

Bachelor's degree programme HEALTH MANAGEMENT IN TOURISM

LEISURE MANAGEMENT > WELLNESS > HEALTH TOURISM > PUBLIC HEALTH > SPORT > EVENT MANAGEMENT > TOURISM INDUSTRY

The social significance of health is ever increasing and the leisure and tourism industry is growing steadily. This is resulting in an increasing demand for experts who can combine business expertise with sound knowledge of the health, leisure and tourism sectors.

Our Bachelor's degree programme in Health Management in Tourism offers students career-oriented training in an innovative combination covering aspects of health promotion and the leisure industry. Associated disciplines such as event management, sports science and dietary habits are also taught. Our students explore international developments in public health and work on research projects with the sports science lab.

The course has been structured with a practical focus and offers individual opportunities to extend knowledge in interdisciplinary projects. Our students can experience a unique study atmosphere, where well-being is both taught and experienced - this includes an orientation phase at the start of the course as well as work-life balance programmes and joint sports activities in the spa gardens.

“A wide range of lectures covering the latest developments, the chance to spend a semester abroad and collaboration in R&D projects: this is all exactly in line with my expectations of a practical and forward-thinking course in the 21st century.”

Anna Buchgraber, BA, Student

FACTS

- Bachelor of Arts in Business (BA)
- Full-time
- 6 semesters / 180 ECTS
- 45 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/gmt

CAREER PROSPECTS

Thanks to their wide-ranging expertise, our graduates are employed in assistant management roles in wellness facilities, hotels, spas and tourism associations. Workplace health promotion, public services in the health sector and the leisure and event industry also offer some interesting career opportunities. Our graduates can also specialise further by following the Master's degree programme in Health Management in Tourism and gain the qualifications required for top management roles.

“As an expert in workplace health promotion, I show companies how to promote staff health and wellbeing in a sustainable and comprehensive manner, for the benefit of all employees. My studies at FH JOANNEUM have formed the basis for my career.”

Mag. (FH) Roland Kaiser, MSc, Graduate Health Manager, Styrian Health Insurance Fund (STGKK)

CURRICULUM: 180 ECTS (30 ECTS per semester)

1st semester	2nd semester	3rd semester	4th semester	5th semester	6th semester
Introduction to Health Tourism 3 ECTS	Therapy Types · Medical Wellness 3 ECTS	Spa Management 3 ECTS	Internship 30 ECTS	Labour Law · Controlling 1 4 ECTS	Leisure Law · Controlling 2 4 ECTS
Foundations of Business Administration · Marketing 5 ECTS	Accounting · Communication Management 4 ECTS	Cost Accounting · Market Research 5 ECTS		Austrian Health Systems 1 ECTS	Complementary Medicine 1,5 ECTS
Physiology 1 · Hygiene 3 ECTS	Physiology 2 · Nutrition 1 · Fitness 1 8 ECTS	Nutrition 2 · Fitness 2 6 ECTS		Evaluation · Statistics 3 ECTS	Health Concepts 2 ECTS
Factors Influencing Health 2 ECTS				Electives Project 1 8 ECTS	Electives Project 1 8 ECTS
Foundations Tourism · Hospitality Management 1 6 ECTS	Foundations of Epidemiology 3 ECTS	Health Promotion · Cure and Rehabilitation 4 ECTS		Demographics and Quality of Life 2 ECTS	Hospitality Management 2 2,5 ECTS
Orientation Health and Tourism 4 ECTS	Sociology of Tourism 3 ECTS	Change Management · Customer Relationship Management 4 ECTS		Wellness 4 · Project Management 1 · Counselling Techniques 4,5 ECTS	Wellness 5 · Project management 2 · Conflict-Management 2,5 ECTS
Wellness 1 · Information Management · Communication 3,5 ECTS	Scientific Methodology 2 ECTS	Event Management 2 ECTS		English 4 · 2nd Foreign Language 4 3,5 ECTS	English 5 · 2nd Foreign Language 5 3,5 ECTS
Wellness 2 · Intercultural Communication · Presentation Techniques 3,5 ECTS	Wellness 3 · Self Marketing 1,5 ECTS	Wellness 3 · Self Marketing 1,5 ECTS		English 1 · 2nd Foreign Language 1 3,5 ECTS	Bachelor's-Thesis 2 6 ECTS
Wellness 1 · Information Management · Communication 3,5 ECTS	Wellness 2 · Intercultural Communication · Presentation Techniques 3,5 ECTS	Wellness 3 · Self Marketing 1,5 ECTS		English 2 · 2nd Foreign Language 2 3,5 ECTS	
English 1 · 2nd Foreign Language 1 3,5 ECTS	English 2 · 2nd Foreign Language 2 3,5 ECTS	English 3 · 2nd Foreign Language 3 4,5 ECTS		English 3 · 2nd Foreign Language 3 4,5 ECTS	Bachelor's Thesis 1 4 ECTS

Management 32,5 ECTS	Public Health & Lifestyle 40 ECTS	Tourism & Hospitality Management 27,5 ECTS	Basic Skills, Languages, Internship, Bachelor's Thesis 80 ECTS
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