



Master's program Urban Tourism & Visitor Economy Management

#rethinkingtourism
#drivingchange

**STUDY REAL
BUSINESS.**

University of Applied Sciences for
Management & Communication



Rethinking Tourism. Driving Change.



Visitor
economy
in urban
spaces



Visitors

*Discover the potential
for sustainable urban
tourism and
shape the future of
international city
destinations.*



Locals

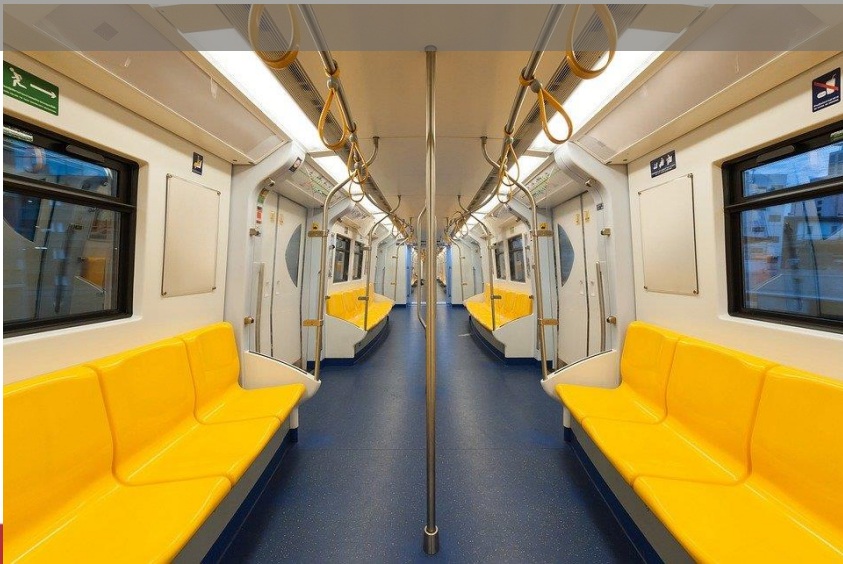


Overtourism?






Tourism in crisis?





Program Highlights



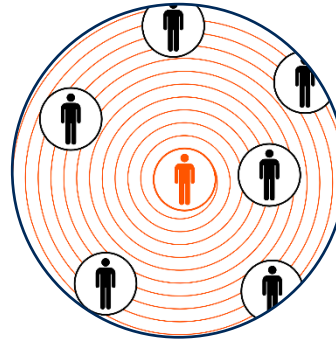
International program offered in English
First of its kind in Europe
Personalized curriculum (electives/traineeship/consultancy project)
Job-friendly study schedule
An <u>extension</u> to any tourism bachelor program

Program Focus



Sustainable approach

- Systemic visitor economy management
- Urban planning
- Urban mobility concepts



Innovative developments & smart tourism

- ICTs and data-thinking for tourism destinations
- Tourism intelligence systems
- Smart city standards in destinations



Leadership & Change

- Creativity and facilitation techniques for tourism projects
- Change management and transformation
- Strategic sustainability and ethics in change processes



Program Content



URBAN TOURISM DESTINATIONS

SMART TOURISM ENVIRONMENT

DATA THINKING FOR TOURISM

FACILITATING CHANGE

BUILDING PERSONAL KNOWLEDGE

1st Semester – 16 WH/S / 30 ECTS

WH/S: Weekly hours/semester / ECTS: European Credit Transfer and Accumulation System

Visitor Economy Management & Urban Destinations

4 WH/S / 6 ECTS

Urban Tourism Systems and Stakeholders, Visitor Economy Management, Field Trip and Expert Talks

Urban Destination Competitiveness In the Digital Age

3 WH/S / 6 ECTS

Information & Communication Technologies in Destinations, Tourism Intelligence Systems, Digitalization and Marketing Strategies for Tourism Organisations

Data Thinking for Tourism Destinations

3 WH/S / 6 ECTS

Data Resources in Destinations, Quantitative & Qualitative Research, Ethical Reflection of Data Use

