

Business

# Tourism and Leisure Management



FH KREMS  
UNIVERSITY OF APPLIED  
SCIENCES/AUSTRIA

Bachelor



# SPECIAL FEATURES

## WHY SHOULD YOU GO FOR BACHELOR STUDIES IN TOURISM AND LEISURE MANAGEMENT IN KREMS?

### Skills of the 21<sup>st</sup> century

In the full-time programme one of the core elements is a six-month internship in an international organisation abroad. Your education is rounded out by seminars and workshops covering modern learning, presentation, negotiating and sales techniques as well as team building and strategies for personal success.

### Qualifications for practical insights & excursions abroad

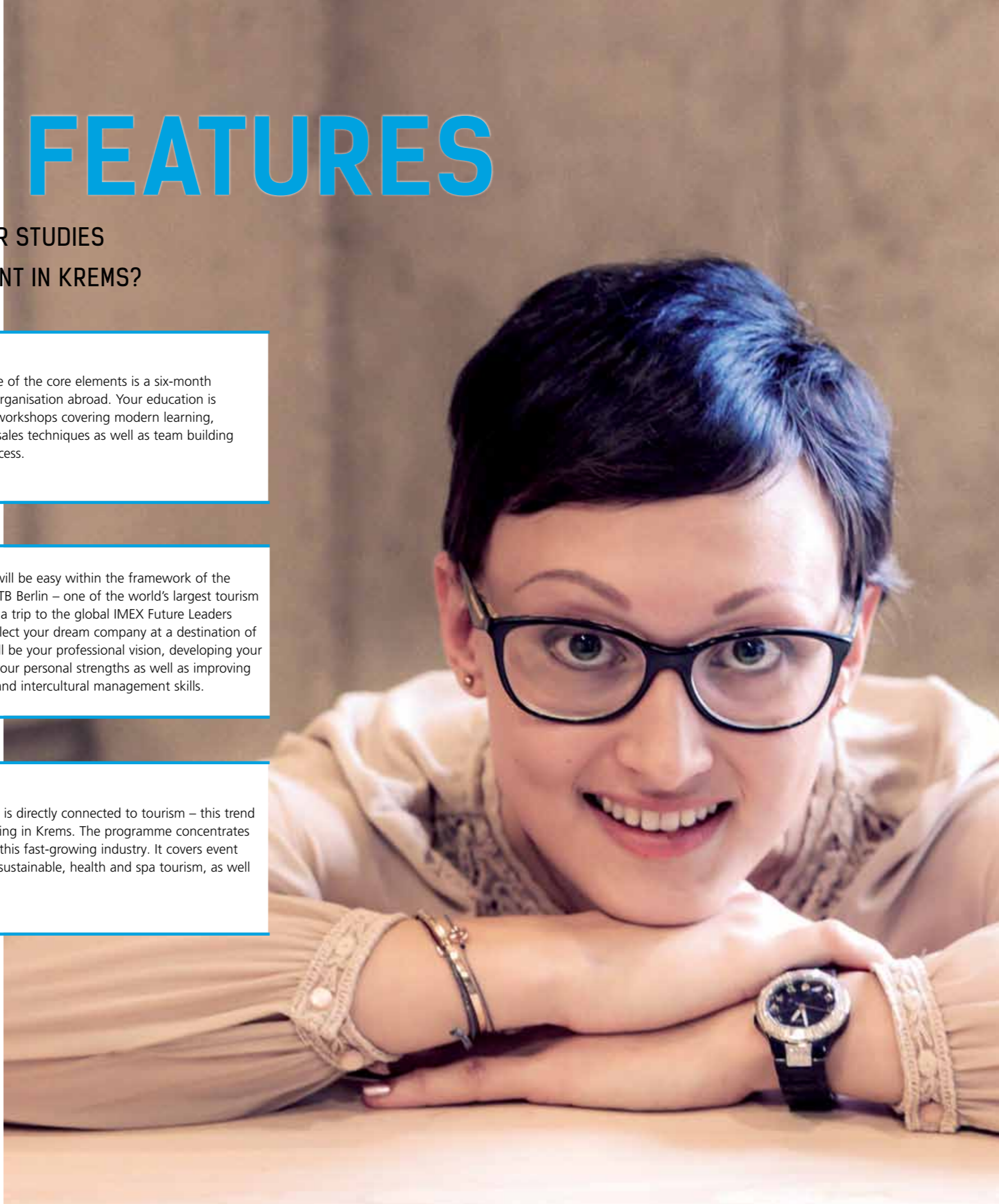
Finding your dream employer will be easy within the framework of the second semester excursion to ITB Berlin – one of the world's largest tourism and trade fairs. In semester six a trip to the global IMEX Future Leaders Forum is offered. When you select your dream company at a destination of your choice, the key criteria will be your professional vision, developing your qualification profile, boosting your personal strengths as well as improving and extending your language and intercultural management skills.

