



INSTITUTE OF TOURISM AND
HOTEL MANAGEMENT

SALZBURG • AUSTRIA



TOURISM SCHOOLS
SALZBURG
INSTITUTE OF TOURISM &
HOTEL MANAGEMENT

WE DEVELOP PERSONALITIES



The Institute of Tourism and Hotel Management in Salzburg Klessheim has been a success story since its foundation in 1965. Many thousands of our alumni from over 150 countries have helped to improve the quality of the tourism industry worldwide as government ministers, hotel managers and employees, as tour operators, in tourism schools or by setting up their own businesses. Wherever we go we meet our former students and we hear their incredible stories of how ITH has helped them to climb the career ladder, and how the year in Salzburg has changed their lives.

Salzburg has a lot to offer as one of the primary tourism regions in Austria - living here is in itself a wonderful experience. Our lecturers have many years of experience and many are industry leaders who will prepare you for

your exciting career in the international tourism industry. Coming here means learning from experts. But ITH is more than just a highly-recognised diploma programme – besides the tough schedule of lectures and practical training, ITH is also an incredible international experience and great fun. Living with people from all over the world is a true mind opener. Furthermore, many different events throughout the year create unforgettable memories. We promise, you will never forget this year.

Join us for a unique and career-changing experience!
Sincerely yours,

Mag. Leonhard Wörndl
Managing Director Tourism Schools Salzburg



WORLD CLASS INSTITUTE SITUATED IN SALZBURG

Since its founding in 1946 by the Salzburg Economic Chamber, over 15,000 students have been successfully taught by Tourism Schools Salzburg across its four teaching locations and two training institutions.

The Institute of Tourism and Hotel Management (ITH) is the international arm of Tourism Schools Salzburg. The Institute was opened in 1965 and has so far educated over 2,500 international students, preparing them for exciting careers in the international hospitality and tourism industry.

You will learn from the best here in Salzburg, where tourism is such an important part of life. The tourism industry plays a major role in Salzburg's and Austria's economy and has done so for over one hundred years.

What better place to learn about hospitality than in a city where guests from all over the world spend 24 million nights in hotels every year?

Today the City of Salzburg attracts visitors from all over the world. The baroque city is rightfully proud of both its UNESCO World Heritage Site status and its title as the "City of Mozart", thanks to being Wolfgang Amadeus Mozart's birthplace. Visitors also flock here to follow in the footsteps of Maria von Trapp, whose story was made famous by the film *The Sound of Music*.

Every year students from around the world take home invaluable knowledge and experience from the long-standing traditions of tourism and tourism education in Salzburg.

THE RIGHT BLEND OF THEORY AND HANDS-ON TRAINING

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DURATION: 8-9 months

The tourism and hospitality industry is one of the biggest employers worldwide. This vibrant industry offers exciting career opportunities in diverse areas such as hotel management, tour operations and travel agency management, government services, consultancy and education.

The diploma offered at ITH equips graduates with an in-depth understanding of the operational and managerial aspects of this industry through a good blend of hands-on training and academic theory. You will leave with a sound knowledge of management practices, an understanding for sustainable tourism, the skills to apply new industry technology and entrepreneurial knowledge or skills in teacher training.

However, studying at ITH is not just about receiving high level professional training in hospitality and tourism, it is also about connecting with different cultures, languages and traditions from around the world. In an international industry like tourism such intercultural skills offer a competitive edge for your future career.

WHAT WE OFFER

- Diploma fully endorsed by the Austrian Ministry of Education, Arts and Culture
- Internationally recognised and respected qualification
- International careers in the hospitality and tourism industry
- Intensive education and training in hospitality and tourism management
- A balance of theory and practice
- Lecturers who are experts in the hospitality and tourism industry
- Regular additional guest lectures by industry experts
- Modern training techniques
- State-of-the-art training facilities
- Small teaching groups guaranteeing the best experience and supervision
- Excursions to relevant tourism and hospitality businesses
- Social and cultural events

The ITH diploma programme is ideally suited for you if you already have gained experience in the hospitality or tourism industry and now wish to take your career to the next level. The 8,5 month programme is very intensive and requires you to demonstrate a high level of professionalism, self organisation and social competence.

Two different professional modules - Hospitality Management or Tourism Management - will prepare you for the career of your choice.

TAKE YOUR CAREER TO THE NEXT LEVEL

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GENERAL MODULE

The teaching at ITH is delivered through a number of modules. All students complete the General Module, providing an overview of the fundamental principles of Management, Business Administration and the use of modern software applications.

In addition to the General Module all students must choose a second module in either Hospitality Management or Tourism Management.

