

Master's degree programme

HEALTH MANAGEMENT IN TOURISM

TOURISM MANAGEMENT > SPA MANAGEMENT > STRATEGY DEVELOPMENT > HEALTH CONSULTING > HEALTH PROMOTION > LEADERSHIP > EVENT AND MARKETING MANAGEMENT

The health tourism and wellness market is booming. But infrastructure alone is not sufficient to satisfy the discerning guest – the development of high quality, health-promoting leisure and tourism services requires highly qualified specialists.

The Master's degree programme in Health Management in Tourism trains managers to play a key role in shaping economic developments in the leisure and health tourism sector. The course also provides in-depth knowledge of the health tourism industry and practical management qualifications. During the second and third semester, our students can extend their knowledge by taking modules in sport and nutrition, tourism, public health, health management or events and leisure, depending on their own career plan.

Practical assignments from the health and leisure industry form the basis for the two-semester project in which students acquire comprehensive experience in project management and collaboration with customers and team members.

The internship provides access to the business world and lays the foundations for a successful professional career.

“The specialisations allow me to tailor my studies to my career plan. Theory and practice combined with interesting excursions are ideal preparation for entering the world of work. I feel that I have received the very best training and am well equipped for professional life.”

Sandra Krois, BA, MA, Graduate

FACTS

- Master of Arts in Business (MA)
- Work-friendly
- 4 semesters / 120 ECTS
- 40 places per year
- Language of instruction: German, selected courses in English
- Head of Degree Programme:
Dr. Eva Adamer-König
- FH JOANNEUM Bad Gleichenberg

www.fh-joanneum.at/gtm

CAREER PROSPECTS

Graduates of the Master's degree programme in Health Management in Tourism can identify new requirements and potential for development at the interface of health and leisure. Their core skills include the development, implementation and marketing of health-oriented tourism services for the leisure sector and optimal use of resources.

Our graduates can follow a wide range of careers from project management to sales and marketing in tourism organisations or the management of thermal spas or health centres. They can also choose to pursue a doctoral degree in economics and social sciences.

“The Master’s programme optimally combines interdisciplinary projects and a research internship, offering the best possible preparation for the complex requirements of the world of work.”

Theresa Humer, BA, MA, Graduate
Sales Manager, Geinberg Spa Resort

CURRICULUM: 120 ECTS (30 ECTS per Semester)

1. Semester	2. Semester	3. Semester	4. Semester
Management Foundations 3,5 ECTS	Quality Management 3 ECTS	Case Studies, Labour Law 8 ECTS	Master's Thesis 21 ECTS
Market Research, Tax Law 6 ECTS	Marketing in Health and Tourism 3 ECTS		
	Leisure Industries 3 ECTS	Regional Management 2 ECTS	
Leadership, Human Resources 3 ECTS	Specialisation Spa Management · Cultural Tourism · Sustainability · Destination Management 12 ECTS*	Tourism Economics 4 ECTS	
Strategic Management 6 ECTS		Specialisation Event Management · Event Communication and Planning · Animation 12 ECTS*	
Workplace Health Management 3 ECTS	Public Health · Health Policy 3 ECTS	Health Economics 4 ECTS	
Project 1, Statistics 8,5 ECTS	Specialisation Health-oriented Sports · Nutrition · Sport Organisations · Lifestyle Sports 12 ECTS*	Specialisation Rehabilitation · Wellness · Diets Health Equity · Lifestyle Diseases 12 ECTS*	Internship 9 ECTS
	Project 2, Ethics 6 ECTS		
Management 34,5 ECTS	Tourism and Event Management 19 ECTS	Public Health, Health, Sport 22 ECTS	Project Management, Internship, Master's Thesis 44,5 ECTS

* Students can choose one specialisation in the 2nd and 3rd semesters