### Tourism studies in a UNESCO World Heritage region

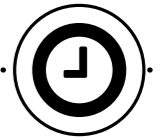
One out of ten jobs worldwide is directly connected to tourism – this trend is a very good reason for studying in Krems. The programme concentrates on business administration for this fast-growing industry. It covers event management, cultural, sports, sustainable, health and spa tourism, as well as the meeting industry.

### Tip

Internationality is the key feature of tourism. Enjoy the international focus of our Tourism and Leisure Management programme by learning new tourism trends, spending an exciting exchange semester abroad and completing an internship in an international company abroad. Have the time of your life.



## AT A GLANCE



### Full-time or part-time

Full-time courses take place from Monday till Friday all day. Part-time students study Fridays and Saturdays plus one (international) block week (in Dublin or Athens) per semester.



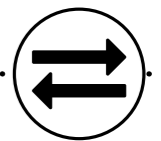
### English

The language of instruction is English. This makes you ready for taking over a responsible job in a multi-cultural environment.



### Six semesters

You will complete your studies after three years and work for 180 ECTS in this time. Your academic degree after having successfully completed your studies is Bachelor of Arts in Business (BA).



### 22 weeks of internship

You can immediately put into practice what you have learned. The internships are an obligatory part of your studies.



### Study fee

EU/EEA citizens pay a study fee of EUR 363.36 per semester, plus the student union fee.

# FACTS AND FIGURES

These specialisations make our programme outstanding – this has been proven over the years. We have over 1.000 national and international partner companies where our students do their internships or start to work. The IMC Krems has built up these close ties with the tourism industry over the past 20 years.

## Event Management

Economic aspects of event management on international level, event conception and feasibility, strategies in event sponsoring, event management and marketing, legal aspects

## Sports tourism

Focus on sports and event management, sports marketing and major sporting events

## Cultural tourism

A comprehensive look at the cultural sector

## Health and spa tourism

An overview of the latest trends in health tourism

## Sustainable tourism development

This course provides an insight into nature tourism management, sustainable tourism, and regional planning in Alpine and urban areas.

# KNOW-HOW – INSIGHT – MANAGEMENT

In an age of rapidly changing, competitive global markets, prospective managers have to contend with a constant flow of new challenges. The bachelor programme in Tourism and Leisure Management gives you the tools you need to deal with this aspect of your job. We aim to provide you with comprehensive business knowledge with a focus on the tourism industry, which is one of the fastest growing global industries. The studies are a combination of valuable practical insights and key theoretical elements.

## THE KEY TO SUCCESS: THEORY + PRACTICE

### THE PROGRAMME IS BASED ON THREE CORE ELEMENTS

1

**The basics**  
semesters 1–4

The early stages of the bachelor programme are mainly devoted to **general business topics** such as marketing, management and accounting. Soft skills and research methodology are further key parts of this English-language programme. The focus on information and communication technologies concentrates on all areas of state-of-the-art communication technologies.

2

**The practical part**  
semesters 1–6

All courses have a strong practical focus. Most of our tourism faculty has an industry background. Part-time students share their extensive professional and personal experience, creating a healthy exchange of practical know-how. **Full-time students have to do six months of internship** abroad in the fourth semester. It gives them an opportunity to apply the knowledge obtained during their courses in real-life professional situations. They profit from a huge global company data base.

3

**The final year**  
semesters 5–6

In the final semesters the focus of attention switches to **more specific business issues** related to global event management, tourism product development, finance and investment, entrepreneurship and sustainability. Sports tourism, cultural tourism, meeting industry management, health and spa, e-tourism and destination management are addressed. Focus on your three favourite specialisations!

## The very personal stories

Vienna-born **Michael Abzalov** grew up trilingually because his father is Russian, his mother Hungarian, and his home town is Vienna. Michael worked as a professional ballet dancer during the last six years. Now he starts his studies in Tourism and Leisure Management in Krems.

September 2018

I was the first Austrian to complete the ballet education at the Moscow Bolshoi Theatre. So far, I have lived three years in Moscow, one year in Lisbon and four years in Bratislava. However, I have decided to retire early as a dancer and study in Austria. This is where I love to be; Austria feels like home to me.

In addition to ballet, event management aroused my interest already during my school time, when I worked for a company that organises events on a worldwide basis. My job at the Champions League Final 2013 in London was a life-changing experience. I had a management position in catering – a unique experience. What I like most about event management is to coordinate the work of various people involved – from caterers to florists. Meanwhile I have started to work for an event company again.

During my studies I expect to learn the basics and to gain the necessary expertise for my profession. What I found most appealing is that the tourism programme is offered in English. This will enable me to work in event management worldwide. In addition, I can gain competence in fields such as marketing, accounting or even soft skills.

