

Course Handbook International Tourism Management Bachelor

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|--------------------------------|---------------------------------------|
| Head of Studies | <u>Prof. Dr. Sybille Neumann</u> |
| Deputy Head of Studies | <u>Prof. Dr. Achim Schröder</u> |
| Chairman of Examination | <u>Prof. Dr. Stefan Selle</u> |
| Deputy Chairman of Examination | <u>Prof. Dr.-Ing. Gudrun Djouahra</u> |

International Tourism Management Bachelor - mandatory courses (overview)

| <u>Module name (EN)</u> | <u>Code</u> | <u>Semester</u> | <u>Hours per semester week / Teaching method</u> | <u>ECTS</u> | <u>Module coordinator</u> |
|--|-------------|-----------------|--|-------------|-------------------------------------|
| <u>Bachelor Colloquium</u> | DFITM-604 | 6 | 2S | 3 | <u>Prof. Dr. Thomas Bousonville</u> |
| <u>Business Taxation and Aspects of International Corporate Taxation</u> | DFITM-407 | 4 | 4V | 5 | <u>Prof. Dr. Christoph Freichel</u> |
| <u>Chinese 3</u> | DFITM-303 | 3 | 2V | 4 | <u>Prof. Dr. Thomas Tinnefeld</u> |
| <u>Chinese 4</u> | DFITM-403 | 4 | 2V | 4 | <u>Prof. Dr. Thomas Tinnefeld</u> |
| <u>Chinese 5</u> | DFITM-503 | 5 | - | 2 | N.N. |
| <u>Cost Accounting in Tourism</u> | DFITM-307 | 3 | 4V | 4 | <u>Prof. Dr. Michael Zell</u> |
| <u>Data and Business Process Management</u> | DFITM-310 | 3 | 4V | 5 | <u>Prof. Dr. Stefan Selle</u> |
| <u>Economic and Policy Aspects of Sustainable Tourism</u> | DFITM-506 | 5 | 4VF | 5 | <u>Prof. Dr. Ralf Rockenbauch</u> |

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|---|-----------|---|-------|---|-----------------------------------|
| <u>Economic, Cultural and Tourism Geography</u> | DFITM-505 | 5 | 4SU | 5 | <u>Prof. Dr. Achim Schröder</u> |
| <u>English 3</u> | DFITM-305 | 3 | 2U | 2 | <u>Prof. Dr. Thomas Tinnefeld</u> |
| <u>English 4</u> | DFITM-405 | 4 | 2U | 2 | <u>Prof. Dr. Thomas Tinnefeld</u> |
| <u>English 5</u> | DFITM-504 | 5 | 2U | 2 | <u>Prof. Dr. Thomas Tinnefeld</u> |
| <u>External Financial Reporting</u> | DFITM-308 | 3 | 2V+2U | 2 | <u>Prof. Dr. Günter Pochmann</u> |
| <u>French 3</u> | DFITM-302 | 3 | 4U | 4 | <u>Prof. Dr. Thomas Tinnefeld</u> |
| <u>French 4</u> | DFITM-402 | 4 | 4U | 4 | <u>Prof. Dr. Thomas Tinnefeld</u> |
| <u>French 5</u> | DFITM-502 | 5 | 2V | 3 | <u>Prof. Dr. Thomas Tinnefeld</u> |
| <u>German 3</u> | DFITM-301 | 3 | 4U | 4 | <u>Prof. Dr. Thomas Tinnefeld</u> |
| <u>German 4</u> | DFITM-401 | 4 | 4U | 4 | <u>Prof. Dr. Thomas Tinnefeld</u> |
| <u>German 5</u> | DFITM-501 | 5 | 4V | 3 | <u>Prof. Dr. Thomas Tinnefeld</u> |
| <u>Information, Communication and Reservation Systems</u> | DFITM-507 | 5 | 4VF | 5 | <u>Prof. Dr. Achim Schröder</u> |

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|--|-----------|---|-----|---|--|
| <u>Intercultural Management</u> <u>3</u> | DFITM-304 | 3 | 1V | 1 | <u>Prof. Dr.</u> <u>Stefanie Jensen</u> |
| <u>Intercultural Management</u> <u>4</u> | DFITM-404 | 4 | 2SU | 2 | <u>Prof. Dr.</u> <u>Stefanie Jensen</u> |
| <u>International Contract</u> <u>Law and Law for</u> <u>Managers in the Tourism</u> <u>Industry</u> | DFITM-408 | 4 | 4V | 5 | <u>Prof. Dr. Sybille</u> <u>Neumann</u> |
| <u>Introduction to German</u> <u>Law</u> | DFITM-314 | 2 | 2V | 2 | <u>Prof. Dr. Sybille</u> <u>Neumann</u> |
| <u>Personnel</u> | DFITM-406 | 4 | 2V | 2 | <u>Prof. Dr.</u> <u>Wolfgang Appel</u> |

