



Studying the international way

Tourism Education in Europe and Overseas

Employability in the View of Tourism Education

Professor (FH) Mag. Christian Maurer

El Gouna, December 2009

- Facts & Figures about Tourism
- The Importance of Employability
- Challenges for Tourism Education
- Implications for the Learning Culture
- Tourism Education at the IMC University of Applied Sciences Krems, Austria
- ICM Offsite Education Programs
- Recommendations

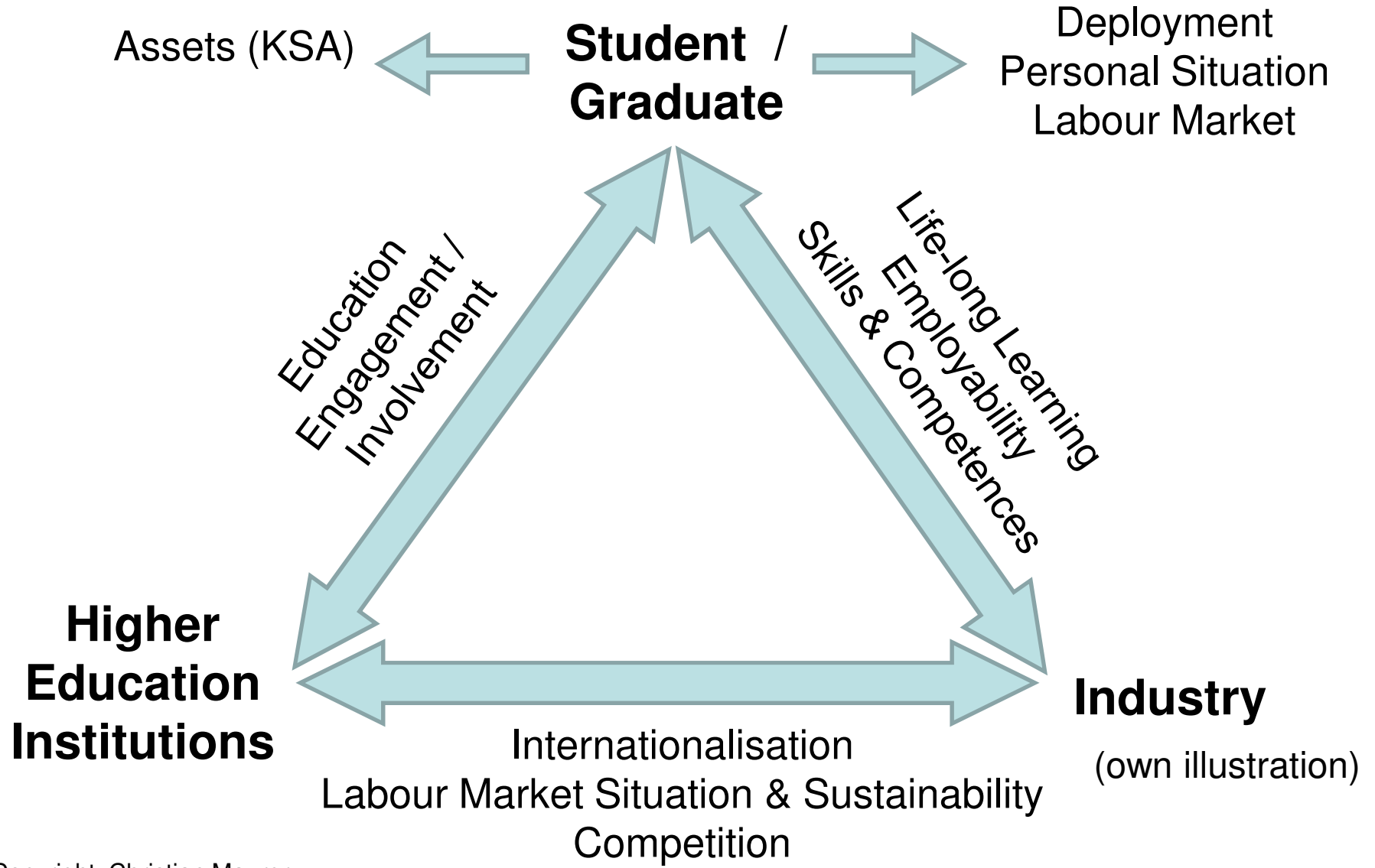
- Tourism industry is the single largest industry in the world with the largest contribution to the global economy in both jobs and economic impact
- 12% (~ 25 Mio) of employees in Europe work in tourism
- ~ 17% of employees in Austria work in tourism
- Tourism education must meet the national and international demand **for tourism professionals with a high level of management expertise**
- Changes:
 - Globalisation & Interculturalisation
 - Sustainability
 - Informatisation → Knowledge Management
 - Diverse tertiary education landscape
 - Importance of innovation