My employer and I have agreed that I will study on a part-time basis. This is no problem at all because in the event business my working hours are very flexible. My family fully understands my decision to study because I am already working in the event business. I am sure that event management is the right business for me. However, I am not fixed on a certain subject area.

### Tip

After your school-leaving examination really think twice about whether you are passionate about what you do. If you enjoy your work, it is less exhausting, and you will cope much better with stress.

**BASIC KNOWLEDGE,  
EXPERTISE AND  
LANGUAGES MAKE IT  
POSSIBLE TO WORK  
WORLDWIDE.**

**MICHAEL, 26**





# MY DREAM WAS TO STUDY IN EUROPE.

DINARA, 20

## The very personal stories

20-year-old **Dinara Akhmedova** from Tashkent, the capital of Uzbekistan, is a second-year student of Tourism and Leisure Management. She is a cosmopolitan young woman who has always been a keen dancer. Dinara would like to open her own hotel one day.

September 2018

In 2017, I was working as a tour guide for a travel agency in Tashkent over the summer. There was a guest from Austria – a family friend – who asked me where I wanted to study. He told me about IMC Krems and it sounded very impressive. So, I decided to apply – and it was definitely the right decision. I was very young and at first, getting used to everything new was difficult. During my first few months abroad, I missed Uzbekistan – my friends, family and surroundings. Sometimes it was hard, but my classmates helped me a lot to get through it. The IMC Welcome Center was a big help too. Now I'm convinced that it has only made me stronger. My first language is Russian, which sometimes makes learning English difficult, but I notice improvements. I have big plans for the future which might sound unrealistic because I want to open my own eight-star hotel by the sea with 150 floors – ten of them in the water!

When I arrived in Krems for the first time, I thought it's quite small – a bit like parts of Tashkent, small roads and buildings, no tower blocks. But it's a very safe place with lots of history. And I love Vienna. What makes IMC Krems special is its excellent reputation – which it also enjoys abroad – as well as my faculty, the quality of the programme, the high standards of teaching and the friendly atmosphere. The teaching staff are willing to help with any issues. I found the law course very challenging and the lecturer gave me individual help. IMC Krems doesn't just teach you the theory; you also get lots of hands-on experience, which is crucial later in life.

### Tip

If you strive towards your goals and dreams, you can achieve whatever you want. The difficult times don't last forever. If you're planning to study abroad, then study here. Everyone shows you so much consideration, and I now feel very much at home and well looked after.

## The very personal stories

**Sebastian Bock** is 23 years old and comes from just outside Vienna. He is currently in his third year of the Tourism and Leisure Management degree programme and does a lot of sports: volleyball, mountain biking and bouldering. After graduating from Biedermannsdorf College of Business Administration, he wanted to study in English.

September 2018

Krems and the region are perfect for me. The area surrounding the Danube suits me well, I can go running and attend my volleyball course.

While I was at school I spent some time in Exeter in southern England. I think that a stay abroad makes you more confident and independent, and you learn to look beyond your own horizon. I've also worked at my brother's marketing company from time to time and got to see a few events; I knew that this is exactly the right sector for me. I'm not interested in a nine-to-five routine. During the degree course I realised that you can get insights into so many different specialisations, and there is so much to discover. But you need to always remember that you aren't a guest – you're providing a service. I found the internship in Amsterdam for the Austrian National Tourist Office myself. I had to find an affordable room in a shared apartment and make many other preparations – for example submitting applications for grants. The experience abroad has surely made me more open-minded and stronger. The fact that the degree programme is so practice-focused is extremely important for me.

It was a surprise to be in such a mix of cultures, to meet so many different people. I've benefited from that, although at the beginning I didn't see it. It's funny, when you speak English and then you realise that the person you're talking to also comes from a German-speaking country – English is the natural choice here. The highlight for me was our trip to Berlin. We visited the world's biggest tourism fair, dressed in business wear, and I really felt like I was on a business trip. The trade visitor days were very helpful: I listened to fascinating speeches and met potential companies for my internship.

After finishing my bachelor degree, I definitely want to work in sport management, to gain experience, learn a lot and only then decide if I want to do a part-time master programme.

### Tip

I gained experience in different areas before my studies. That's important. The strong practical focus at IMC Krems will also be extremely valuable for your professional career.



**ALWAYS  
REMEMBER YOU  
ARE PROVIDING  
A SERVICE.**

**SEBASTIAN, 23**

TO WORK IN  
THE INTERNATIONAL  
TOURISM INDUSTRY  
YOU NEED A LOT  
OF PASSION,  
FLEXIBILITY AND  
EMPATHY.