(25 modules)

International Tourism Management Bachelor - optional courses (overview)

| <u>Module name</u> <u>(EN)</u> | <u>Code</u> | <u>Semester</u> | <u>Hours per</u> <u>semester week /</u> <u>Teaching method</u> | <u>ECTS</u> | <u>Module</u> <u>coordinator</u> |
|--|-------------|-----------------|--|-------------|--|
| <u>American Spring</u> <u>Academy</u> | DFITM-W-14 | - | 4V | 5 | <u>Prof. Dr. Michael</u> <u>Zell</u> |
| <u>Cultural</u> <u>Management</u> | DFITM-W-06 | - | 4SU | 5 | <u>Prof. Dr. Kerstin</u> <u>Heuwinkel</u> |
| <u>Destination</u> <u>Management</u> | DFITM-W-01 | - | 4SU | 5 | <u>Prof. Dr. Achim</u> <u>Schröder</u> |
| <u>Hotel Management</u> | DFITM-W-04 | - | 4SU | 5 | <u>Prof. Dr. Achim</u> <u>Schröder</u> |
| <u>Leisure, Sports,</u> <u>Adventure</u> <u>Management</u> | DFITM-W-03 | - | 4SU | 5 | <u>Prof. Dr. Ralf</u> <u>Rockenbauch</u> |
| <u>MICE Management</u> | DFITM-W-07 | - | 4SU | 5 | <u>Prof. Dr. Ralf</u> <u>Rockenbauch</u> |

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|---|------------|---|-----|---|------------------------------------|
| <u>Mobility Management</u> | DFITM-W-08 | - | 4SU | 5 | <u>Prof. Dr. Ralf Rockenbauch</u> |
| <u>Tour Operating</u> | DFITM-W-09 | - | 4SU | 5 | <u>Prof. Dr. Achim Schröder</u> |
| <u>Tourism Sociology and Psychology</u> | DFITM-W-12 | - | 4SU | 5 | <u>Prof. Dr. Kerstin Heuwinkel</u> |

(9 modules)

International Tourism Management Bachelor - mandatory courses

Bachelor Colloquium

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| Module name (EN): Bachelor Colloquium |
| Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020 |
| Module code: DFITM-604 |
| SAP-Submodule-No.: P620-0546 |
| Hours per semester week / Teaching method: 2S (2 hours per week) |
| ECTS credits: 3 |
| Semester: 6 |
| Mandatory course: yes |
| Language of instruction: German/English/French |
| Assessment: Presentation [updated 02.12.2020] |
| Applicability / Curricular relevance: DFITM-604 (P620-0546) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 6, mandatory course DFILM-604 (P620-0374) International Logistics Management, Bachelor, ASPO 01.10.2019, semester 6, |

mandatory course
DFIM-604 (P620-0091) German-French and International Management, Bachelor, ASPO 01.10.2019,
semester 6, mandatory course

Workload:

30 class hours (= 22.5 clock hours) over a 15-week period.
The total student study time is 90 hours (equivalent to 3 ECTS credits).
There are therefore 67.5 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Thomas Bousonville

Lecturer: Prof. Dr. Thomas Bousonville

[updated 05.05.2020]

Learning outcomes:

After successfully completing this module, students will:

- be able to present the core contents of their thesis in a clear and understandable manner,
- be able to combine their findings from theory and practice in a solution-oriented way,
- be able to conduct a science-based discussion with a critical audience.

[updated 02.12.2020]

Module content:

The colloquium will take place as a block seminar at the end of the 6th semester - in it, students will present and discuss their topics, approaches and solutions for their theses with students and professors.

[updated 02.12.2020]

Teaching methods/Media:

Seminar with presentations and discussions.

[updated 02.12.2020]

Recommended or required reading:

[still undocumented]

Business Taxation and Aspects of International Corporate Taxation

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| Module name (EN): Business Taxation and Aspects of International Corporate Taxation |
| Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020 |
| Module code: DFITM-407 |
| SAP-Submodule-No.: P620-0477 |
| Hours per semester week / Teaching method: 4V (4 hours per week) |
| ECTS credits: 5 |
| Semester: 4 |
| Mandatory course: yes |
| Language of instruction: German |
| Assessment: Written exam (90 minutes / Can be repeated semesterly) [updated 17.09.2018] |
| Applicability / Curricular relevance: DFBTO406 (P620-0527) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 4, mandatory course DFITM-407 (P620-0477) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 4, mandatory course BITM-412 (P440-0036) International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 4, mandatory course BITM-412 (P440-0036) International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 4, mandatory course BITM-412 (P440-0036) International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 4, mandatory course BITM-412 (P440-0036) International Tourism-Management, Bachelor, ASPO 01.10.2020, semester 4, mandatory course |
| Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation. |

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:**Module coordinator:**

Prof. Dr. Christoph Freichel

Lecturer: Prof. Dr. Christoph Freichel

[updated 09.08.2020]

Learning outcomes:

- After successfully completing this module, students will be able to name the characteristics of and justifications for the most important German tax types.
- Students will be able to calculate the tax base _ depending on the tax type. _
- Students will be able to calculate their personal income tax.
- Students will be able to point out differences in the income tax rates of partnerships and corporations and carry out a comparison of effective tax burden.
- Students will be able to explain the special features of taxation in the field of tourism.
- They will be able to apply the principles of international tax law to different problems.

