



International Executive

MBA Tourism & Leisure Management

Studienbeginn 2006

akademie **urstein**
salzburg 

salzburg management
smbs
UNIVERSITY OF SALZBURG
BUSINESS SCHOOL



INTERNATIONAL EXECUTIVE MBA IN TOURISM AND LEISURE MANAGEMENT – TRAINING WITH PERSPECTIVES

THIS POSTGRADUATE STUDY PROGRAMME FOR INTERNATIONAL PARTICIPANTS COMBINES TOPICS SPECIFIC TO THE FIELD WITH TRAINING IN GENERAL MANAGEMENT AND LEADS TOWARDS AN INTERNATIONALLY RECOGNISED MBA DEGREE.

EDITORIAL

The International Executive MBA in Tourism and Leisure Management of the University of Salzburg is executed by SMBS - University of Salzburg Business School and Akademie Urstein in cooperation with international partner institutions and a unique team of instructors.

The curriculum of this MBA has been elaborated by recognised experts to meet current and future demands of the constantly expanding tourism and leisure market. Besides general management know how the programme is oriented towards key qualifications required in the tourism and leisure industry. It aims to convey specific methods and skills on an academic basis and to prepare candidates who are already in positions of responsibility for appointments in top-level management.

We are pleased to start this excellent MBA programme again in October 2006.

Dr. Gerhard Aumayr
Managing Director, SMBS -
University of Salzburg Business School

Prof. Richard Hammer
Managing Director, SMBS -
University of Salzburg Business School

Christoph Nake
Managing Director,
Akademie Urstein

ESSENTIALS

- ◆ Programme languages: German and English (excellent knowledge of both languages is essential).
- ◆ The subject matter of the study programme is based on the concept of a management circulation. All topics are related to clear scientific disciplines and current results of research.
- ◆ The programme aims to convey state-of-the-art expertise and focuses on key qualifications essential in top management positions in the tourism and leisure industry.
- ◆ Partnerships with internationally renowned academic institutions and universities guarantee a network of first-class lecturers who convey theoretical and practical knowledge.
- ◆ Programme course: Four modules each lasting three weeks over a period of 2 years. Final project is a master thesis related to the professional environment of the students.
- ◆ Venues: Salzburg (Austria), St.Gallen (Switzerland), Bozen/Bolzano (Italy), Vancouver (Canada).
- ◆ The innovative study programme is structured in such a way that students can follow their professional career while participating in the MBA programme.
- ◆ Students profit by practically oriented teaching, modern didactic methods, and a supplementary e-learning platform.

COOPERATION WITH INTERNATIONAL PARTNERS AND A SUPERVISORY COMMITTEE OF EXPERTS GUARANTEE QUALITY

THE INTERNATIONAL EXECUTIVE MBA IN TOURISM AND LEISURE MANAGEMENT OF THE UNIVERSITY OF SALZBURG IS EXECUTED BY SMBS - UNIVERSITY OF SALZBURG BUSINESS SCHOOL AND AKADEMIE URSTEIN IN COOPERATION WITH

- ◆ Institute for Public Services and Tourism, University of St.Gallen, Switzerland
- ◆ European Academy (EURAC), Bozen/Bolzano, Italy
- ◆ Centre for Tourism Policy and Research, Simon Fraser University, Vancouver, Canada

SUPERVISORY COMMITTEE OF EXPERTS

A distinguished committee of representatives of the tourism and leisure industry guarantees superb benchmarking and a direct transfer of theoretical and practical knowledge. Its members are:

- ◆ **Prof. Dr. Reinhard Bachleitner**, Chairman, Institute of Cultural Sociology, University of Salzburg, Austria
 - ◆ **Leo Bauernberger**, Managing Director, Salzburg Land Tourismus GmbH, Austria
 - ◆ **Dr. Clemens Bechter**, CEO & President, Hotelsensation Inc., USA
 - ◆ **Dr. Andreas Braun**, Managing Director, swarovski tourism services gmbh, Austria
 - ◆ **KR Dkfm. Edward Gordon**, President, Austrian Travel Agents Association; Austrian Federal Economic Chamber, Vice President, Tourism and Leisure Industries Divisions, Austria
 - ◆ **Dr. Alexandra Graff**, Director, McDonalds Franchise GmbH, Austria
 - ◆ **Petra Hedorfer**, CEO, Deutsche Zentrale für Tourismus e.V., Germany
 - ◆ **Walter E. Junger**, President, Walter Junger And Friends Ltd., Berlin, Germany
 - ◆ **Dipl. Kfm. Markus Kopp**, General Manager Aviation Services and Human Resources, Deutsche Lufthansa AG, Germany
 - ◆ **Elfriede Krempl**, Pedagogical Director, Academy of the Austrian Association of Hoteliers, Vienna, Austria
 - ◆ **Wolfgang M. Neumann**, Area President, Hilton UK & Ireland, Great Britain
 - ◆ **Erhard Noreisch**, Vice-President and General Manager, Hotel Imperial Vienna, Austria
 - ◆ **Dr. Arthur Oberascher**, Director, Austrian National Tourist Office, Vienna, Austria
 - ◆ **Dr. Stephan Ortner**, Director, EURAC European Academy, Bozen/Bolzano, Italy
 - ◆ **Herbert Pliessnig**, Director of Hospitality, Red Bull GmbH, Austria
 - ◆ **Judith Renner-Bach**, Director, Swiss Tourism Federation, Switzerland
 - ◆ **Mag. Hans Scharfetter**, Vice President, Chamber of Commerce in Salzburg, Salzburg, Austria
 - ◆ **Jürgen Scharkosi**, Chairman, Maritime Leisure Group, Austria
 - ◆ **Michael Seeber**, LEITNER S.p.A. Sterzing/Vipiteno, Italy
 - ◆ **Andreas Steibl**, Managing Director, Tourismusverband Ischgl, Austria
 - ◆ **Mag. Dr. Petra Stolba**, CEO, Austrian Federal Economic Chamber, Tourism & Leisure Industries Division, Austria
 - ◆ **Dr. Piergiorgio Togni**, General Manager, Ente Nazionale Italiano per il Turismo (ENIT), Roma, Italy
 - ◆ **Dr. Guido Venturini**, General Manager, Touring Club Italiano, Milano, Italy
 - ◆ **Dr. Leo Wallner**, General Manager, Casinos Austria AG Vienna and IOC-Austria, Austria
- ... and further nominated representatives from the Paris Lodron University of Salzburg, Austria

Supervisory Committee of Experts
& International Partners

MODULES

4 MODULES EACH LASTING 3 WEEKS. 4 VENUES IN AUSTRIA, ITALY, SWITZERLAND, AND CANADA. FIRST-CLASS INTERNATIONAL LECTURERS AND EXPERIENCED PRACTITIONERS.

MODULE 1

Akademie Urstein, Salzburg
Module coordination: Prof. Klaus Weiermair
October 9 – 27, 2006

TOURISM AND LEISURE SYSTEM

- ◆ Ecology
- ◆ Economy
- ◆ Society and Culture
- ◆ Foundations of Tourism and Leisure Theory

PRODUCT AND DESTINATION PLANNING

- ◆ Creativity and Visions
- ◆ Spatial Planning
- ◆ Tourism Product

PROCESS MANAGEMENT

- ◆ Marketing Management

LEADERSHIP & HUMAN RESOURCE MANAGEMENT

- ◆ Self Management

ACCOUNTING AND FINANCE

- ◆ Accounting

INTEGRATED STUDIES

- ◆ Project Management

MODULE 2

Institute for Public Services and Tourism, St.Gallen
Module coordination: Prof. Christian Laesser
April 10 – 27, 2007

VALUE BASED MANAGEMENT

- ◆ Enterprise Value and Customer Value
- ◆ Company Policies

STRATEGY AND BUSINESS MODELS

- ◆ International Strategy Management
- ◆ Cooperation and Network Management
- ◆ Corporate Governance

LEADERSHIP AND HUMAN RESOURCE MANAGEMENT

- ◆ Management of Knowledge and Competencies

ACCOUNTING AND FINANCE

- ◆ Cost Calculation

INTEGRATED STUDIES

- ◆ Seminar 1 (sectors of the industry)
- ◆ Project Management

MODULE 3

EURAC Research, Bozen/Bolzano
Module coordination: Prof. Harald Pechlaner
September 3 – 21, 2007

PRODUCT AND DESTINATION PLANNING

- ◆ Politics
- ◆ Destination Management
- ◆ Political Planning Process

PROCESS MANAGEMENT

- ◆ Service Management
- ◆ E-Marketing and Services

INTEGRATED STUDIES

- ◆ Seminar 1 (sectors of the industry)

ACCOUNTING AND FINANCE

- ◆ Accounting

MODULE 4

Centre for Tourism Policy and Research, SFU, Vancouver
Module coordination: Prof. Peter Williams
February 11 – 29, 2008