- Integral part of the **European Employment Strategy**
- „The **degree** awarded after the first cycle shall also be **relevant to the European labour market** as an appropriate level of qualification.“
(Bologna)
- Employability derives from **complex learning**, and goes beyond ‚core‘ and ‚key‘ skills (Yorke, 2004)
- Employability is regarded as a **key performance indicator for Higher Education Institutions**

- Getting a (graduate) job after completing studies
- Maintaining employment and obtaining new employment if required
- Formal work experience
- Good use of non-formal work experience and /or voluntary work
- Possession of a wide range of skills
- Skilful career planning and interview technique
- A mix of cognitive and non-cognitive achievements

(Yorke, 2004, based on ESECT)

Challenges for Tourism Education

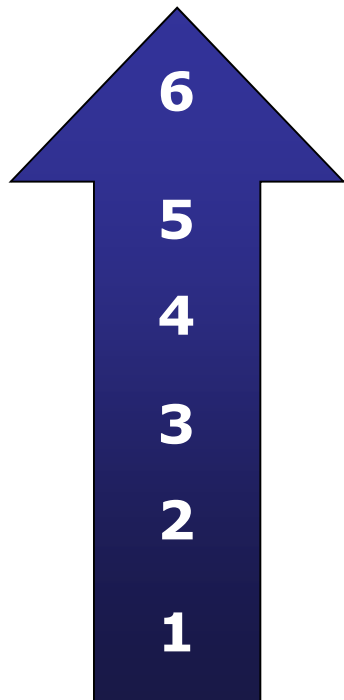
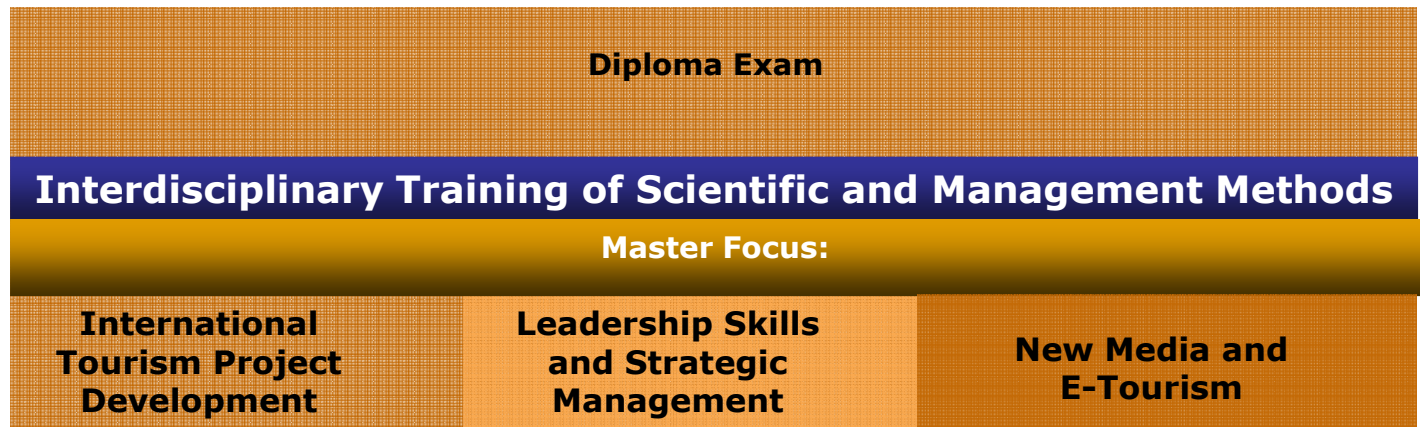
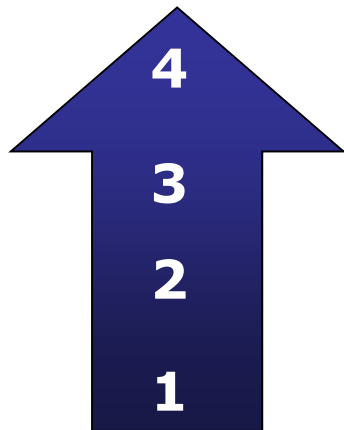


Consequences for Tourism Education

- Specialised knowledge (disciplinary & interdisciplinary)
- Motivation, passion and initiative
- Interpersonal skills & social competence
- Team working
- Oral and written communication skills
- Flexibility and adaptability
- Productivity & self management
- Problem solving, planning and organisation

Key Implications for the Learning Culture

- Curriculum integrates skills and competences requested by the industry
- Linking teaching and research
- Problem-based learning / transferable skills
- Work placements / volunteering / mobility
- Consultancy activities
- Professional development portfolios & personality training
- Networking





