



INSTITUTE OF TOURISM
AND HOTEL MANAGEMENT
SALZBURG • AUSTRIA



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OUR AIMS AND WHAT WE DO

The Institute of Tourism and Hotel Management (ITH) offers well-established and intensive training that helps pave the way to a successful career in tourism. Our programmes are practice-oriented, internationally linked and provide the requisite know-how for private entrepreneurship. Our graduates go on to take up leading positions and establish successful tourist enterprises. The ITH programmes not only equip our students to develop sustainable tourism, but also to pass on their knowledge as instructors or trainers in the industry. This further enables them to create jobs and prosperity in their country of origin.

Our campus provides the perfect environment for international students to learn the core qualities essential to the tourism industry: tolerance and open-mindedness. Only those who treat other cultures with respect, regardless of skin colour, gender or religion, can be successful in international tourism. Today, intercultural understanding and competence provide the key competitive advantages in global tourism management.



CHARM AND TRADITION



The Institute of Tourism and Hotel Management is situated in Salzburg, Austria, one of the most vibrant tourist regions in the world. The city at the Salzach River is world-famous for its summer and winter tourism. Not only does it boast 22 million overnight stays, but its wide variety of tourist attractions and offerings draws guests who come to attend conventions or music festivals, as well as those seeking adventure, culture or relaxation. Thousands of businesses and their well-qualified personnel contribute to this high standard of tourism – an industry with over 100 years of tradition in this city. Despite its rapid development, Salzburg has successfully managed to maintain the highest environmental standards. The city and its surrounding countryside serve as international models for sustainable tourism.



The baroque city of Salzburg figures in the World Heritage List. As the birthplace of Wolfgang Amadeus Mozart, and as the home town of the Trapp Family it has achieved world fame through the movie “The Sound of Music”. The high standard of safety in the town makes ITH students to feel at home after only a short time here.

A WORLD-CLASS INSTITUTE



The Institute of Tourism and Hotel Management (ITH) is the international branch of the Salzburg Schools for Tourism, Austria's leading training institute for careers in tourism.

The Institute, operated by the Salzburg Economic Chamber, has been training internationally recognised specialists in quality tourism since 1965 – whether in hotel management, tourism development or as university professors. The professional success of over 2,000 graduates from around the world attests the high quality of the Institute's established, practice-oriented training, which certifies graduates with an internationally recognised college diploma.

ITH is intended for people who have already gained professional experience in tourism, and who now wish to acquire sound know-how in Management, Sustainable Tourism Development and the use of new technology.

The curriculum focuses on training people for executive positions in Business Administration, Intercultural Communication, all areas of Sustainable Tourism and e-Tourism, the use of digital information and communication resources in tourism. Participants in the Teacher's Training Programme get additional training allowing them to learn how to pass on their knowledge as instructors or trainers.

Aside from the theoretical aspects, great emphasis is placed on hands-on training and the acquisition of practical skills. The Institute of Tourism and Hotel Management is supported by the Austrian Development Cooperation which is awarding scholarships for the trainings offered.



THE ROAD TO SUCCESS



INFO & FACTS

- > Duration of only 8 months
- > Internationally recognised academic diploma

Teacher's Training

Special Module
Hospitality
Management

Special Module
Tourism
Management

General Module

Compulsory General Module

- > This course, dealing with the fundamentals of Management, Business Administration and the use of modern IT, forms the basis for specialisation in the Special Modules.

Core Subjects:

- > Economics of Business
- > Management Accounting
- > Introduction to Internet Marketing
- > General Management
- > Marketing & Market Research
- > Regional Aspects & Ecology
- > PC Applications and Web Design
- > German
- > Human Resource Management

The internationally recognised academic hospitality and tourism training at ITH prepares future graduates for a career in tourism management. The programmes last for eight to nine months and are tailored to the needs of the tourism industry with special emphasis on sustainability and e-Tourism. In special seminars international experts explain the latest developments in the tourism industry, present case studies from the management world and train students' soft skills in small groups.

The Structure

The training consists of two parts: the compulsory **General Module** and a choice between two Special Modules: Hospitality Management or Tourism Management. A possibility is to get training as a tourism teacher; this course consists of additional tutorials in education science and teaching skills, as well as teaching practice in Austrian schools.

German as a competitive advantage

The language used at ITH is – as expected in the tourism industry – English. However, since Germany is still the world's principal outgoing tourism market, the ability to speak German as a competitive advantage. Salzburg and the ITH offer the basis for this.

1. Special Module: Hospitality Management

This module concentrates on areas ranging from Food & Beverage Management to Front Office Management and Hotel Marketing. Besides the theory courses, practical training is offered in service and food production.

2. Special Module: Tourism Management

This module focuses on Destination Management, aspects of Sustainable Tourism and strategies for Tourism Organisations.

Additional Specialisation "Teacher's Training"

This course of study covers modern Developments in Teaching Skills, Educational Science and the Management of Tourism Schools. In addition, new trends in training, such as integrated project work and e-Learning, are also discussed.

This additional course of study consists of the compulsory General Module and one of the two Special Modules, as well as additional tutorials in teaching skills and educational science.

