

Tourism Degree Programs at FH Wien der WKW Open for Applications

The Master's program in Urban Tourism & Visitor Economy Management and the Bachelor's degree in Tourism Management score points for their practical relevance. You can apply for a place until March 31.

Vienna, February 11, 2025 – International tourism is booming despite economic and political uncertainties and offers excellent career prospects. With its Bachelor's and Master's degree programs in Tourism & Hospitality Management, FH Wien der WKW creates the best basis for a successful career in this exciting industry, which urgently needs qualified specialists in view of the unbroken demand for individualized travel experiences and the rapid digital transformation. Applications for a place to study can be submitted until March 31, 2025.

Practical projects, excursions, stays abroad

Both tourism degree programs at FH Wien der WKW score highly in terms of practical relevance. They not only impart theoretical knowledge, but also experience through numerous practical projects, excursions and stays abroad. Students benefit from the strong network of the University of Applied Sciences for Management and Communication with the local tourism industry and from lecturers with a wealth of professional experience.

“Tourism is one of the most dynamic industries in the world. Our graduates are ideally prepared to master the challenges of the future with innovative solutions. This is why they are in high demand on the job market,” explains Florian Aubke, Head of Tourism & Hospitality Management Study Programs at FH Wien der WKW.

English-taught Master in Sustainable Urban Tourism

The Master's program in Urban Tourism & Visitor Economy Management trains experts who develop and implement creative solutions for sustainable tourism in busy cities. The part-time degree program, which is conducted in English, offers flexibility in terms of location and time through e-learning. Students benefit from exchanges with international experts and practical projects with companies. They also develop their leadership skills and their ability to make data-based decisions on complex problems.

Bachelor's degree full-time or as a dual study program

In addition to the well-established full-time option, the Bachelor's program in Tourism Management has offered the option of dual study since 2023. It involves alternating theoretical and practical phases. From the second year onwards, students spend half the week at the university and the second half at a practice partner, one of over 60 companies in the tourism industry. They are employed there and receive a salary. It is the first and so far only dual tourism degree program in Austria.

The full-time version of the program impresses with its practical relevance and internationality. One semester is set aside for a work placement or study abroad. Students often spend this time in exciting countries and regions such as Spain, Hawaii, South East Asia or the Caribbean.

PRESS RELEASE



Information about the tourism degree programs and application

Applications for the tourism degree programs at FHWien der WKW starting in the winter semester 2025/26 are possible until March 31, 2025. If you would like to find out more in advance, you can take advantage of a wide range of offers:

- A hybrid information event will take place on February 19, 2025. Participation is possible both online and on campus. All questions about the Bachelor's and Master's degree programs will be answered here.
- From March 6 to 9, 2025, FHWien der WKW will present itself at BeSt3, Austria's largest education fair, at the Messe Wien exhibition center.
- On March 21, 2025, FHWien der WKW invites you to the Open House with campus tours, the trial admissions test and information events on the study programs.

The FHWien website provides information about the degree programs and the admissions procedure:

[Bachelor's program in Tourism Management](#)

[Master's program in Urban Tourism & Visitor Economy Management](#)

Photos:

The admissions procedure for the practice-oriented tourism degree programs at FHWien der WKW is underway. Applications for a place to study can be submitted until March 31.

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“Our graduates are ideally prepared to master the challenges of the future with innovative solutions. That's why they are in high demand on the job market,” explains Head of Study Programs Florian Aubke.

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FHWien der WKW – University of Applied Sciences for Management & Communication

FHWien der WKW is Austria's leading university of applied sciences for management and communication. Its Bachelor's and Master's degree programs offer over 2,800 students a practical academic education. Around 900 people complete a continuing education program at the university. Two thirds of the teaching staff come directly from industry. The close cooperation with local companies in teaching and research prepares students optimally for their careers. Since its foundation in 1994, FHWien der WKW has already produced around 15,100 graduates.

Contact:

Bernhard Witzeling

Head of Corporate Communication, Marketing and Alumni & Career Services, Press Officer

Tel.: +43 (1) 476 77-5733

presse@fh-wien.ac.at

www.fh-wien.ac.at