

International Tourism Projects Salzburg



TOURISMUSSCHULEN
SALZBURG



**Fachhochschule
Salzburg** University
of Applied Sciences



TOURISMUSSCHULEN
SALZBURG

International Tourism Projects Salzburg



**TOURISMUSCHULEN
SALZBURG**



**Fachhochschule
Salzburg** University
of Applied Sciences

4 Tourism
Highschools

1.400 Students
40% children of
entrepreneurs
form all over
Europe

Institute of
Tourism & Hotel
Management

BA & MA

Innovation and
Management in
Tourism

Tourism Research
Cente



**TOURISMUSCHULEN
SALZBURG**



|| SALZBURG



**TOURISMUSSCHULEN
SALZBURG**



|| SALZBURG



SALZBURG



SALZBURG



|| SALZBURG



|| SALZBURG



TOURISMUSSCHULEN
SALZBURG



|| SALZBURG







|| SALZBURG



|| SALZBURG



SALZBURG



SALZBURG



SALZBURG

Institute of Tourism & Hotel Management



- Founded in 1965
- Financed mainly by ADA
- 8-months intensive diploma programs (HM, TM)
- + Teachers Training
- Over 2.200 alumni worldwide



TOURISMUSSCHULEN
SALZBURG

Austrian
Development Cooperation

University of Applied Sciences



TOURISMUSCHULEN
SALZBURG

University of Applied Sciences Research

- Leading competence center for research in eTourism and Innovations in tourism
- Projects with partners in tourism industry and universities all over the world



Areas of Expertise - Focus of international Projects

- School development projects
 - Feasibility Studies
 - Curriculum development
 - Teachers Training
 - Quality Management
- eTourism
- Entrepreneurship!



Ongoing International Projects



Tourism College Cheljabinsk



- Affiliated Hotel School
- 120 intakes per year
- Lecturer exchange
- QM System
- Student exchange



International School of Tourism and Hotel Management Nepal



Graduation Ceremony Kathmandu/Nepal

- Affiliated Hotel School
- 60 intakes per year
- 2 programs (Intermediate Diploma, Higher Diploma = Bachelor)
- Lecturer exchange
- QM System



Bhutan

Royal Institute of Tourism and Hospitality



TOURISMUSCHULEN
SALZBURG

Bhutan Project Facts

- Duration: 8 years
- Project Volume: 8,4 Mio €
- Task: Development of a Tourism School & Training Hotel (H&TMTI)
 - Curriculum Development for Diploma Program (2 years)
 - Development of a Bachelor Program
 - Teachers' Training
 - Vocational Trainings (Hospitality)
 - Know How Transfer Sustainability (Solar systems, water treatment)





Cooperation Hainan Airlines Group



Cooperation Hainan Airlines Group



- 180 students per year
- Our task:
 - Curriculum Development
 - 6 Austrian Teachers per year
 - Teachers Training for Chinese Teachers
 - Quality Monitoring
- Study visits
- Trainee Program Hospitality



HNA: Trainee Exchange



HNA: Hotelier Exchange





International Executive Master Program: **Hospitality Management**

AIT Vietnam &
Salzburg Tourism Schools

Target Group: Professionals & Executives

Industry experience in a tourism related field

- Hotel Industry
- MICE
- Restaurants and Resorts
- Tour Operators & Travel Agents
- Ticketing, Aviation, etc

Bachelor degree in a relevant area

Willing to take over responsibility on Management level



4/9 Modules Ho Chi Minh City

M1

- **Tourism and Leisure System**

- Foundations of Tourism & Leisure, The Tourism Product, Trends in Tourism, Excellence in Customer Service, Economics & Business Issues

M2

- **General Management in Hospitality Industry**

- Business Management, Strategic Management, Operation Management, Business Ethics, Law and Economy

M3

- **Quality Management**

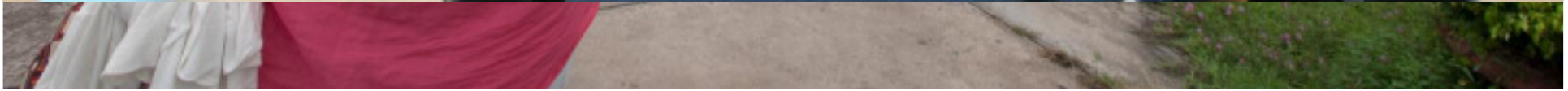
- Services and Customer Value Management, Process and Quality Management, **(Project)** , Cooperation & Network Management.