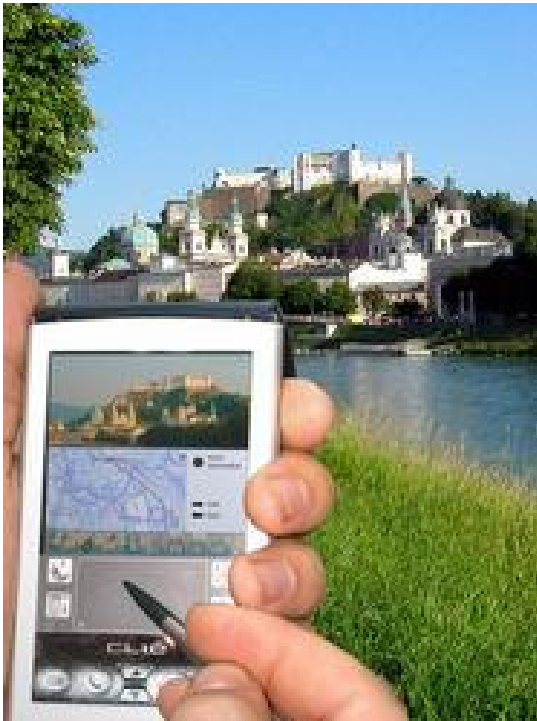
Master Focus: International Business of Tourism Management

- Business Development and Destination Management
- Political and Legal Aspects of Tourism
- Intercultural Management
- Managing the Tourism Workforce
- Leadership Skills and Personality Training
- Entrepreneurship
- Financial Management
- Strategic Management for Tourism



Master Focus: Specialized Tourism Sales and Marketing

- Tourism Psychology
- Sports & Health
- Meeting Industry
- Arts & Culture
- Nature & Environment
- Luxury & Upscale Tourism



Master Focus: Strategic E-Tourism Management

- E-Tourism
- ICTs for Tourism
- E-Marketing
- Integrated E-Strategy Development

Offsite Education Programs

Setup of Educational Institutes



Muscat, Oman

Establishment of a tourism institute based on the IMC Austrian model.

www.otha.edu.om



Offsite Programmes

Tourism and Leisure Management

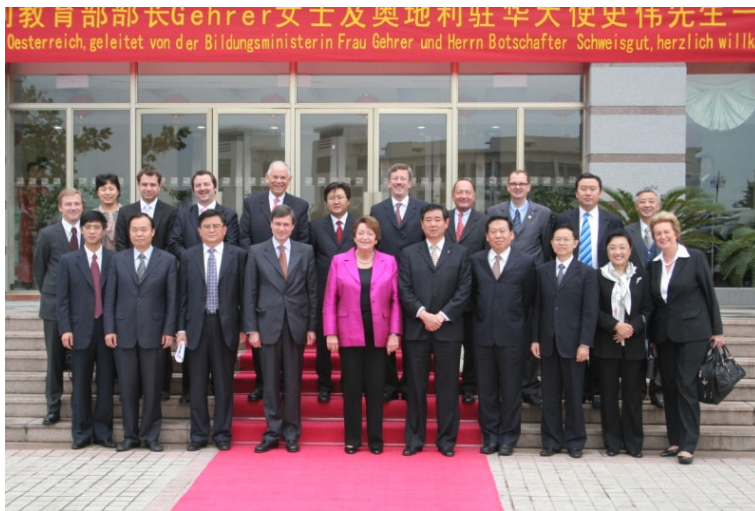


Qingdao, China

Establishment of a Sino-Austrian Tourism College.

Joint Degree Programme on the basis of the IMC University of Applied Sciences curriculum.

currently ca. 100 students





Hue, Vietnam

Establishment of a
Vietnamese-Austrian Tourism
College.

Joint Degree Programme on
the basis of the IMC
University of Applied Sciences
curriculum.

currently ca. 70 students





Baku, Azerbaijan

Establishment of an
Azerbaijan-Austrian Tourism
Institute

Joint Degree Programme on
the basis of the IMC
University of Applied Sciences
curriculum.

Currently ca. 100 students

- Curriculum design in accordance with employability skills and competences
- Curriculum design is a continuous process
- Enhance collaboration between educational institutes – students – industry
- Increase integration of industry partners into courses
- Monitor trends and developments in the tourism labour market

Shokran! / Thank you!

Prof. (FH) Mag. Christian Maurer

Tourismus & Leisure Management

IMC University of Applied Sciences
Krems, Austria

christian.maurer@imc-krems.ac.at
www.imc-krems.ac.at



eTourism BlogScope: <http://christian-maurer.blogspot.com>