PROFESSIONAL MODULES

HOSPITALITY MANAGEMENT

Training and education in Hospitality Management is provided in modern facilities with kitchen, bar and restaurant opportunities. The practical experience is coupled with teaching of the latest operational theories and trends in the hospitality industry. You will study subjects ranging from Food & Beverage Management to Front Office Management and Hotel Marketing.

TOURISM MANAGEMENT

This module will provide you with the latest knowledge for a career in the tourism industry in general, and in Travel Management in particular. Besides the focus on Destination and Tourism Management, you will acquire practical

knowledge and skills for managing tour operator and travel agency businesses. You will receive training in making online bookings, including making real-time bookings using systems that are widely used in the industry.

ELECTIVES MODULE

TEACHER TRAINING

Alongside the professional curriculum, you can choose to study a further teacher training module or entrepreneurship module. The teacher training module is particularly suitable if you have a background in education or if you are likely to take on a role in training and supervising other members of staff. The latest trends in teaching and delivering training are explored, including the use of eLearning and classroom management. You will improve your communication and presentation skills and learn about modern methodology and didactic.

The module entrepreneurship gives you the chance to develop your own business idea. You will get professional input in various fields like marketing, finance and business development so that you are able to work out a professional business plan. In both modules you will be coached by ITH teachers or external professionals.

HOW TO APPLY & GENERAL INFORMATION

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APPLICATION AND ADMISSION

To apply for this programme at ITH you must meet the following criteria:

- Be between 18 – 35 years of age
- Have a secondary school leaving certificate (high school diploma)
- Have a minimum of one year's experience within the tourism and hospitality industry
- Non-native English speakers must have an English qualification e.g. TOEFL, Cambridge 1st Certificate, IELTS or equivalent

Successful candidates should be ambitious and open-minded with good organisational and time management skills.

SCHOLARSHIPS

Every year the Austrian Development Cooperation offers students from developing countries scholarships to help with tuition fees and general expenses.

ACCOMMODATION

During their time of studying at ITH, students are accommodated in the boarding house in Obertrum. The boarding house is directly connected to the school facilities. Located in the village Obertrum am See, about 20 km away from the city of Salzburg, you will find an ideal learning environment for your studies.

A ONCE IN A LIFETIME EXPERIENCE

Teaching at ITH is carried out by an international network of industry experts, including guest lectures from those currently working in the industry.

ITH has an international reputation and its qualifications are recognised around the world. You will gain a unique experience while living and studying in Austria for 8,5 months. Students from around the world meet at ITH to share ideas and experiences.

FOR FURTHER DETAILS PLEASE VISIT
OUR WEBSITE WWW.ITH-SALZBURG.AT

ALUMNI: SUCCESSFUL AROUND THE GLOBE

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JOHN IMBAL

Head of Department,
Papua New Guinea
graduated 2008

"The learning experiences were great; managed and taught by one of the best teams I've known. As Head of Department of Tourism and Hospitality Management often times I use my Austrian experiences and images in class presentations, and the international exposure really helps."



SUSAN MWEBAZA

Lecturer Makerere University
Uganda, Uganda
graduated 2008

"The skills I acquired from the ITH Teacher Training Programme have been very useful in my teaching career at the University where I work. I am now able to manage my students better as well as give industry-relevant examples in class."



PUBUDU DASSANAYAKE

Managing Director & Chairman,
Sri Lanka
graduated 2006

"What I learnt at ITH has put me in a strong position career-wise. I am now the Managing Director of a luxury boutique hotel, as well as Managing Partner of Zylan Luxury Villa in Colombo. I also have my own travel agency and I am the chairman of OEIC and of Mr. D & the Team (Pvt) Ltd."



NILOFER BAKHTIAR

Senator & UNWTO Special Advisor
on Women and Tourism, Pakistan
graduated 1978

"Coming from a developing country, a society where we are still struggling for equal rights for women, studying at ITH was a huge opportunity for me. It was part due to the education that I was able to compete with both male and female political colleagues and become the first female Federal Minister for Tourism in Pakistan."



ANOOP KUMAR

Managing Director & Vice President
Clarks Inn Group Of Hotels, India
graduated 1989

"I owe my success in the Hospitality field and the success of our Institute in India solely to ITH Salzburg. Exposure to European culture and the interaction with students from various countries made me a global citizen. ITH is by far the finest Hospitality and Tourism Institute in the world."



KENCHO WANGMO DORJEE

Proprietor & Managing Director
of SWTT, Bhutan
graduated 2005

"I would highly recommend ITH to all enthusiastic people who want to be successful in the tourism and hospitality industry. This institute has educated many successful businessmen, businesswomen and executives around the world. Being an alumnus I have benefited from a great deal of value-added knowledge and experience."

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