THE SYLLABUS INCLUDES

HOSPITALITY MANAGEMENT

- > Hotel Marketing and Sales
- > Housekeeping
- > Front Office Operations
- > F&B Controlling
- > Visiting Lecture Series

TOURISM MANAGEMENT

- > Travel Agency Operations
- > Structure and Strategy of Tourism Policy
- > Incoming
- > Destination Management and Marketing
- > Visiting Lecture Series

TEACHER'S TRAINING

- > Pedagogy
- > Didactics
- > Communication Science
- > Presentation Techniques
- > Testing Modes
- > School Management
- > Quality Management in Educational Facilities

TRAINING FACILITIES

ECHOES OF SUCCESS



Salzburg Schools for Tourism



Salzburg University of Applied Sciences



Students in Berlin



All Nations Evening



Kavalierhaus Klessheim



5-Star Grand Park Hotel Bad Hofgastein

Training in four locations

The Salzburg Economic Chamber, representing all Salzburg tourism enterprises, is, through its educational institutions, carrying out state-recognized tourism training.

The Salzburg University of Applied Sciences, which ensures recognition of ITH diplomas in the context of international universities, is one of the most modern universities for applied sciences in Europe. In its Tourism Bachelor and Master programmes, it concentrates on current trends in tourism, product development and e-Business.

As the leading tourism schools in Austria, the **Salzburg Schools for Tourism** have 60 years of training experience, and have educated many internationally renowned tourism managers. The three teaching locations are all in well-known tourist centres in the Province of Salzburg.

To complement the theoretical training, the Salzburg Schools for Tourism operate their own practical training facilities based on the highest level of tourism and catering standards:

The **Kavalierhaus Klessheim**, on the picturesque grounds of the Klessheim Palace, serves as a top-notch national and international event centre in which ITH students can gain practical experience. It also provides accommodation for international students.

As one of the luxury-class Austrian wellness hotels, the famous **5-star Grand Park Hotel** in the ski and spa resort of Bad Hofgastein fulfils even the most sophisticated demands. It serves as a best practice model, for a combination of a tourism school and a 5-star Hotel.

“...I am very happy about this achievement. It’s all because of you and your efforts in teaching me!!! Thank you so much for all that you have done for me!!! You are great!”

The 2,000 ITH graduates to date now work in ministries of tourism, travel agencies, as tour operators, in hotel management, in tourist organisations and universities throughout the world. The ITH Alumni Association, which considers itself as “keeper of the spirit”, provides a network for all of those who have studied in Salzburg. The international focus and principal meeting-place for alumni, teachers and friends of ITH is the annual meeting at the Internationale Tourismus Börse (ITB) in Berlin. Local branches of the Alumni Association have already been founded in several countries. Students also organise informal gatherings, events and seminars.

Alumni Feedback

Chandan Kayestha, Nepal, 2001

“...I am very happy to say that it (the Roadhouse Café) is one of the best known restaurants in Kathmandu and within 2 years I have opened another branch of Roadhouse café in the Patan area so that I employ almost 100 people. . . . I really wanted to thank Klessheim for giving me all the necessary confidence to reach this

level. Right now we are running three restaurants and an apartment hotel, and we do have plans to open more restaurants in the future. By the way, we proudly serve Sachertorte in all of our establishments.”

Vikas Gupta, India, 2002

“...I wanted to inform you about one of my achievements - Your student (that’s me) has managed to get the first rank on Google, Yahoo, and AOL for the restaurant site of my company on the search words 'Indian restaurant in London'. I am very happy about this achievement. It’s all because of you and your efforts in teaching me!!! Thank you so much for all that you have done for me!!! You are GREAT!!!”

Terevael Athanasio Urio, Tanzania, 1992

Salzburg Café in Tanzania

Terevael Athanasio from Tanzania, ITH Student in 1991, runs the Salzburg Cafe and Steak House in Tanzania, which is also one of the largest staff canteens in Tanzania. Besides the restaurant, they also hold various in-house trainings and offer consulting services to people who want to open up tourism businesses in Tanzania.

KNOW-HOW TAILOR-MADE IN AUSTRIA



Sanya Aviation and Tourism College (China)

SPECIAL SKILLS

ITH offers its international partners special skills in the following fields:

- > International Marketing
- > Intercultural Management
- > Quality Management
- > Human Resource Management
- > e-Business in Tourism
- > Sustainability
- > Western Culinary Arts
- > New Trends in Tourism
- > Teacher's Training
- > Curriculum Development
- > School Management

ITH has been offering tailor-made programmes for tourism training all over the world for decades now. These programmes are developed to suit the individual needs of the client, and are taught either in Salzburg or abroad. With their long-term management experience, our experts provide the best in training and consultation. ITH collaborates with the Salzburg University of Applied Sciences and the „Akademie Urstein“, and makes use of the wide-ranging resources of the Salzburg Schools for Tourism. Being acknowledged by the University of Applied Sciences the trainings offered have a high degree of international recognition.

Current reference projects:

Sri Lanka Institute of Tourism and Hotel Management, (Sri Lanka):

Curriculum Development, Teacher's Training, Development of Quality Management Systems

HNA Hotels (China): Management Trainings and Exchange Programmes for the executive management of HNA Hotels.

Sanya Aviation and Tourism College (China): Curriculum Development, Quality Management, Students and Lecturer Exchange Programmes

IST - International School of Tourism and Hotel Management (Nepal):

Students and Lecturer Exchange Programmes, Development of Quality Management Systems

HAN - Hotel Association (Nepal): Annual training for hotel managers (e-Tourism, Controlling, Human Resource Management)

