essential in tourism. They have brought efficiency in information processing and have become integrated in all operational, structural and strategic levels.

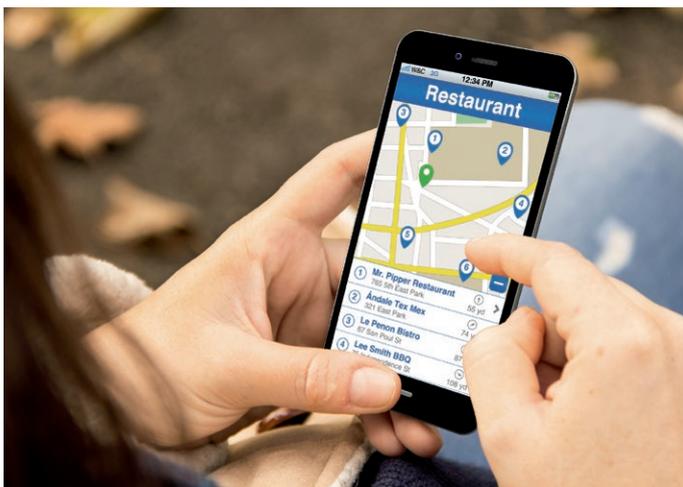
Forerunners in the field of eTourism deal with topics such as Augmented Reality and Virtual Reality, Near-Field Communication as well as Gamification. In addition to traditional communication and distribution approaches, the strategic use of eTourism to enhance tourism experiences will account for future success. With a research-oriented approach and the intensive use of our eTourism Lab we provide opportunities for analysing and experimenting with future technologies, which will alter the tourism industry.

## Entrepreneurship

- Human Resource Management & Leadership
- Business Development & Business Planning
- Change Management
- Business Ethics

Thriving entrepreneurs excel in their ability to achieve a good balance between openness and enthusiasm for new ideas, and controlled experimentation with new approaches. A proper transfer of methodological core competencies of innovation management makes all the difference.

Successful entrepreneurship – more important than ever for tourism SMEs in particular – depends on the adept management of diverse processes, which characterise the value creation chain in tourism. Essentials include planning, communication, organisation and coordination competencies, which are indispensable curricular components. We focus on the planning and development of innovative tourism services as well as on their evaluation in regard to economic feasibility and appropriateness to organisational parameters at a practical level.



# Curriculum

The detailed course outline  
can be found at:  
[www.fh-salzburg.ac.at/  
imte-master](http://www.fh-salzburg.ac.at/imte-master)

Module designation	Lectures	Semester			
		1	2	3	4
<b>Core competencies</b>					
Tourism Management	Tourism Management Introduction	2 (2)			
	Current Issues in Tourism Management		2 (2)		
Innovation Management	Project Management	2 (2)			
	Innovation Management	3 (2)			
	Innovation Management Project		3 (2)		
Entrepreneurship	Symposion Ethics and Sustainability	1 (1)			
	Human Resource Management	3 (2)			
	Intercultural Communication	2 (2)			
	Entrepreneurship and Strategic Management	3 (2)			
Finance	Finance & Controlling 1	2 (2)			
	Finance & Controlling 2		3 (2)		
Business Management	Business Planning			4 (3)	
	Change Management			3 (2)	
	Business Ethics			2 (2)	
	Current Aspects of Strategic Tourism Cooperations				1 (1)
<b>Specific Professional Competencies</b>					
eTourism	eTourism Fundamentals	3 (3)			
	eTourism Solutions		2 (2)		
	eTourism Theories		3 (1)		
Experience Design 1	Tourism Related Aspects of Psychology and Sociology	2 (2)			
	Experience Design		3 (2)		
	Experience Design Case Study		3 (2)		
	Storytelling		1 (1)		
Experience Design 2	Experience Design Project			4 (3)	
	Service Design			2 (2)	
	Attraction Management			2 (2)	
<b>Methodological Competencies</b>					
Research 1	Statistics 1	3 (2)			
	Resarch Methods 1	3 (2)			
Research 2	Statistics 2		2 (2)		
	Research Methods 2		3 (2)		
Research 3	eTourism Research			5 (2)	
	Research Methods 3			3 (2)	
	Portfolio of Expertise 1 + 2	1 (1)			1 (1)
Master Thesis	Master Thesis Seminar				2 (2)
	Master Thesis				20 (0)
	Master Exam				4 (0)
<b>Interdisciplinary Competencies</b>					
Leadership	Business Development and Succession		3 (2)		
	Leadership Principles		2 (2)		
Corporate Communications	Brand Management			3 (2)	
	Public Relations			2 (2)	
	Corporate Communications Case Studies				2 (2)
<b>ECTS (SWS)</b>		<b>30 (25)</b>	<b>30 (22)</b>	<b>30 (22)</b>	<b>30 (6)</b>

#### Elective subjects:

- Spanish
- Italian
- German
- Chinese
- Russian
- Swedish
- Japanese
- Online Travel Distribution Expert

ECTS: European Credit Transfer and Accumulation System  
SWS: Hours per week

The shown curriculum is an overview.

