

## **Cooperative Education Program in Tourism Successfully Started at FH Wien der WKW**

**The Bachelor's program in Tourism Management is Austria's first cooperative degree program in tourism. Over 50 well-known companies support the students as industry partners.**

*Vienna, April 3, 2024* – Since September 2023, FH Wien der WKW has been running the Bachelor's degree program in Tourism Management also in a cooperative education format. In contrast to a full-time degree program, theoretical and practical phases alternate in it. The University of Applied Sciences for Management & Communication works with the split-week model: from the second year of study, students spend half the week at the university and the second half with the professional partner, one of over 50 companies in the tourism industry. During this time, students are employed there and receive a salary. FH Wien der WKW is the only institution in Austria that offers a degree program in Tourism Management in a cooperative education format.

### **Bachelor's degree plus professional experience**

“The advantages of the cooperative form of study for students and companies are obvious,” explains Florian Aubke, Head of Tourism & Hospitality Management Study Programs at FH Wien der WKW: “After six semesters, the students not only have a Bachelor's degree, but also two years of relevant professional experience. The industry partners can take an active role in higher education and train students according to their needs over two years.”

### **Lively interest from industry partners**

From the hotel industry, tour operators, congress and event agencies to airlines: more than 50 well-known companies from the tourism industry support the students as professional partners in their education. Particular attention is paid to matching because the students stay with this company for the entire duration of their studies. The first year, the introductory phase, prepares students for applying to their desired practice partner. At the annual career fair, which took place for the first time in January 2024, the practice partners present their training programs, and the students make first contacts to their potential employers.

### **TUI Austria – practice partner from the very beginning**

A professional partner from the very beginning is TUI Austria. Denise Mach is responsible for Learning & Development there. She says about the cooperative study program at FH Wien 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 attracting young, motivated students to our company who bring new ideas, a different and scientific perspective and thus help us to remain fit for the future.”

### **Cooperative degree program as opportunity for continuing education**

The cooperative degree program at FH Wien der WKW is also an excellent continuing education opportunity for employees. With a combination of educational leave and part-time employment during their studies, young talent can be promoted and retained by the company.

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[Website „Dual studieren in Österreich“](#) (in German)

## Photos:

FHWien der WKW has successfully launched the cooperative Bachelor's program in Tourism Management. Over 50 companies support the students as practice partners.

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“After three years, the students not only have a Bachelor's degree, but also two years of relevant professional experience,” says Head of Study Program Florian Aubke, explaining the advantages of the cooperative degree program.

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The first Career Fair at FHWien der WKW in January 2024 connected students of the cooperative degree program in tourism with practice partners.

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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. Its Bachelor's and Master's degree programs offer more than 2,800 students a practice-oriented academic education. Around 900 people are completing a continuing education program at FHWien. Two thirds of the lecturers come directly from the business world. The close cooperation with local companies in teaching and research optimally prepares students for their careers. Since its foundation in 1994, FHWien der WKW has already produced around 14,400 graduates.*

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