

INVITATION

AEHT WORKSHOP: HOSPITALITY AND TOURISM MANAGEMENT FOR HIGHER EDUCATIONAL LEVEL

„Tourism and Hospitality Management in Alpine Destinations – Case Study Zillertal, Tirol“



- Place** ZILLERTALER TOURISMUSCHULEN
Schwimmbadweg – A 6280 Zell am Ziller - Tel:+43 5282 3157 -
Fax:+43 5282 315770 - info@zillertaler-tourismusschulen.at
- Date** from Thursday **April 3rd** to Sunday **April 6th, 2014**
- Organizers** AEHT member college **A 03** (Bruno HALLER) and AEHT's Council of Elders (Adolf STEINDL)
- Target groups:** Teachers of **tourism and hospitality management**, - additionally also colleagues **teaching management and economics** (with focus on tourism and hospitality) as well as **touristic English** – in schools / departments / colleges on level 5 and higher (EQF).

ACCORDING TO THE SEMINAR OBJECTIVES,
THIS WORKSHOP IS HELD **IN ENGLISH ONLY**.

French speaking colleagues are very welcome; instead of a complete translation we try to provide a common summary in French in case of (unclear) important contributions to the seminar topic.

Programme

Thursday, April 3rd 2014	Arrival at the Schulhotel Zellerhof Bahnhofstraße 3, A 6280 Zell am Ziller, Tirol/ Austria Tel.: +43 (5282) 2612
Friday, April 4th 2014 Morning	Breakfast at your hotel, walk to AEHT member school 8.45 a.m: Opening Introduction, pedagogical and administrative hints: Welcome by Mr. Alfred Müller , principal of the school, Bruno Haller – teacher for tourism and hospitality training and head organizer of this seminar, Adolf Steindl , AEHT's Higher Education Group (HEG). Information on „winter tourism“ in Austria: general data and information on the destination „Zillertal“ and other wintersport destinations in Tirol and Austria; skiing & ski industry; cable cars & snow making Marketing for a top winter-destination: Tirol by Holger Gassler, teamleader „Marketing“ at Tirol Werbung (marketing organisation of the state of Tirol) Lunch at Schulhotel Zellerhof
Afternoon	Interactive part, discussions: Outline on the Austrian Educational System – with focus on training for tourist trades (Steindl) Contributions of seminar-participants to winter tourism in their countries; Exchange of good practices / successful teaching stories in tourism and hospitality management; For all contributions please send an abstract of 1 page A 4 (2000 characters maximum) to [a.steindl@eduhi.at] by March 30th 2014; Report on the Hospitality Management Competition at the 26 th Annual Conference of AEHT in November 2013; further work of AEHT's Higher Education Group, (Steindl). Short guided tour through the hospitality and tourism department of the host school. Dinner at the Schulhotel Zellerhof.

Saturday, April 5th 2012	<p>Breakfast at hotel,</p> <p>8.30 am - Short ride by train to Mayrhofen, one of Austria's top wintersport-resorts.</p> <p>Case-study „ Mayrhofen – marketing-cooperation and organisation for wintertourism in the Zillertal“ at Mayrhofen tourist board by Andreas Lackner, director</p> <p>Excursion to Hintertux Glacier By bus and cable car up to a height of 3250m, lunch at the top; Guided tour of „Nature's Ice Palace“, a wonderful world deep beneath the ski slopes: glacial crevasse with magical ice stalactites, giant sparkling ice crystals, frozen waterfalls and a glacial lake. (Warm clothing and sturdy shoes/boots are required for the tour!!!)</p> <p>Return to Mayrhofen, free time for browsing, shopping...</p> <p>Dinner at the „Gasthof Schulhaus“ in Zell</p>
Sunday, April 6th 2012	Departure after breakfast

PLEASE NOTE THAT THERE MIGHT BE **CHANGES IN THE PROGRAMME** – in particular with regard to the time schedule.

Cost price

260.- € p.p. in the two-bedded room or 280.- € in a single room, including:

3 nights at hotel, all meals, starting with breakfast on Friday April 4th, ending with breakfast April 6th 2014 and transport / entrance fees.

Not included: travel cost to Zell am Ziller, personal expenses

Registration as early as possible, latest by March 1st, 2014

Enrolments to AEHT head office in Luxembourg by attached form by fax
Fax: +43 5282 315770 or by mail to: b.haller@zitos.at **with a copy to**
a.steindl@eduhi.at Phone and fax: 0043-7237-3232.

Remittance of 260.- or 280.- € after reconfirmation of seminar to the bank account indicated below.

Travel hints

By train (from Italy, Germany, Switzerland, Eastern Austria, Eastern Europe) to the international train-station called „Jenbach“. We will organise to pick you up there.

By plane to Munich; from there with regular trains to Jenbach at 50-60 € approx. (both ways). Much more convenient: contact airport shuttle www.tirol-taxi.at € 85.— Munich-Zell am Ziller and return;

by plane to **Salzburg or Innsbruck;** from there with regular trains to Jenbach.

Banking details

Account Name	Mag. Bruno Haller AEHT Zillertaler Tourismusschulen
IBAN	AT46 2051 0009 0191 1198
BIC	SPSCAT22XXX

THIS SEMINAR IS SUBSIDIZED BY AEHT;

it is also financially supported by AEHT member school A 03 as well as by Tirol Werbung, Tourismusverband Mayrhofen/Hippach and Hintertuxer Gletscher.

Final administrative hint: As soon as the minimum number of participants is registered, we shall mail you a **confirmation** that the seminar definitely takes place. Please strictly observe registration deadline March 1st 2014. Early registration is recommended to enable early train (and plane) bookings at considerably **reduced rates!**

If you have questions please contact :

Adolf Steindl [a.steindl@eduhi.at] phone: +43-7237-3232

or Bruno Haller (b.haller@zitos.at) phone: +43-699-18286525.

We invite you to present the paper – as referred to above – please send an **abstract** to a.steindl@eduhi.at by March 30th 2014.