Systemic Change & Project Consultancy

3 WH/S / 6 ECTS

Systems Theory, Change Management & Transformation, Facilitation & Presentation Techniques for Project Consultancy

Knowledge Transfer

3 WH/S / 6 ECTS

Academic Writing Lab, Individual Knowledge Transfer with regards to a relevant academic topic in the urban tourism context (Research Paper)

2nd Semester – 15 WH/S / 30 ECTS

Urban Tourism Planning

4 WH/S / 6 ECTS

Risk and Resilience Management for Urban Destinations, Fundamentals of Urban Planning & Visitor Mobility

Smart Cities for Sustainable Futures

3 WH/S / 6 ECTS

Smart City Standards, Smart Destinations, Digital Technologies for Sustainable Cities, Analyses of International Best Practices

Data Analysis for Decision Making & Visualizing Data

3 WH/S / 6 ECTS

Advanced Research Methods, Visualizing Results & Reporting, Data-based Decision Making

Leadership for Sustainable Change

3 WH/S / 6 ECTS

Intensive Training of Leadership and Negotiation Skills, Strategic Sustainability and Ethics in Change Processes

Knowledge Application

2 WH/S / 6 ECTS

Individual Knowledge Application with regards to a relevant academic or practical topic in the urban tourism context (Research Paper)

Program Content



URBAN TOURISM DESTINATIONS

SMART TOURISM ENVIRONMENT

DATA THINKING FOR TOURISM

FACILITATING CHANGE

BUILDING PERSONAL KNOWLEDGE

3rd Semester – 15 WH/S / 30 ECTS

Strategy & Microeconomics of Competitiveness

4 WH/S / 6 ECTS

Strategic Management for Urban Destinations,
Microeconomics of Competitiveness (a course taught by the Affiliate Network of the Harvard Business School)

Advanced Tourism Perspectives & Practice

6 WH/S / 12 ECTS

Personal specialization –
Choose one of three options:
1: Two Elective Courses (6 ECTS each)* **or**
2: Management Traineeship e.g. in a DMO or Consultancy Firm (300 hours) **or**
3: Participation in a Consultancy Project related to Urban Tourism

Creativity for Change & Innovation

3 WH/S / 6 ECTS

Innovation Processes in Urban Tourism,
Design Thinking and Creativity Techniques

Knowledge Creation

2 WH/S / 6 ECTS

Individual Knowledge Creation for Urban Tourism Theories
(Research Project Preparation)

4th Semester – 3 WH/S / 30 ECTS

Tourism Futures

3 WH/S / 6 ECTS

Rethinking Scenarios of Urban Tourism
(International Collaborative Online Learning)

