

Business



University of
Applied Sciences
Krems | Austria

Bachelor

Tourism and Leisure Management

Business and Management | Sustainability in Tourism |
Digital Transformation & AI | Electives in Specific Areas of Tourism |
Communication Mastery

www.imc.ac.at






What awaits you during your studies

Tourism and Leisure Management

Your Path to the Future – Sustainable. Digital. Transformative. Our degree programme prepares you perfectly for the challenges of tomorrow! With a clear focus on sustainability, digitalisation and transformation (including artificial intelligence), you'll not only gain theoretical knowledge but also learn how to apply it in practice. Through numerous excursions, you'll gain fascinating insights into real-world projects and businesses. Gain practical experience across the globe! You have the opportunity to complete your practical training abroad. This allows you to not only acquire valuable work experience but also discover new cultures and working methods – all while building your international network!



At a glance

-  **Full-time**
Full-time courses take place from Monday to Friday all day. In Semester 5 and 6 weekly contact hours reduce, so you can work beside studying if you want.
-  **English**
The language of instruction is English. This makes you ready for taking over a responsible job in a multicultural environment. Additional languages to choose from: Spanish, German (advanced level)
-  **6 semesters**
You will complete your studies after 3 years and work for 180 ECTS in this time. Your previous knowledge counts: individual courses such as accounting can be credited. Your academic degree after having successfully completed your studies is Bachelor of Arts in Business (BA).
-  **22-week internship**
You can immediately put into practice what you have learned. The internship is an obligatory part of your studies.
-  **Study fee**
EU/EEA citizens pay a study fee of EUR 363.36 per semester, plus the student union fee.

Did you know that ...

... you have the opportunity to tailor your studies to your interests and talents? You choose not only your foreign language but also your future skills and specialisations.

Modules | Full-time

SEMESTER I Building the Foundation: Essentials of Management and Global Tourism	MANAGEMENT ESSENTIALS	ACCOUNTING	MARKETING & MARKETING RESEARCH	GLOBAL TOURISM DYNAMICS: CONCEPTS & GEOGRAPHIES	COMMUNICATION MASTERY I	FUTURE SKILLS I 2 ND LANGUAGE: GERMAN OR SPANISH
SEMESTER II Advancing Skills: Leadership, Sustainability and Innovative Tourism	ECONOMICS	DATA & DECISION MAKING	UNDERSTANDING TOURIST BEHAVIOUR: FROM PSYCHOLOGY TO FIELD RESEARCH	SUSTAINABILITY IN TOURISM	COMMUNICATION MASTERY II ELECTIVES: GERMAN, SPANISH, ENGLISH	FUTURE SKILLS II DESIGN & CREATIVITY
SEMESTER III Mobility Window – Navigating Complexity: Law, Technology and Management in Tourism	LEGAL ENVIRONMENT	MOBILITY & INTERMEDIATION IN GLOBAL TRAVEL	TOURISM PROJECT & EVENT MANAGEMENT	DIGITAL TRANSFORMATION & AI IN TOURISM	COMMUNICATION MASTERY III ELECTIVES: GERMAN, SPANISH, ENGLISH	
SEMESTER IV Hands-on Learning: Bridging Theory and Practice in Tourism	PRACTICAL TRAINING SEMESTER				TOURISM IN PRACTICE: COLLABORATIVE EXPLORATION	
SEMESTER V Strategic Insights: Finance, Sustainability and Innovation in Tourism	FINANCE, INVESTMENT & MATHEMATICS	ELECTIVES: • SUSTAINABLE HOSPITALITY MANAGEMENT • SUSTAINABLE DESTINATION MANAGEMENT	DIGITAL TOURISM & MARKETING	CULTURAL & CULINARY TOURISM	RISK & CRISIS MANAGEMENT	BACHELOR SEMINAR & BACHELOR THESIS I
SEMESTER VI Shaping the Future: Innovation, Design and Business in Tourism	BUSINESS MODELS & BUSINESS PLANNING	INNOVATION & EXPERIENCE DESIGN	SPECIALISED TOURISM INDUSTRIES ELECTIVES: • CONGRESS & CONFERENCE MANAGEMENT • HEALTH, WELLNESS & SPA TOURISM • SPORTS & ADVENTURE TOURISM	FUTURE LAB & PERSONAL DEVELOPMENT	BACHELOR SEMINAR & BACHELOR THESIS II	BACHELOR EXAM

Subject to possible alterations

More details on the curriculum, courses, contact hours and ECTS (European Credit Transfer System) can be found on: www.imc.ac.at



Your professional fields and future areas of responsibility

One in ten jobs worldwide is directly linked to tourism – a good argument for pursuing a career in this sector. From hotels, catering, and event management to travel agencies, airlines, and destination management organisations, this field offers a rich spectrum of pathways. Be responsible for creating new travel experiences, developing sustainable tourism solutions, or leading digital marketing efforts – and make a real impact in this dynamic global industry.

IMC. It's all in me.

IMC Krems
University of Applied Sciences
3500 Krems, Austria

Prospective Student Advisory Service
+43 2732 802-222
information@imc.ac.at
www.imc.ac.at



Accreditations



Memberships

