

Urban Tourism & Visitor Economy Management

»Rethinking Tourism. Driving Change.«

**Taught
in English**

**STUDY REAL
BUSINESS.**

University of Applied Sciences for
Management & Communication



Degree Program

Entry Requirements

Completion of a university or a university of applied sciences degree (BA or BSc)

Duration

4 semesters

Qualification

Master of Arts in Business (MA);
Qualifies the holder to study for a PhD or a doctorate

Degree Program Format

Part-time

Lecture Times

Thursdays and Fridays: 8:30–18:30

Saturdays: 8:30–16:30

50% guided e-learning, 50% on campus

Maximum of 7 blocked courses per semester

Academic Year

September until June

Language of Instruction

English

Study-abroad semester

Possible in the 3rd semester

Fees

Tuition fees of € 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

Place of Study

wko campus Vienna and
Distance Learning

Degree Program Focus

- Sustainable & systemic approach towards tourism development and visitor economy management in cities
- Understanding stakeholder interactions in urban tourism destinations
- Innovative developments and potentials in a smart tourism environment
- Transferring visitor economy & digitalization knowledge to practical cases
- Leadership & data-based decision-making skills to facilitate change in tourism

Job and Career

Cities are expanding, and so are professional fields in urban tourism. Our goal is to equip our graduates with all the competences needed by successful game-changers in visitor economy management. By training students in identifying social, economic, environmental and technological potentials in city dynamics, possible career fields for our graduates are:

Destination management and marketing organizations:

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

Consultants and project managers for:

- Destination development
- Tourism intelligence
- Service design
- Change processes

Urban planning and city authorities



»The appeal of tourism in the urban space lies in its varied impact on local businesses and people. The potential economic effects of tourism on urban destinations are undisputed, yet a considerate management of a destination is pivotal for its sustainable success. Innovative destination management needs relationship managers who act as catalysts of change. As a leading European destination, Vienna is the perfect place to develop these skills.«

FH-PROF. DR. FLORIAN AUBKE *Head of Program*

Studying in Vienna

Over the past years, Vienna has taken a leadership role in green, smart and innovative urban development.

In 2022, Vienna was again named the »most livable city in the world«. The city's cultural and culinary heritage and rich offer of leisure time facilities make Vienna a hotspot for students as much as for tourists.

Moreover, Vienna's great location in the heart of Europe makes it the perfect home base for excursions to neighboring cities such as Bratislava, Budapest or Prague.

That's why our university has been successfully offering programs for tourism studies for over 25 years.



Highlights

- International program offered in English
- Personalized curriculum (electives/traineeship/consultancy project)
- Case-study teaching, field trips & practical projects
- Job-friendly study schedule

www.fh-wien.ac.at

Subscribe to our newsletter:
 studieren.fh-wien.ac.at

Email: servicepoint@fh-wien.ac.at

The key features of a MA program at our UAS

- Modules on Strategic Management prepare students in all Master's programs to become effective leaders.
- Our students learn how digital transformation is changing their respective professional field and how to unlock digitalization opportunities.
- The students deal with transformations to economic sustainability and with the question: How can I manage a company in a socially and ecologically responsible way?

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»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*

URBAN TOURISM DESTINATIONS	SMART TOURISM ENVIRONMENT	DATA THINKING FOR TOURISM	FACILITATING CHANGE	BUILDING PERSONAL KNOWLEDGE
1 st Semester – 16 WH/S / 30 ECTS				
WH/S: weekly hours per semester / ECTS: European Credit Transfer and Accumulation System				
Visitor Economy Management & Urban Destinations	Urban Destination Competitiveness in the Digital Age	Data Thinking for Tourism Destinations	Systemic Change & Project Consultancy	Knowledge Transfer
4 WH/S / 6 ECTS	3 WH/S / 6 ECTS	3 WH/S / 6 ECTS	3 WH/S / 6 ECTS	3 WH/S / 6 ECTS
Urban Tourism Systems and Stakeholders, Visitor Economy Management, Field Trip and Expert Talks	Information & Communication Technologies in Destinations, Tourism Intelligence Systems, Digitalization and Marketing Strategies for Tourism Organisations	Data Resources in Destinations, Quantitative & Qualitative Research, Ethical Reflection of Data Use	Systems Theory, Change Management & Transformation, Facilitation & Presentation Techniques for Project Consultancy	Academic Writing Lab, Individual Knowledge Transfer with regards to a relevant academic topic in the urban tourism context (Research Paper)
2 nd Semester – 15 WH/S / 30 ECTS				
Urban Tourism Planning	Smart Cities for Sustainable Futures	Data Analysis for Decision Making & Visualizing Data	Leadership for Sustainable Change	Knowledge Application
4 WH/S / 6 ECTS	3 WH/S / 6 ECTS	3 WH/S / 6 ECTS	3 WH/S / 6 ECTS	2 WH/S / 6 ECTS
Risk and Resilience Management for Urban Destinations, Fundamentals of Urban Planning & Visitor Mobility	Smart City Standards, Smart Destinations, Digital Technologies for Sustainable Cities, Analyses of International Best Practices	Advanced Research Methods, Visualizing Results & Reporting, Data-based Decision Making	Intensive Training of Leadership and Negotiation Skills, Strategic Sustainability and Ethics in Change Processes	Individual Knowledge Application with regards to a relevant academic or practical topic in the urban tourism context (Research Paper)
3 rd Semester – 15 WH/S / 30 ECTS				
Strategy & Microeconomics of Competitiveness	Advanced Tourism Perspectives & Practice		Creativity for Change & Innovation	Knowledge Creation
4 WH/S / 6 ECTS	6 WH/S / 12 ECTS		3 WH/S / 6 ECTS	2 WH/S / 6 ECTS
Strategic Management for Urban Destinations, Microeconomics of Competitive-ness	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		Innovation Processes in Urban Tourism, Design Thinking and Creativity Techniques	Individual Knowledge Creation for Urban Tourism Theories (Research Project Preparation)
4 th Semester – 3 WH/S / 30 ECTS				
Tourism Futures	Master's Thesis			Master's Examination
3 WH/S / 6 ECTS	18 ECTS			6 ECTS
Rethinking Scenarios of Urban Tourism	Finalizing the Master's Thesis, Defense of the Master's Thesis			Master's Examination pursuant to § 16 (1) FHStG

Subject to change.

*Individual choice ranging from courses at FHWien to courses at one of our partner universities or participation in International Summer Schools



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