Master's Thesis

18 ECTS

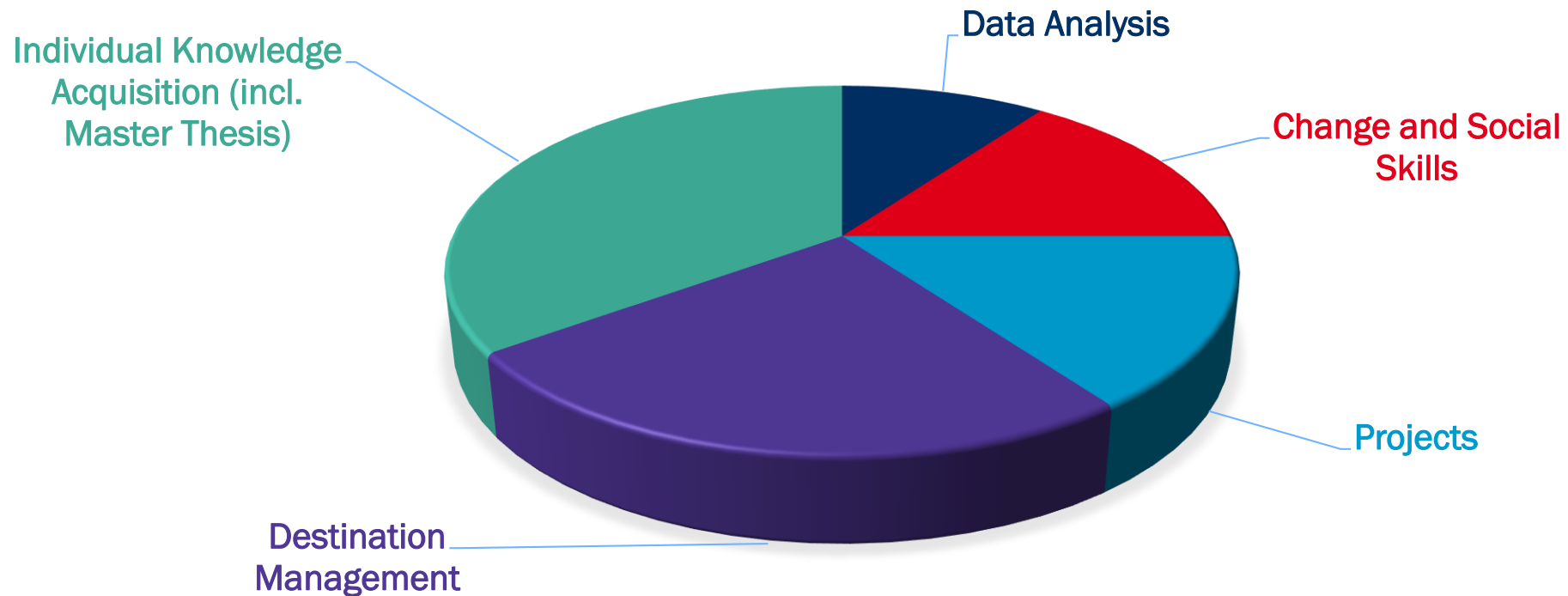
Finalizing the Master's Thesis, Defense of the Master's Thesis

Master's Examination

6 ECTS

Master's Examination pursuant to § 16 (1) FHStG

Program Content



Facts

- **Duration:** 4 semesters
- **Qualification:** Master of Arts in Business (MA);
- **Lecture Times**
Thursdays and Fridays: 08:30 – 18:30,
Saturdays; 08:30 – 16:30, **plus one week/semester**
50% guided e-learning , 50% attendance on campus

Dates winter semester	Dates summer semester
14.09.-17.09.2022	23.02.-25.02.2023
29.09.-01.10.2022	23.03.-25.03.2023
13.10.-15.10.2022	27.04.-29.04.2023
10.11.-12.11.2022	01.06.-03.06.2023
01.12.-03.12.2022	12.06.-17.06.2023
09.01.-14.01.2023	



Facts

► Lecture Times Example

First Module “Visitor Economy Strategy”
(3ECTS, 30 Teaching Units)

Pre-Phase Assignment / e-learning

Attendance Mode
2.5 Days, 29.09.-01.10.2022,
20 Teaching Units

Post-Phase Assignment / e-learning

≈ four weeks



Facts

- ▶ 35 study-places per intake
- ▶ Language of instruction: English
- ▶ Tuition fees € 363.36 per semester (excl. student union fee)
 - *For those applying from non-EU and non-EEA countries tuition fees are € 1000 per semester; application deposit for students from non-EU and non-EEA countries: € 200*
- ▶ Additional costs for field trips and study material may arise



“I chose this Master’s program as it perfectly complements my job at the Austrian National Tourist Office.

I was attracted by its innovativeness and I see the potential of this study program enabling practical knowledge transfer towards a vision for the future of smart cities, addressing the needs of visitors, locals and urban economy alike.”

Student Teresa Robinson, BA
Partner Management/
Digital Distribution & Platforms
Austrian National Tourist Office





Dr. Petra Stolba, Lecturer
Former Managing Director
Austrian National Tourist Office

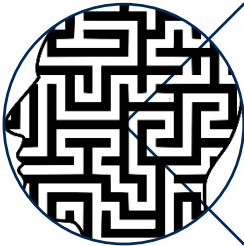
“A city has to be understood as a space where a variety of stakeholders interact. Therefore, urban tourism is a complex matter that needs professionals that are capable of seeing the big interdisciplinary picture.”