[updated 17.09.2018]

Module content:

- Common tax theory
- Income tax
- Corporate tax
- Trade tax
- Value added tax
- Special features of taxation in the field of tourism.
- Links to the German foreign tax law
- Basic problems and objectives of international tax law
- Avoidance or mitigation of double taxation

[updated 17.09.2018]

Teaching methods/Media:

Lecture, case studies

[updated 17.09.2018]

Recommended or required reading:

Bornhofen: Steuerlehre 2, Wiesbaden, latest edition.

Breithecker/Klapdor: Einführung in die Internationale Betriebswirtschaftliche Steuerlehre, latest edition.

[updated 17.09.2018]

Chinese 3

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| Module name (EN): Chinese 3 |
| Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020 |
| Module code: DFITM-303 |
| SAP-Submodule-No.: P620-0585 |
| Hours per semester week / Teaching method: 2V (2 hours per week) |
| ECTS credits: 4 |
| Semester: 3 |
| Mandatory course: yes |
| Language of instruction: German |
| Assessment: Written exam (50%) + presentation (25%) + informal tests (25%) [updated 25.11.2020] |
| Applicability / Curricular relevance: DFBGE-300 Electrical Engineering - Renewable Energy and System Technology, Bachelor, ASPO 01.10.2018, semester 3, optional course DFBEES-303 (P610-0061) Electrical Engineering - Renewable Energy and System Technology, Bachelor, ASPO 01.10.2019, semester 3, mandatory course DFBBW-341 (P620-0570) Business Administration, Bachelor, ASPO 01.10.2013, semester 3, optional course DFBGE-300 Electrical Engineering, Bachelor, ASPO 01.10.2015, semester 3, optional course DFBGM312 Mechanical Engineering, Bachelor, ASPO 01.10.2018, semester 3, optional course DFBME-303 (P610-0317) Mechanical Engineering, Bachelor, ASPO 01.10.2019, semester 3, mandatory course DFBTO309 International Tourism Management, Bachelor, ASPO 01.10.2018, optional course DFITM-303 (P620-0585) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 3, mandatory course DFBI-315 Computer Science and Web Engineering, Bachelor, ASPO 01.10.2018, semester 3, optional course DFIW-303 (P610-0231) Computer Science and Web Engineering, Bachelor, ASPO 01.10.2019, semester |

3, mandatory course
DFBLG314 International Logistics Management, Bachelor, ASPO 01.10.2018, optional course
DFILM-303 International Logistics Management, Bachelor, ASPO 01.10.2019, optional course
DFBBW-341 (P620-0570) German-French and International Management, Bachelor, ASPO 01.10.2018, semester 3, optional course
DFIM-303 German-French and International Management, Bachelor, ASPO 01.10.2019, semester 3, mandatory course
DFBLG314 Logistics, Bachelor, ASPO 01.10.2013, optional course

Workload:

30 class hours (= 22.5 clock hours) over a 15-week period.
The total student study time is 120 hours (equivalent to 4 ECTS credits).
There are therefore 97.5 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Thomas Tinnefeld

Lecturer: Prof. Dr. Thomas Tinnefeld

[*updated 09.08.2020*]

Learning outcomes:

After successfully completing this module, students will:

- be able to understand short dialogues and identify specific information components
- be able to exchange information orally in specific standard situations
- be able to understand shorter texts of written Chinese (characters)
- be able to use the appropriate input software to reproduce texts covered in class in writing
- be able to develop and apply strategies to solve basic language problems
- be able to recognize the prevailing cultural differences in the source and target culture

[*updated 25.11.2020*]

Module content:

- Standard situations in everyday life
- Basic topics of student life
- Basic topics of daily life (e.g. expressing one's own opinion, making acquaintances, talking about one's own family, birthday celebrations in a Chinese context, interculturally correct exchange of business cards)
- Personal concerns and polite questions
- Small talk
- Determining basic information about the person one is speaking with

[updated 25.11.2020]

Teaching methods/Media:

- Presentations by the lecturer
- Partner work and presentations
- Group work phases where students tackle specific tasks
- Multimedia language lab
- Short presentations by the students
- Internet research
- Computer transcription and audio recordings of selected texts

[updated 25.11.2020]

