

FHWien der WKW Offers Bachelor in Tourism now also in Dual Form

One half of the week at the university, the second half on the job: The Bachelor's program in Tourism & Hospitality Management can also be studied in a dual format from fall 2023.

Vienna, February 14, 2023 – FHWien der WKW is for the first time offering a dual study program: The established Bachelor's program in Tourism & Hospitality Management will be conducted in this particularly practice-oriented form as well starting in the winter semester of 2023/24. From the second year of study, theory phases at the university of applied sciences and practical phases in renowned tourism companies will alternate. "After three years, the students will not only have an academic degree in hand, but also two years of relevant professional experience," explains Florian Aubke, Head of Tourism & Hospitality Management Study Programs at FHWien der WKW. It is the only dual tourism degree program at an Austrian university of applied sciences to date. Applications are open until March 27.

Win-win situation for students and tourism businesses

The tourism industry is suffering from a severe shortage of skilled employees. In view of this challenge the dual Bachelor's program in Tourism & Hospitality Management creates a win-win situation for students and partner companies, Florian Aubke is convinced: "Employers want employees with relevant work experience, and many students wish to gain practical experience during their studies. The dual form of study fulfills both wishes. It allows companies to retain talent early on and develop it." The students are employed by the company and receive a salary. Aubke expects that some of the students will remain with the company after graduation.

How the dual study program works

The dual study program in tourism stands out for its close interaction between the university as an academic learning environment and the company as a practical learning environment. Students spend the first two semesters entirely at FHWien der WKW. Here they acquire the theoretical foundation of their education. They also get an overview of possible companies for the practical phases and undergo application training. They then apply to the company of their choice, with the support of FHWien der WKW's team. "We pay particular attention to matching students with companies," emphasizes Florian Aubke. "After all, the students stay with the same company throughout the rest of their studies." During the practical phases, they spend half the week at the company and the other half at the university of applied sciences.

"The best thing that can happen to students"

The partner companies for the practical phases in the degree program cover the entire spectrum of the tourism industry – from five-star hotels and tour operators to travel agencies, congress companies and airlines. One practical partner is TUI Austria. Denise Mach is responsible for Learning & Development there; she says about the dual study program at FHWien der WKW: "Being able to combine theory and practice is the best thing that can happen to students. As an experienced training company, we benefit from bringing young, motivated students into the company, who bring new ideas, a different approach and a scientific perspective and thus help us to remain fit for the future."

PRESS RELEASE



Studying in a dual or full-time format

Applicants for a place on the Bachelor's program in Tourism & Hospitality Management can choose between the new dual format and the full-time format, which has been available since 2004. The course content is largely identical. Both variants share the same strong practical orientation: More than 70 percent of the lecturers work full-time in tourism. But there are also differences: While the dual variant is characterized by practical phases in the second and third years of study, the full-time form provides for specialization starting in the second semester and a professional internship abroad. In addition, full-time students can complete a semester abroad – which is ideal for applicants who want to pursue an international career.

Experience in tourism education since 1994

FHWien der WKW has many years of experience in tourism education: The Tourism Management diploma program was its first degree program in 1994 and one of the very first degree programs at universities of applied sciences in Austria. Over the years, FHWien der WKW has built up a large network in tourism and has involved the industry in the further development of the degree programs.

This close relationship to businesses distinguishes FHWien der WKW. According to the U-Multirank university ranking, it is one of the top 25 universities in the “Contact to work environment” category out of about 1,800 worldwide. “Our university of applied sciences cooperates closely with established companies. Students forge contacts with potential employers while they are still studying, which makes it easier for them to start their careers,” says CEO Michael Heritsch. “The dual tourism study program proves once again that we deliver on our promise of great practical relevance.”

The dual version of the Bachelor's program in Tourism & Hospitality Management will start in September 2023, subject to accreditation by AQ Austria. Applications for a place on the program are open until March 27.

Information on this study program is available on FHWien der WKW's website:

[Webpage of the Bachelor's program in Tourism & Hospitality Management](#)

Photos:

One half of the week at the university, the second half on the job: FHWien der WKW now offers the Bachelor's program in Tourism & Hospitality Management also in a dual format.

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“After three years, students not only have an academic degree in hand, but also two years of relevant professional experience,” says Head of Program Florian Aubke about the advantages of the dual Bachelor's program.

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“The dual tourism study program proves once again that we deliver on our promise of great practical relevance,” explains Michael Heritsch, CEO of FHWien der WKW.

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FHWien der WKW – University of Applied Sciences for Management & Communication

FHWien der WKW is Austria's leading university of applied sciences for management & communication. Working in close contact with Austrian corporations, FHWien der WKW offers comprehensive and practice-oriented academic programs to over 2,800 Bachelor's and Master's students. Two thirds of our teaching staff have a background in business. Our programs are tailored to the needs of companies, optimally preparing our students for their future careers. Since its foundation in 1994, FHWien der WKW has already produced over 13,600 graduates.

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