“Data-based decision-making skills in tourism paired with creativity and innovation for a holistic visitor economy development - this study program offers a unique education for co-creating resilient urban tourism destinations.”

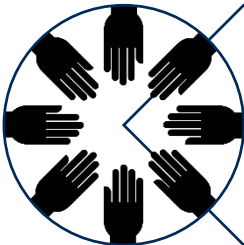
Norbert Kettner
Managing Director,
Vienna Tourist Board



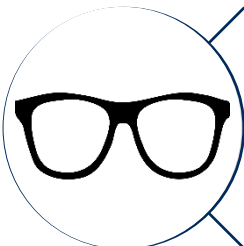
As a graduate, you...



...understand the complexity of urban tourism and stakeholder interactions



...transfer visitor economy & digitalization knowledge to practical cases



...reflect on critical developments and make data-based & solution-orientated decisions

Possible career pathways

DMMOs

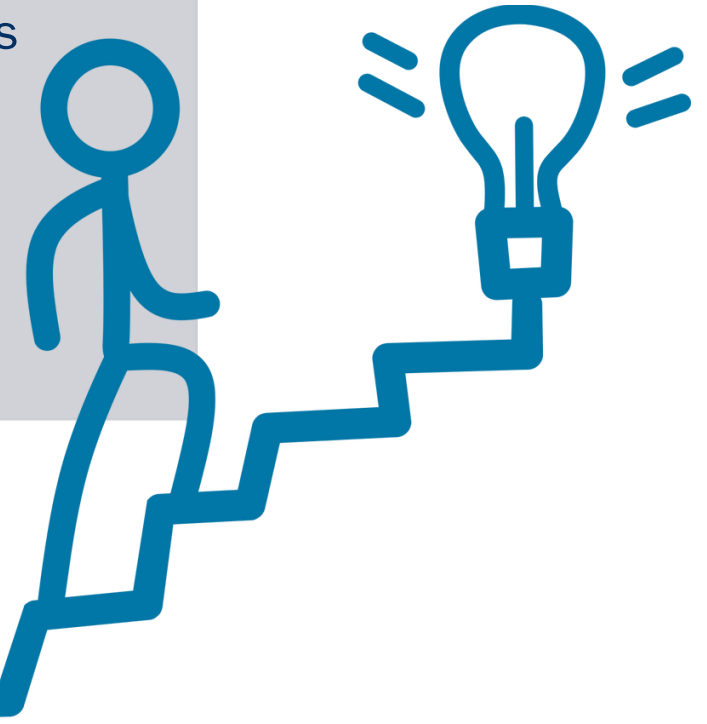
- Strategic positioning
- Partner and stakeholder management
- Product and brand development
- Data management and research

Consultants & project managers

- Destination Development
- Tourism Intelligence
- Service Design
- Change Processes

Others

- Urban planning
- City authorities
- Etc.