Recommended or required reading:

- Internet resources
- Subject-related multimedia programs
- Textbook: New Practical Chinese Reader. Textbook (Chinese-English version). Vol.1. Lessons 6 to 10 Beijing: Beijing Language and Culture University Press
- Teaching materials: texts and exercises compiled by the lecturer
- Power-Point presentations from the lecturer or equivalent forms of visualization to illustrate intercultural aspects
- Internet resources, for example Quizlet, Pinterest and learning applications
- Video and audio material

[updated 25.11.2020]

Chinese 4

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| Module name (EN): Chinese 4 |
| Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020 |
| Module code: DFITM-403 |
| SAP-Submodule-No.: P620-0474 |
| Hours per semester week / Teaching method: 2V (2 hours per week) |
| ECTS credits: 4 |
| Semester: 4 |
| Mandatory course: yes |
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Language of instruction:

German

Assessment:

Written exam (50%) + presentation (25%) + informal tests (25%)

[updated 25.11.2020]

Applicability / Curricular relevance:

DFBGE-400 Electrical Engineering - Renewable Energy and System Technology, Bachelor, ASPO 01.10.2018, semester 4, optional course

DFBEES-403 (P610-0035) Electrical Engineering - Renewable Energy and System Technology, Bachelor, ASPO 01.10.2019, semester 4, mandatory course

DFBBW-441 (P620-0573) Business Administration, Bachelor, ASPO 01.10.2013, optional course

DFBGE-400 Electrical Engineering, Bachelor, ASPO 01.10.2015, semester 4, optional course

DFBGM412 Mechanical Engineering, Bachelor, ASPO 01.10.2018, semester 4, optional course

DFBME-403 (P610-0323) Mechanical Engineering, Bachelor, ASPO 01.10.2019, semester 4, mandatory course

DFBTO408 International Tourism Management, Bachelor, ASPO 01.10.2018, optional course

DFITM-403 (P620-0474) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 4, mandatory course

DFBI-415 Computer Science and Web Engineering, Bachelor, ASPO 01.10.2018, semester 4, optional course

DFIW-403 (P610-0189) Computer Science and Web Engineering, Bachelor, ASPO 01.10.2019, semester 4, mandatory course

DFBLG413 International Logistics Management, Bachelor, ASPO 01.10.2018, semester 4, optional course

DFILM-403 (P620-0559) International Logistics Management, Bachelor, ASPO 01.10.2019, semester 4, optional course

DFBBW-441 (P620-0573) German-French and International Management, Bachelor, ASPO 01.10.2018, optional course

DFIM-403 German-French and International Management, Bachelor, ASPO 01.10.2019, semester 4, mandatory course

DFBLG413 Logistics, Bachelor, ASPO 01.10.2013, semester 4, optional course

Workload:

30 class hours (= 22.5 clock hours) over a 15-week period.

The total student study time is 120 hours (equivalent to 4 ECTS credits).

There are therefore 97.5 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:**Module coordinator:**

Prof. Dr. Thomas Tinnefeld

Lecturer: Prof. Dr. Thomas Tinnefeld

[updated 09.08.2020]

Learning outcomes:

After successfully completing this module, students will:

- be able to understand short dialogues and identify specific information components
- be able to exchange information orally in more standard situations
- be able to understand shorter texts of written Chinese (characters)
- be able to use the appropriate input software to reproduce longer texts
- be able to use the appropriate input software to produce longer texts in the foreign language
- be able to develop and apply strategies to solve language problems
- be able to assess the prevailing cultural differences in the source and target culture

[updated 25.11.2020]

Module content:

- More basic topics from everyday life (e.g. asking for the time, talking about your health, going to the doctor, meeting with friends, renting an apartment, making excuses and complaints)
- More basic topics pertaining to student life (e.g. presenting your own course of study)
- Expressing personal concerns and asking polite questions (advanced)
- More experience in dealing with small talk situations

[updated 25.11.2020]

Teaching methods/Media:

- Presentations by the lecturer
- Partner work and presentations
- Group work phases where students tackle specific tasks
- Multimedia language lab
- Short presentations by the students
- Internet research
- Computer transcription and audio recordings of selected texts

[updated 25.11.2020]

Recommended or required reading:

- Internet resources
- Subject-related multimedia programs
- Textbook: New Practical Chinese Reader. Textbook (Chinese-English version). Vol.1. Lessons 11 to 14. Beijing: Beijing Language and Culture University Press
- Power-Point presentations from the lecturer or equivalent forms of visualization to illustrate intercultural aspects
- Internet resources, for example Quizlet, Pinterest and learning applications
- Video and audio material

[updated 25.11.2020]

Chinese 5

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| Module name (EN): Chinese 5 |
| Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020 |
| Module code: DFITM-503 |
| SAP-Submodule-No.: P620-0560 |
| Hours per semester week / Teaching method: - |
| ECTS credits: 2 |
| Semester: 5 |
| Mandatory course: yes |
| Language of instruction: German |
| Assessment: <i>[still undocumented]</i> |
| Applicability / Curricular relevance: DFITM-503 (P620-0560) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 5, mandatory course DFILM-503 (P620-0369) International Logistics Management, Bachelor, ASPO 01.10.2019, semester 5, mandatory course |
| Workload: The total student study time for this course is 60 hours. |
| Recommended prerequisites (modules): None. |
| Recommended as prerequisite for: |
| Module coordinator: N.N. |

Lecturer: N.N.

