

DR. FRANZ HEFFETER  
SKÅL INTERNATIONAL SALZBURG  
AUSTRIA

ALE - Arbeiten und Lernen in Europa  
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### **Professional experience:**

#### **Head of Organizations**

2019-2022 Founder and Chairman of ALE – Arbeiten und Lernen in Europa providing Erasmus+ funds and sponsorship for students and apprentices

#### **Principal/Dean**

1996-2019 **Dean** Klessheim International School of Tourism  
1996-2003 Dean Institute of Tourism and Hotel Management Kleßheim  
1985-1996 Principal HLW Ried am Wolfgangsee

#### **Lecturer/Trainer**

Since 2018 Member of the VET experts team of Kulturkontakt Austria (now OeAD) for School-Business projects in West Balkan countries.  
Since 2011 Member of the Austrian ECVET. Experts Team Austrian Agency for Lifelong Learning, OEAD developing ECVET elements in Erasmus+ applications seminars and workshops.  
2010-2013 State University of Sochi – Workshops for skills and competences of staff in gastronomy and tourism.  
Since 2010 University of Education Salzburg - Lecturer and trainer for teachers' skills development.  
2000-2003 Lecturer at FH Steyr for International Business Etiquette (Department Global Sales Management)  
1998-2000 Lecturer and trainer for Indonesian principals for School Management  
Since 1990 Lecturer and Trainer in seminars for teachers. Austrian Ministry for Intern Affairs/Zivildienst Österreich.  
1985-1996 Lecturer and trainer for civil servants, consultant and author of teaching material for the Ministry for Intern Affairs

#### **Project manager and researcher**

Since 2018 Project coordinator for establishing Europaakademie Salzburg for the Tourismusakademie Salzburg  
Since 2017 Leading partner of a Industrie 4.0 project "DigiTale" initiated by the Ministry of Education (BMB) aiming to establish better interlinks between industry and schools.  
Since 2016 Consultant and evaluator for the international accreditation process of Austrian curricula and qualifications/graduations in the NQF and EQF  
Since 2007 Partner/ Researcher in EU funded projects, since 2016 leader of a KA2 project with colleges from UK and France  
2012-2014 EU-project eCuisine - was nominated as one of the top 20 TOI projects with sustainability background by the PESTO conference in 2014  
2007-2011 EU-project TOURBO - focus on assessment of qualifications  
2002-2003 Member of the development team to establish a European eTourism Cluster  
1998-2000 University of Salzburg: Development of MBA for Tourism Salzburg University of

	Applied Sciences
1980-1985	Teacher for History and German School Library Manager
1981-1996	Department Head Austria of Internationale Bergbaubibliographie Bochum
1978-1981	Researcher in Projects for Landesarchiv Salzburg and Salzburg State Government
1977-1985	Salzburger Nachrichten: Journalist (freelancer)
1975-1984	Book store manager and retailer (parttime/fulltime)

#### **Consultant/Trainer in national and international institutions**

- Development of the new Chamber of Commerce School Campus Klessheim (member of architects' competition jury, senior advisor in BMB negotiation team)
- ECO Himal in cooperation with Hotel Association of Nepal
- University of Applied Sciences in Steyr, OÖ
- International affairs consultancy in the industry, e.g. Greiner Packaging
- Austrian Ministry of Education – development of new curricula for Vocational Education in tourism
- University of Salzburg and Ministry of Education – Evaluation projects for vocational education in Austria
- Austrian Ministry of Education – development and implementation of quality and controlling programs for vocational schools
- Austrian Ministry of Internal Affairs – development of the course programme for civil servants

Author of schoolbooks for History, Presentation and Communication. Author of various articles on education and competence orientated teaching and learning.

#### **Skål Experience:**

1996-2022	Member, Skål International Salzburg
2007-2019	President, Skål International Salzburg
2015-2022	President, Skål International Austria
2016-2022	Councillor, Skål International Austria
2021-2022	President, Skål International Europe
2022	Governance Committee Co-Chair

#### **Personal objectives:**

The focus in my whole Skål life was always to promote the ideas of friendship and co-operation as the main success factors of our organization. It is important not just to be a member but also to take over responsibilities when needed. This was also a reason to candidate for presidency in Skål Salzburg and in Skål Austria, both being asked by members and clubs and later on also in Europe.

For the ideas of Skål it is necessary not only to have excellent clubs with motivated members who understand the idea and the principles of our organization but also to secure a high participation of clubs and members in all activities of Skål International.

Skål provides the best platform for doing business among friends. Working on the international level for Skål, it is seeing Skål from a global perspective in the cooperation of clubs, national committees and areas to support the wide field of businesses in tourism. We have to encourage networking for creating benefit for the membership. Creating new dynamics we will succeed in making Skål attractive for a younger generation again.