LEADERSHIP AND HUMAN RESOURCE MANAGEMENT

- ◆ Entrepreneurship
- ◆ Human Resource Management

ORGANISATION

- ◆ Organisation

ACCOUNTING AND FINANCE

- ◆ Corporate Finance

INTEGRATED STUDIES

- ◆ Seminar 2 (study trip and real case)

EXCELLENT COURSES AND LECTURERS CONVEY STATE-OF-THE-ART EXPERTISE

DIRECTORS OF THE STUDY PROGRAMME

Prof. Thomas Bieger

University of St. Gallen, Switzerland
Institute for Public Services and Tourism (IDT-HSG)

Prof. Richard Hammer

Institute of Economics, University of Salzburg, Austria

Prof. Harald Pechlaner

European Academy Bozen/Bolzano (EURAC), Italy
Catholic University of Eichstätt-Ingolstadt, Germany

LECTURERS

Dr. Gerhard Aumayr

SMBS - University of Salzburg Business School,
Salzburg, Austria

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University of St. Gallen, Switzerland
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University of St. Gallen, Switzerland
Institute for Public Services and Tourism (IDT-HSG)

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University of Surrey, England
School of Management

Prof. Frédéric Dimanche, Ph.D.

CERAM Sophia Antipolis, European School of Management
Centre for Tourism Management

Dr. Daniel Fischer

Daniel Fischer & Partner, Switzerland
Management & Marketing Consulting

Prof. Colin Michael Hall

University of Otago, New Zealand
Department of Tourism

Prof. Martin Hilb

University of St. Gallen, Switzerland
Institute for Leadership and
Human Resource Management (IFPM-HSG)

Dir. Stephen Kleinschmidt

Price Waterhouse Coopers, Victoria, Canada

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University of St. Gallen, Switzerland
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Tourism British Columbia, Victoria, Canada

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Kuoni Travel Holding Ltd., Zurich, Switzerland

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Department of Sociology

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elements.at New Media Solutions GmbH, Salzburg, Austria

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Waikato Management School
University of Waikato, New Zealand

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University of Salzburg, Austria
Institute of Economics

Prof. Sabine Urnik

University of Salzburg, Austria
Institute of Economics

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University of Innsbruck, Austria
Institute of Tourism and Service Sector Management
K. Weiermair Leisure Research & Consulting

Prof. Mark Wexler

Simon Fraser University, SFU Business, Canada
The Perimeter Group of Ethics Consultants, Vancouver,
Canada

Prof. Peter Williams

Simon Fraser University, Canada
Centre for Tourism Policy and Research

Peter Zimmer

Futour GmbH & Co KG, Munich, Germany

Extract from the pool of lecturers (subject to change)

FACTS, FIGURES AND YOUR CONTACT FOR DETAILED INFORMATION

Timetable

- Module 1:** Salzburg (A), October 9 – 27, 2006
Module 2: St.Gallen (CH), April 10 – 27, 2007
Module 3: Bozen/Bolzano (I), September 3 – 21, 2007
Module 4: Vancouver (CAN), February 11 – 29, 2008

Teaching hours

4 modules, each lasting 3 weeks
3/4 on campus, 1/4 independent study

Course venues

Salzburg (Austria), St.Gallen (Switzerland),
Bozen/Bolzano (Italy), Vancouver (Canada)

Course Fee

€ 22,500 (VAT exemption according to § 6, Zi.11 Austrian VAT Law). The fee includes all study materials but excludes travel expenses, accommodation, and board. Advance payment of one quarter of the total fee per semester is obligatory.

Course Language

German and English
(excellent knowledge of both languages is essential)

Number of participants

Approx. 20 students (maximum 30)

Successful completion of the course dependent on regular attendance, oral and written examinations, presentations, master thesis, final examination before a board.

Qualifications necessary for participation

Either an internationally recognised academic degree plus at least 2 years of practical experience in the tourism and leisure industry or a comparable qualification, for instance, at least 3 to 5 years of professional experience in a management position.

Conditions of admittance

All applicants will be invited to an admission interview which will be partially held in English. The course directors have the right to decide whether a comparable qualification is acceptable and whether applicants have to submit supplementary evidence of achievements. Consideration of professional qualifications will be made during the acceptance procedure and assessed according to the relevance, level, and duration of the position held.

Information & Application

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ORGANISATION

The University of Salzburg Business School (SMBS) has been set up by Salzburg Management Ltd to convey management expertise of the highest international standards. The SMBS offers master programmes, seminars and training for all spheres of strategic and operative management. The courses are designed for managers and all those who know that the only guarantee for professional success is further education. To find out more about our course programme please visit our website www.smbs.at.

Impressum:

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The MBA-Programme is a course of the Paris-Lodron University of Salzburg, Austria