[updated 04.12.2020]

Learning outcomes:

[still undocumented]

Module content:

[still undocumented]

Recommended or required reading:

[still undocumented]

Cost Accounting in Tourism

Module name (EN): Cost Accounting in Tourism

Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020

Module code: DFITM-307

SAP-Submodule-No.: P620-0464

Hours per semester week / Teaching method: 4V (4 hours per week)

ECTS credits: 4

Semester: 3

Mandatory course: yes

Language of instruction:
German

Assessment:
Written exam (90 minutes / can be repeated semesterly)

[updated 17.09.2018]

Applicability / Curricular relevance:

DFBTO305 (P620-0519) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 3, mandatory course

DFITM-307 (P620-0464) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 3, mandatory course

BITM-310 (P440-0076) International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 3, mandatory course

BITM-310 (P440-0076) International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 3, mandatory course

BITM-115 (P440-0076) International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 1, mandatory course

BITM-115 (P440-0076) International Tourism-Management, Bachelor, ASPO 01.10.2020, semester 1, mandatory course

Workload:

60 class hours (= 45 clock hours) over a 15-week period.

The total student study time is 120 hours (equivalent to 4 ECTS credits).

There are therefore 75 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:**Module coordinator:**

Prof. Dr. Michael Zell

Lecturer: Prof. Dr. Michael Zell

[*updated 09.08.2020*]

Learning outcomes:

After successfully completing this module, students will:

- be able to name the basic terms of cost accounting and be familiar with the work involved in internal accounting.
- have a basic understanding of the structure of and tasks associated with cost elements, cost centers and cost object accounting.
- be familiar with the basic concepts and instruments of the above mentioned subareas.
- be able to apply the concepts and instruments learned in the various sub-areas to simple company examples from the tourism sector.
- be able to solve internal accounting issues in tourism companies using the concepts and instruments learned.

[*updated 17.09.2018*]

Module content:

Cost accounting

- Basic terms and principles of cost accounting
- Cost element accounting (systematization and description of cost elements)
- Cost center accounting (cost allocation sheets and internal activity allocation)
- Cost object accounting (calculation and profit and loss accounting)
- Special features of cost accounting in tourism businesses.

[updated 17.09.2018]

Teaching methods/Media:

Lecture, exercises and case studies

[updated 17.09.2018]

Recommended or required reading:

Benz, C.: Touristikkostenrechnung, Gabler Verlag, latest edition.

Däumler, K.-D., Grabe, J.: Kostenrechnung 1, 8. Aufl., nbw Verlag, Herne/Berlin, latest edition.

Eisele, W.: Technik des betrieblichen Rechnungswesens, Wiesbaden, latest edition.

Posluschny, P., Kostenrechnung für die Gastronomie, 3. Aufl., München, 2010.

Zell, M., Kosten- Performancemanagement: Grundlagen _ Instrumente _ Fallstudie, Gabler-Verlag, 2008.

[updated 17.09.2018]

Data and Business Process Management

Module name (EN): Data and Business Process Management

Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020

Module code: DFITM-310

SAP-Submodule-No.: P620-0470

Hours per semester week / Teaching method: 4V (4 hours per week)

ECTS credits: 5

Semester: 3

Mandatory course: yes

Language of instruction:

German

Assessment:

Written exam (90 minutes / Can be repeated semesterly)

[updated 17.09.2018]

Applicability / Curricular relevance:

DFBTO308 (P620-0521) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 3, mandatory course
DFITM-310 (P620-0470) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 3, mandatory course
BITM-330 (P420-0174) International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 3, mandatory course
BITM-330 (P420-0174) International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 3, mandatory course
BITM-330 (P420-0174) International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 3, mandatory course

Workload:

60 class hours (= 45 clock hours) over a 15-week period.

The total student study time is 150 hours (equivalent to 5 ECTS credits).