M4

- **Marketing I**

- Marketing Management, Marketing Strategy and Planning





2/9 Modules Salzburg

M5

- **Field Studies**
 - Entrepreneurship and Business Development, Sustainable and Eco Tourism, Wellness Tourism, Intercultural Management, Study Visit

M6

- **Marketing II & Product Development**
 - Project Management, Tourism Product Development (**Project**), **eMarketing** Introduction, Market Research, Research Methods





3/9 Modules Ho Chi Minh City

M7

- **Finance & Controlling**

- Budgeting and Cost Analysis, Managerial Accounting, Corporate Finance, Controlling and Risk Management, Revenue Management

M8

- **HR Management & Leadership**

- Human Resources Management, Managerial decision-making, Leadership, Organizational Behavior

M9

- **Special Issues of Hospitality Management**

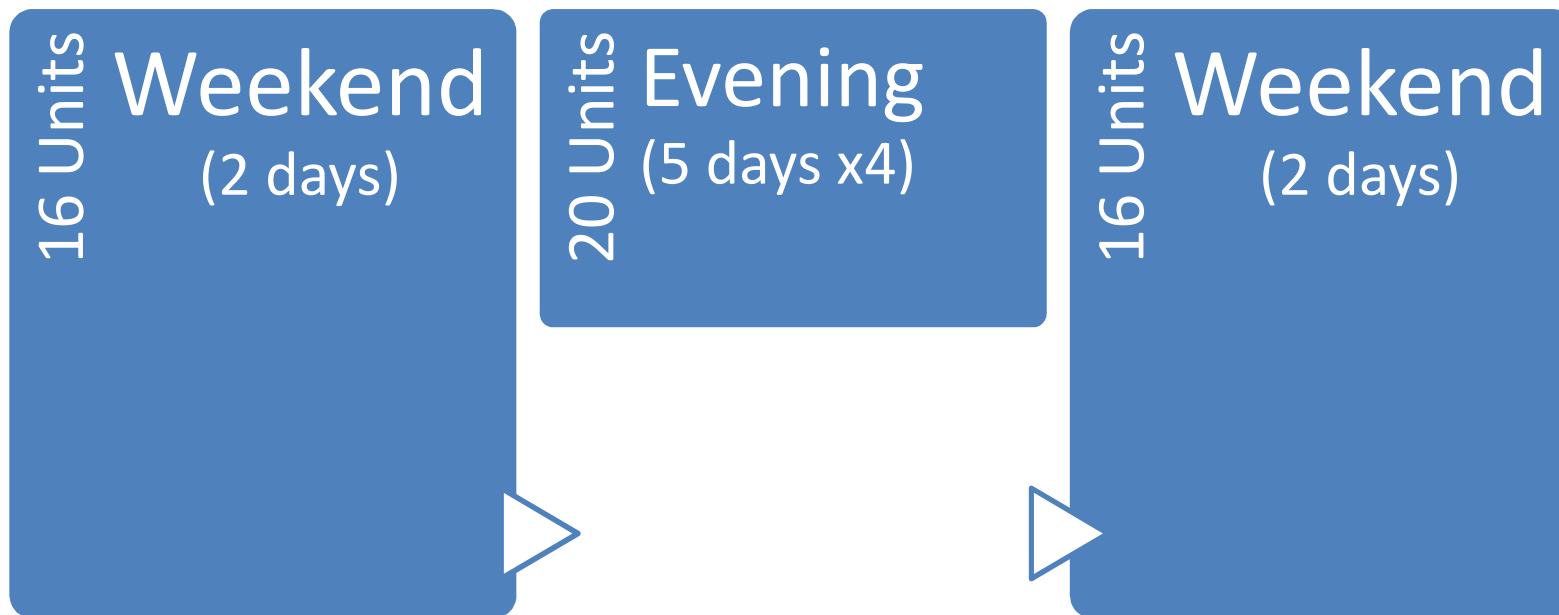
- Accommodation Management, F&B Management, MICE Management, Sustainability in Tourism

MT

- ***Master Thesis***



Time Structure



Cooperation Model



AIT

Marketing

Administration

Salzburg
Tourism Schools

Curriculum

Lecturers

Grading



TOURISMUSCHULEN
SALZBURG



TOURISMUSCHULEN
SALZBURG

International Projects Salzburg



TOURISMUSSCHULEN
SALZBURG

Salzburg Tourism Schools

www.ts-salzburg.at

Institute of Tourism and Hotel
Management

www.ith-salzburg.at

Contact:

Leonhard Woerndl, Managing Director

lwoerndl@ts-salzburg.at



Fachhochschule
Salzburg University
of Applied Sciences

Salzburg University of Applied
Sciences

www.fh-salzburg.ac.at



TOURISMUSSCHULEN
SALZBURG