

# Postgraduate Programme (MBA) INTERNATIONAL HOSPITALITY AND SPA MANAGEMENT

## SPA MANAGEMENT > INTERNATIONAL HOSPITALITY INDUSTRIES > TOURISM > STRATEGIC AND OPERATIVE MANAGEMENT

There are many degree programmes in the field of tourism, but our special focus is on the practical requirements at the interface between hotel and spa management. We place particular emphasis on market and employee-oriented management in this context.

### Breaking new ground in the field of tourism education

This innovative and unique MBA programme is designed both for people presently working as managers in the hospitality and spa industry or in health tourism and for those planning to do so in the future. The part-time international master programme is taught in English and is structured on a flexible, modular basis. It includes extensive e-learning components, which allow students to apply what they have learned directly in their professional practice.

The degree programme has been developed by hotel and spa managers from Europe and Asia together with experts from European universities and the internationally renowned tourism and hospitality vocational schools of Bad Gleichenberg under the coordination of FH JOANNEUM Bad Gleichenberg.

### FACTS



Academic degree: Master of Business Administration (MBA)



Organization: part-time, 2 weeks attendance per semester + e-learning



4 semesters / 120 ECTS



FH JOANNEUM Bad Gleichenberg  
[www.fh-joanneum.at/hsm](http://www.fh-joanneum.at/hsm)



Language of Instruction: English

- Slots: 12 per year  
Costs: EUR 5,000 per semester
- Head of degree programme:  
Mag. (FH) Daniel Binder

### Did you know ...

... that this MBA programme is worldwide unique? It combines the possibility to work, learn and create a network with experts from the field.



## Professional profile

Our graduates have an integrative understanding of the diverse requirements and operative and strategic tasks in hospitality and spa management and continually expand this expertise through their professional activities. They work as managers at the interface between health and tourism, in jobs such as:

Spa managers with interdisciplinary responsibilities ranging from day-to-day management tasks to strategic planning | Managers of hospitality businesses with or without a health tourism focus | Marketing and sales managers in hotels with or without health tourism facilities | Strategic corporate planning experts in companies operating health tourism facilities

| Project managers in companies involved in the development of spa and hotel projects | Self-employed consultants in operative and strategic spa and hospitality management

*“The newly established Master in International Hospitality and Spa Management covers exactly the needs in today’s competitive landscape of managers of the hospitality and spa industries.”*

Markus Platzer  
Area General Manager, Greater Tokyo  
ANA InterContinental Tokyo

CURRICULUM: 120 ECTS (30 ECTS pro Semester)

1. Semester	2. Semester	3. Semester	4. Semester
<b>Spa Management:</b> Spa Operations · Markets, Trends and Innovations · Spa Industries · Spa Facilities · Strategic Spa Management 17 ECTS	<b>Hospitality Management:</b> Trends and Challenges · Human Resources · Customer Relationship · Guest Profiling · Creating Consumer Value · Attraction and Visitor Management 26 ECTS	<b>International Management:</b> Marketing in Tourism · eTourism · Social Media Marketing · Internationalization · Business Systems 9 ECTS	<b>Case Studies and Business Planning:</b> Project Management · Entrepreneurship · Financing and Yield Management 9 ECTS
<b>Strategic and Operative Management:</b> General Management · Cross Cultural Selling · International Accounting & Financial Controlling · Quality Management · Corporate Social Responsibility & Business Ethics 13 ECTS		<b>International Law:</b> Law in Hospitality · Travel and Tourism Law 4 ECTS	<b>Social Skills:</b> Intercultural Communication · Complaint Management · Staff Training · Booking Systems · Leadership · Workplace Health Promotion 21 ECTS

*“With 180,000 spa managers working in the industry and only 4,000 in education there is no doubt that we are lacking qualified spa managers. I truly welcome a comprehensive and accomplished spa management program as FH JOANNEUM and look forward to see it evolve.”*

Anna Bjurstam  
Six Senses Spa and Wellness / Raison d’Etre Spas