# Studying at Salzburg University of Applied Sciences

Salzburg University of Applied Sciences offers practical course content in line with the requirements of business and society. Qualified and experienced teaching staff from both scientific and practical fields guarantee an academic education of the highest standard. Together with the first-rate facilities in our lecture halls and laboratories, they provide the basis for a successful course of study. Our locations, offering a total of 18 bachelor programmes, 12 master programmes and further education possibilities, are situated in some of the most beautiful regions in the world. Whether you are an art and architecture buff, a music fan or a lover of the great outdoors, Salzburg combines historical heritage and modern lifestyle culture to offer something for everyone.

**Urstein campus:** This campus is surrounded by greenery, next to the neighbouring medieval estate known as the »Meierei«. This modern building houses our central administrative offices and is where most of our degree programmes are taught.

**Kuchl campus:** This campus, built to contemporary »passive house« energy efficiency standards, is located amongst the greenery at the foot of the Tennengebirge mountains. Six of our degree programmes are based here.

**Salzburg University Hospital (SALK):** Practical lessons and some of the tuition for degree programmes in Health Studies, especially main parts for Nursing are held at the Salzburg University Hospital in the city of Salzburg.

**Kardinal Schwarzenberg Hospital:** Our degree programme for Nursing is additionally held at the »Kardinal Schwarzenberg Klinikum« in Schwarzach (district of Pongau).

**International:** Gain experience abroad at one of our 150 partner institutions around the world. The global exchange of knowledge not only allows you to gain valuable insights into other cultures, but also to make lots of new friends. Our International Office will assist you in organising a semester or placement abroad.

**Career Center:** We support students in planning their careers and entering the world of work. Students can benefit from exclusive free workshops on 'career planning' and a jobs and careers portal: [www.fh-salzburg.ac.at/career-center](http://www.fh-salzburg.ac.at/career-center)

**Sport:** Our Sports Department offers our students the chance to take part in a wide range of courses and training programmes. Find out more at [www.fh-salzburg.ac.at/sport](http://www.fh-salzburg.ac.at/sport)

**Living & studying:** There is student housing located on the Urstein and Kuchl campuses. Please go directly to [www.studentenheim.at](http://www.studentenheim.at) for more information.

**Public Traffic:** There are excellent S-Bahn links (Line S3) between all locations.

Campus Urstein



Campus Kuchl



Get to know us better:



# Application & Admission

Angelika Bernhofer & Mihir Nayak  
Graduates

»The Tourism Master programme at the Salzburg University of Applied Sciences is international, innovative and interactive. We've gained knowledge that we can directly apply to our workplace across the world.«

**Study mode:** part-time  
**Length of study:** 4 semesters  
**Degree awarded:** Master of Arts in Business (MA)  
**Study places per year:** 34  
**Location:** Campus Urstein  
**Tuition:** 363 Euro / semester + ÖH fee (approx. 20 Euro)  
**Lesson times:** Monday and Tuesday whole day, Wednesday until noon

## Entrance requirements

- Bachelor degree
- Legalised diplomas (see varying requirements on website, depending on country)

## Application procedure

1. Online application at [www.fh-salzburg.ac.at/online-application](http://www.fh-salzburg.ac.at/online-application)
2. Personal presentation

Deadlines & updates can be found on our website.

## Further information

[www.fh-salzburg.ac.at/imte-master](http://www.fh-salzburg.ac.at/imte-master)

-  /innovation.and.management.in.tourism/
-  @FHS\_tourism
-  Innovation & Management in Tourism

## Contact

Fachhochschule Salzburg GmbH  
Salzburg University of Applied Sciences  
Urstein Süd 1, 5412 Puch / Salzburg, Austria  
T +43 50 2211-1353  
E [office.imte@fh-salzburg.ac.at](mailto:office.imte@fh-salzburg.ac.at)  
[www.fh-salzburg.ac.at](http://www.fh-salzburg.ac.at)



Gedruckt nach der Richtlinie »Druckerzeugnisse« des Österreichischen Umweltzeichens, Samson Druck GmbH, UW-Nr. 837, [www.samsondruck.at](http://www.samsondruck.at)

Salzburg University of Applied Sciences is an institution of:



Accredited by:

## Photo credits

Front cover: shutterstock / violeikaipa  
Inner side left-hand: Andreas Hauch  
Inner side right-hand: 123rf, georgejmlittle  
Inside front cover: FH Salzburg / Wildbild