

New Compact Course “HR in Tourism” at FHWien der WKW

The practical training provides HR know-how for the tourism industry in four three-day modules and thus enables the participants to enter human resources management. Start is in June 2023.

Vienna, February 7, 2023 – Tourism companies are faced with a major shortage of qualified personnel. To find new employees and retain existing staff, professional HR management is needed. This is exactly where the new compact course “HR in Tourism” at the Vienna Management Academy by FHWien der WKW comes in. It combines HR know-how with knowledge of the tourism industry – a unique combination in the German-speaking world. The course consists of three classroom modules in Salzburg, Innsbruck and Vienna as well as an online module. The practical training starts in June 2023 and lasts until January 2024. It is suitable for managers and employees from the tourism industry as well as for career changers.

Seeing employees as a success factor

The lecturers in the compact course “HR in Tourism” are on the one hand practitioners from tourism and human resources and on the other hand lecturers from FHWien der WKW. “With experts from our Human Resources & Organization and Tourism & Hospitality Management study programs, we offer a professionally sound and practice-oriented program for both industries,” explains Head of Program Stefan Teufl, Academic Expert and Lecturer at the university of applied sciences. He developed the course with Martina Plonner, CEO of leaderswork consulting gmbh, a management consultancy focusing on the tourism industry and its employees. She is convinced of the importance of professional HR management for the industry: “To be successful in tourism companies in the future, it is important to see employees as a success factor.”

Four modules with cutting-edge HR and tourism know-how

The course begins with the module “Personality Development & Trends in HR and Tourism”. The second module, “Leading Conversations”, is about communication, rhetoric and coaching techniques. The third module, “Developing Organizations & Employees”, looks at HR tasks ranging from drafting contracts to employee appraisals and leadership in the new world of work. The fourth module, “Designing the Employee Journey”, focuses on how companies can be attractive employers. Between the modules, participants are supported with online coaching. They also prepare their final thesis during this time. Fireside chats and company visits complement the training, which concludes with the title “Certified Expert for HR in Tourism”, with valuable practical experience.

Many years of experience in HR and tourism training

The compact course “HR in Tourism” is suitable for employees at all levels of the tourism industry, but also for career changers and graduates of HR study programs who are aiming for a career in tourism. They all benefit from FHWien der WKW’s many years of experience in training HR professionals and tourism managers. “Tourism Management was our first degree program in 1994 and one of the very first degree programs at universities of applied sciences in Austria,” says Michael Heritsch, CEO of FHWien der WKW. “With our educational programs, we fulfill an important task for the domestic tourism industry that needs top-qualified specialists and managers so that Austria can maintain its place among the leading tourism countries – in view of the current staff shortage more than ever.”

PRESS RELEASE



Information about the compact course “HR in Tourism” is available on FHWien der WKW’s website:

[Website of the compact course “HR in tourism”](#)

Photos:

The compact course “HR in Tourism” will start in June 2023 at FHWien der WKW. The practical training provides HR know-how for the tourism industry in four modules.

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Martina Plonner, CEO of leaderswork consulting gmbh and cooperation partner in the compact course “HR in Tourism”, is convinced: “To be successful in tourism companies in the future, it is important to see employees as a success factor.”

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