There are therefore 105 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:**Module coordinator:**

Prof. Dr. Stefan Selle

Lecturer: Prof. Dr. Stefan Selle

[updated 09.08.2020]

Learning outcomes:

After successfully completing this module, students will:

- be able to apply and describe business process management methods,
- be able to model companies with the support of IT-tools,
- be able to analyze business processes and their weaknesses.
- be familiar with and able to explain the principles of data management,
- be able to design, implement and use (relational) databases,

[updated 17.09.2018]

Module content:

I. Business Process Management

Processes, business processes, business process management, process map, classifying business processes, process orientation, process modeling, process optimization, business process reengineering, Total Quality Management, lean management, Kaizen, Six Sigma

ARIS concept, organization chart, function tree, value chain diagram, (extended) event-driven process chain, function allocation diagram.

II. Data Management

Three-level framework, tables and relations, relational algebra, binary search, keys, integrity, transactions, data security, data warehouse, entity relationship model, relational model, normalization, SQL (Structured Query Language).

[updated 17.09.2018]

Teaching methods/Media:

Lecture with integrated exercises and case studies: Students will work independently on the PC to solve concrete business management tasks using application software (ARIS, MS Visio, MS Access, MySQL). E-learning support.

[updated 17.09.2018]

Recommended or required reading:

I. Business Process Management

- Becker, J., Kugeler, M., Rosemann, M. (Hrsg.): Prozessmanagement, 7. Auflage, Springer Gabler, Berlin, 2012.
- Gadatsch, A.: Geschäftsprozesse analysieren und optimieren, Springer Vieweg, Wiesbaden, 2015.
- Gadatsch, A.: Grundkurs Geschäftsprozessmanagement, 7. Auflage, Vieweg+Teubner, Wiesbaden, 2013.
- Schmelzer, H.J., Sesselmann, W.: Geschäftsprozessmanagement in der Praxis, 8. Auflage, Hanser Verlag, München, 2013.
- Seidlmeier, H.: Prozessmodellierung mit ARIS, 4. Auflage, Springer Vieweg, Wiesbaden, 2015.

II. Datenmanagement

- Kemper, A., Eickler, A.: Datenbanksysteme. Eine Einführung, 8. Auflage, Oldenbourg, München, 2011.
- Meier, A.: Relationale und postrelationale Datenbanken, 7. Auflage, Springer Verlag, Berlin, 2010.
- Schicker, E.: Datenbanken und SQL, 4. Auflage, Springer Vieweg, Wiesbaden, 2014.
- Steiner, R.: Grundkurs Relationale Datenbanken, 8. Auflage, Springer Vieweg, Wiesbaden, 2014.
- Swoboda, B. Buhlert, S.: Access 2013 - Grundlagen für Datenbankentwickler, Herdt-Verlag, Bodenheim, 2013.

[updated 17.09.2018]

Economic and Policy Aspects of Sustainable Tourism

Module name (EN): Economic and Policy Aspects of Sustainable Tourism

Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020

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| Module code: DFITM-506 |
| SAP-Submodule-No.: P620-0543 |
| Hours per semester week / Teaching method: 4VF (4 hours per week) |
| ECTS credits: 5 |
| Semester: 5 |
| Mandatory course: yes |
| Language of instruction: German |
| Assessment: Written composition with presentation (can be repeated annually) [updated 21.03.2018] |
| Applicability / Curricular relevance: DFBTO505 (P620-0552) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 5, mandatory course DFITM-506 (P620-0543) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 5, mandatory course BITM-510 (P440-0086) International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 5, mandatory course BITM-510 (P440-0086) International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 5, mandatory course BITM-510 (P440-0086) International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 5, mandatory course Suitable for exchange students (learning agreement) |
| Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation. |
| Recommended prerequisites (modules): None. |
| Recommended as prerequisite for: |
| Module coordinator: <u>Prof. Dr. Ralf Rockenbauch</u> |

Lecturer: Prof. Dr. Ralf Rockenbauch

[updated 09.08.2020]

Learning outcomes:

Students will deepen the knowledge gained in previous courses (especially intercultural competence, law, business administration, economics, management in the tourism industry) and apply it to key areas of economic and tourism policy. This involves learning about instruments and how they work, as well as the importance of institutional framework conditions. Students will gain insight into the possibilities and limits of economic policy in tourism (especially the guiding principle of sustainable tourism).

The primary goal of this module is to sensitize students to the importance of:

- the economic importance of tourism
- various players in tourism (influential people and decision makers)
- management areas in tourism practice (management concept, economic and business ethics, quality, environmental protection and CSR measures, strategic management, the development of guidelines)

Acquisition of competence in tourism assessment and management skills

Shaping (shapeability) of (inter-) national economic and tourism policy

Acquisition of methodological competence for the analysis of (inter-) national economic and tourism policy, taking into account the specific characteristics of tourism

After successfully completing this module, students have deepened their knowledge of:

- the economic and, in particular, tourism economic dimensions of the tourism industry
- the development and importance of tourism
- the characteristics of the tourism sector
- market structures and market participants (service providers, customers, organisations).