Ines, 36



## The very personal stories

In 2008, **Ines Lochmann** graduated from Tourism and Leisure Management. Born in Germany, she is 36 years old and is already holding the position of Director of Human Resources at the Palais Hansen Kempinski Vienna – a remarkable achievement. She likes Austria so much that after ten years in the country she already feels like a native. Her favourite ways to keep fit include marathon running and boxing.

September 2018

I had already acquired a hotelier qualification in Germany before I applied to study at IMC Krems. The programme in Krems was a perfect add-on, because it was in English, and because I was also able to study two more foreign languages. Of course, I've also benefited from getting to know my colleagues – I still meet up with them and we share our experiences. The IMC Alumni Network is well organised.

Moving from Berlin to Krems was no easy decision, but I got to know a lot of people and from the very first day I was part of the group. I integrated very quickly – learning the various Austrian dialects.

When I receive applications from IMC Krems graduates or students for internships or an advertised position at the hotel, I immediately feel a connection. I know how intensive the programme was, but that you also get a high-quality education.

I still benefit from what I learned at the IMC Krems, especially by working closely with the programme director. I drew a lot of lessons for my career: how to approach projects, how to set priorities, how to manage and lead a team. The soft skills are also very important, not just the specialised knowledge. Working in international hospitality is exciting, because you're always getting to know different cultures – not only in contact with the guests, but also the staff. At Palais Hansen Kempinski we have employees from 23 countries. That's the real challenge: coordinating people from many cultures, knowing and understanding their backgrounds and needs.

At my first job interview after completing my degree, they said: 'You know that you've studied at the best university of applied sciences for the tourism industry in Austria'. At the time, I didn't realise that IMC Krems was held in such esteem. The university's good reputation has opened many doors for me. If I had to describe my degree programme in three words, I would choose: intensive – because it was a real challenge; emotional – because there were ups and downs, but we went through them together; and open-minded – thanks to the internship and numerous international experiences.

## Tip

The service industry requires much passion, empathy and flexibility. It is important to be aware that this is a highly demanding field to work in, but it is also very rewarding – on a human level.

# KREMS – A UNIVERSITY CITY ON VIENNA'S DOORSTEP

## Highest concentration of higher education institutions in Austria

With five universities within an area of 52 km<sup>2</sup>, Krems is the site of the most concentrated higher education cluster in Austria – and some would claim in the whole of Europe. Located in the greater Vienna region, Krems is less than an hour away from the Austrian capital by public transport. It has a population of about 25,000 and around 13,000 students – wherever you go there's a great student feel about the town. A tip for the parents of international students: Krems is a very safe place where you can get almost anywhere on foot or by bike. Our foreign students love the area around the town, its charming Heuriger wine taverns and its large, cosmopolitan student community.

## A unique historic town on the Danube

Krems is nestled between the Danube river and hillside vineyards at the gateway to the Wachau valley – within one of the most beautiful cultural landscapes in Austria and a UNESCO World Cultural Heritage Region. With a wide range of options for shopping, sports and outdoor activities, and everything that the historic, pedestrianised old town has to offer, there is plenty to do in your free time. Krems also has a diverse and burgeoning restaurant and café scene.

## Young, dynamic and environmentally friendly

Krems is a vibrant university town – friendly and welcoming, yet cosmopolitan thanks to its 13,000 students from more than 50 different countries. The young people give this charming town a flair all of its own. And Krems is a place where they rightly feel very comfortable and safe. Our students really appreciate being able to get around on foot or by bicycle and without a car or having to use public transport.

## The university's three locations – modern, historic and central

Courses take place at the ultra-modern IMC Campus Krems, at the international campus IMC Piaristengasse, and in some cases at the medieval IMC Gozzoburg site in the heart of the old town. These three locations highlight the quality of life that students enjoy in Krems, as well as providing a perfect setting for studying and socialising.



## IMC KREMS IN NUMBERS

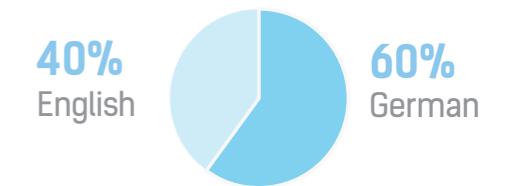


Universum Ranking 2017 amongst  
Austrian universities of applied sciences

17 Bachelor programmes

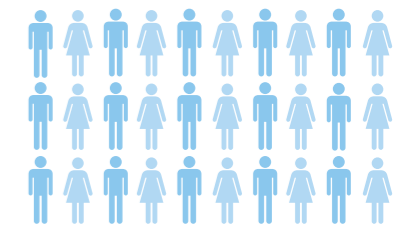
11 Master programmes

3 Advanced training courses



7,900+

Graduates



2,700+

Students from

50+

different nations

600+

Lecturers and researchers





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