Application procedure

3 steps to your admission

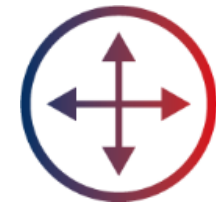
Step 1

Registration & Application form



Step 2

Computer-based admissions test



Step 3

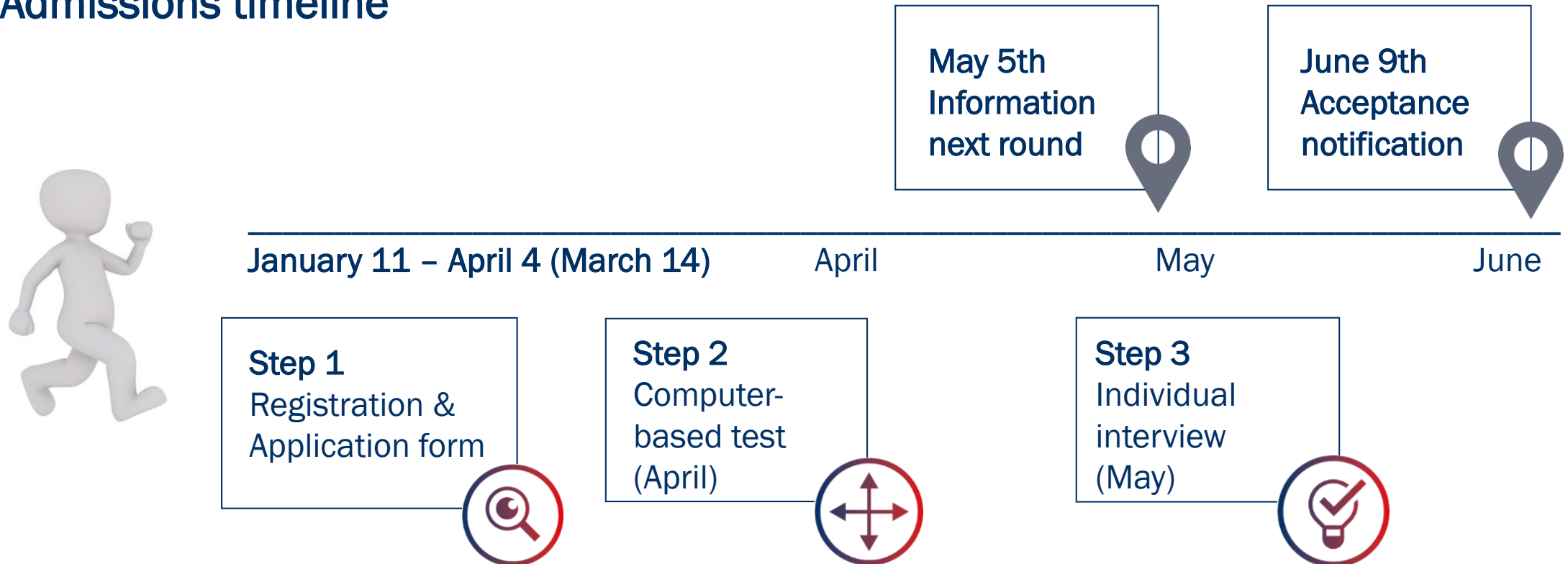
Individual interview



All dates and deadlines are published on our website <https://www.fh-wien.ac.at/en/study/application/admissions-procedure-master/>

Application procedure

Admissions timeline



Application procedure

Step 1: Registration & application form



- ▶ Personal login data **via e-mail** once you have registered on our website.
- ▶ With the login data, you will have **access to our online application form**. This form should be printed once you have filled it out.
- ▶ You will need various copies of documents as well as your **printed and signed application form**. A checklist for documents will be provided.
- ▶ Applicants with a foreign degree must have their documents translated into English by a court certified translator.
- ▶ Copies of all application documents must be sent by **mail** to the FHWien der WKW.

All dates and deadlines are published on our website <https://www.fh-wien.ac.at/en/study/application/admissions-procedure-master/>

Application procedure

Step 2: Computer-based admissions test

- ▶ The **computer-based admissions test** takes place electronically.
- ▶ General business administration skills (35 min) and basic tourism knowledge (35 min) will be tested.
- ▶ We recommend literature on our website to prepare yourself for the admissions test.
- ▶ The test dates to be selected cover **180 minutes** and include technical preparation, ID check and completion of the time-limited tests.



All dates and deadlines are published on our website <https://www.fh-wien.ac.at/en/study/application/admissions-procedure-master/>

Application procedure

Step 3: Individual interview

- ▶ Upon successful completion of the test, we will invite you to an individual interview.
- ▶ This gives us the opportunity to get to know our applicants, their experiences, strengths and motivations.
- ▶ The interview will be held online.
- ▶ Duration: 30 min (plus 30 min to prepare a small task)



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Contact Details



Dr. Florian Aubke
Head of Study Programs Tourism &
Hospitality Management
florian.aubke@fh-wien.ac.at

LinkedIn www.linkedin.com/in/florianaubke



www.fh-wien.ac.at/tourismmaster



www.fh-wien.ac.at/tourismmaster



Talk to us!



Applications open until April 4th