Students will:

- gain insights into the field of tourism organization and will be able to analyze and present operational and organizational questions in organizations (organizational change; special features of international tourism organizations)
- learn about planning tools and adaptation strategies

International and intercultural references:

- (Inter-) national tourism policy
- In the context of examples from international organizations

Practical references:

- Management and policy concepts
- Business and economic methods
- Social competence
- Analysis and decision-making competence
- Guest lectures, excursions (together with students of other semesters and study courses)
- In particular, policy and management concepts and methods with high relevance for the tourism and transport industry

Students will expand and deepen their teamwork skills and their presentation techniques, as well as scientific work techniques.

[updated 17.09.2018]

Module content:

- Definition of economic and tourism policy
- Connections and problems in economic and tourism policy
- Tourism industry indicators
- Institutions, objectives and instruments of economic and tourism policy
(Tourism criticism, lobbying, funding, international, supra-national and regional tourist organizations, visa regulations, travel advice)
- Guiding principle of sustainable tourism
- Marks of quality in tourism
- Corporate social responsibility
- Human and animal rights in tourism
- Community-based tourism
- Climate change (consequences for tourism, adaptation strategies)
- Accessibility in tourism
- Touristic relevance of protected areas (world heritage sites, national parks, biosphere reserves)
- Management areas in tourism practice (management concept, business ethics and ethics, strategic management, visitor guidance, carrying capacity)

[updated 21.03.2018]

Teaching methods/Media:

Lecture with case studies, group work, discussion with and among students and also external experts, as well as presentations and preparation of documentation/papers.

On the basis of selected data material, students will be encouraged to carry out independent and critical discussions about current economic and tourism policy topics.

[updated 21.03.2018]

Recommended or required reading:

- Bieger, T., Tourismuslehre - Ein Grundriss (aktuelle Ausgabe), 2004, Haupt, Bern, 978-3-8252-2536-0
- Buchwald, K; Engelhardt, W. (Hrsg.), Freizeit, Tourismus und Umwelt, 1998, Economica Verlag, Bonn, 3-87081-582-5
- Diekmann, A.; Smith, M. K., Ethnic and Minority Cultures as Tourist Attractions, 2015, Channel View Publications, Bristol, Buffalo, Toronto, 978-1-84541-483-2
- Enzensberger, H. M., Eine Theorie des Tourismus (in: Einzelheiten 1), 1958, Suhrkamp, Frankfurt/M., 3-518-10063-2
- Epler Wood, M., Sustainable Tourism on a finite planet, 2017, Routledge, Oxon, New York, 978-1-138-21758-4
- Friedl, H. A., Tourismsethik: Theorie und Praxis des umwelt- und sozialverträglichen Reisens, 2002, Profil Verlag, München, Wien, 3-89019ö530-X

Hennig, C., Reiselust: Touristen, Tourismus und Urlaubskultur, 1997, Insel, Frankfurt/M. und Leipzig, 978-3-45816-841-6

Herrmann, F., FAIRreisen, 2016, oekom, München, 978-3-86581-808-9

Kramer, D., Der sanfte Tourismus - Umwelt- und Sozialverträglicher Tourismus in den Alpen, 1983, Österreichischer Bundesverlag, Wien, 3-215-04841-8

Krippendorf, J., Die Ferienmenschen - Für ein neues Verständnis von Freizeit und Reisen, 1984, Orell Füssli Verlag, Zürich, 3-280-01481-6

Luger, K.; Wöhler, K. (Hrsg.), Welterbe und Tourismus (Schützen und Nützen aus einer Perspektive der Nachhaltigkeit), 2008, Studienverlag, Innsbruck, Wien, Bozen, 978-3-7065-4518-1

N.N. Equations - Equitable Tourism Options, Indigenous Peoples, Wildlife and Ecotourism, 2002, Equations, Bangalore, n. a.

Opaschowski, H. W., Tourismus: eine systematische Einführung; Analysen und Prognosen, 2002, Leske + Budrich, Opladen, 3-8100-3216-6

Rauschelbach, B.; Schäfer, A.; Steck, B., Cooperating for Sustainable Tourism - Kooperieren für Nachhaltigen Tourismus, 2002, Kasperek Verlag Heidelberg, 3-925064-34-6

Schäfer, R., Tourismus und Authentizität - Zur gesellschaftlichen Organisation von Außergewöhnlichkeit, 2015, Transcript, Bielefeld, 978-3-8376-2744-2

Spode, H., Wie die Deutschen "Reiseweltmeister" wurden - Eine Einführung in die Tourismusgeschichte, 2003, Landeszentrale für Politische Bildung Thüringen, Erfurt, 3-931426-74-2

Steinecke, A., Internationaler Tourismus, 2014, UVK, Konstanz, 978-3-8252-4202-2

Strasdas, W.; Rein, H. (Hrsg.), Nachhaltiger Tourismus, 2015, UVK, Konstanz, 978-3-8252-4196-4

Urry, J., The Tourist Gaze - Leisure and Travel in Contemporary Societies, 1990, Sage Publications, London 0-8039-8182-1

[updated 21.03.2018]

Economic, Cultural and Tourism Geography

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| Module name (EN): Economic, Cultural and Tourism Geography |
| Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020 |
| Module code: DFITM-505 |
| SAP-Submodule-No.: P620-0541 |
| Hours per semester week / Teaching method: 4SU (4 hours per week) |
| ECTS credits: 5 |
| Semester: 5 |
| Mandatory course: yes |
| Language of instruction: German |

Assessment:

Project (can be repeated annually)

[updated 21.03.2018]

Applicability / Curricular relevance:

DFBTO504 (P620-0551) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 5, mandatory course

DFITM-505 (P620-0541) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 5, mandatory course

BITM-580 (P440-0095) International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 5, mandatory course

BITM-580 (P440-0095) International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 5, mandatory course

BITM-580 (P440-0095) International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 5, mandatory course

Suitable for exchange students (learning agreement)

Workload:

60 class hours (= 45 clock hours) over a 15-week period.

The total student study time is 150 hours (equivalent to 5 ECTS credits).

There are therefore 105 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:**Module coordinator:**

Prof. Dr. Achim Schröder

Lecturer: Prof. Dr. Achim Schröder

[updated 09.08.2020]

Learning outcomes:

After successfully completing this module students will:

- be able to explain the importance of spatial differences in nature, economy and culture as the driving force of tourism and take them into account within the framework of management strategies,
- be able to identify spatial infrastructure and location factors, as well as to critically analyze their potential for tourism evaluation,
- be able to illustrate the (regional-) economic effects of tourism and its importance for regional economic development and relate them to ecological and socio-cultural effects,
- be able to apply their knowledge and basic methods of physical geography, as well as economic, cultural and tourism geography to their own projects, to document their results and present them to the group (and, if necessary, to external parties).

[updated 17.09.2018]

Module content:

Geographical issues

Space and tourism

Principles of physical geography:

- Processes and structures of the Earth's crust
- Atmospheric events
- Vegetation and climate zones
- Landscapes

Principles of human geography:

- Urban geography
- Cultural geography

Methods in geography

[updated 21.03.2018]

Teaching methods/Media:

- Seminaristic lecture
- Case studies
- Discussions with students

[updated 17.09.2018]

Recommended or required reading:

- Becker, Chr.; Hopfinger, H.; Steinecke, A. (Hrsg.): Geographie der Freizeit und des Tourismus. Bilanz und Ausblick, 3. Auflage, Oldenbourg, München, Wien, 2007.
- Benckendorff, P. Lund-Durlacher, D. (Eds.) International Cases In Sustainable Travel & Tourism. Goodfellow Publishers: Oxford, latest edition.
- Boniface; Cooper: Worldwide Destinations: The Geography of Travel and Tourism, latest edition.
- Boniface; Cooper: Worldwide Destinations Casebook: The Geography of Travel and Tourism, latest edition.
- Hall, C. M.; Page, S.: The Geography of Tourism and Recreation. Environment, Place and Space, Routledge, London, latest edition.
- Institut für Länderkunde (Hrsg.) Nationalatlas Bundesrepublik Deutschland. Verschiedene Bände, Spektrum Akademischer Verlag, Heidelberg, Berlin, versch. Jahrgänge
- Kagermeier, A.: Tourismusgeographie. UVK Lucius, Konstanz, latest edition.
- Page, Connell: Tourism. A Modern Synthesis, latest edition.
- Schmude, J.: Tourismusgeographie, WBG, Darmstadt, latest edition.
- Steinecke, A.: Internationaler Tourismus, UVK Lucius, latest edition.
- Steinecke, A.: Tourismus. (Das Geographische Seminar) Braunschweig, latest edition.
- Strahler A. H.; Strahler, A. N.: Physische Geographie, Verlag Eugen Ulmer, UTB, latest edition.

[updated 17.09.2018]

English 3

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| Module name (EN): English 3 |
| Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020 |
| Module code: DFITM-305 |
| SAP-Submodule-No.: P620-0459 |
| Hours per semester week / Teaching method: 2U (2 hours per week) |
| ECTS credits: 2 |
| Semester: 3 |
| Mandatory course: yes |
| Language of instruction: German |
| Assessment: Written exam (50%) + presentation (25%) + tests (25%) [updated 25.11.2020] |
| Applicability / Curricular relevance: DFBBW-344 (P620-0002) Business Administration, Bachelor, ASPO 01.10.2009, semester 3, mandatory course DFBBW-344 (P620-0002) Business Administration, Bachelor, ASPO 01.10.2013, semester 3, mandatory course DFBTO303 (P620-0515) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 3, mandatory course DFITM-305 (P620-0459) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 3, mandatory course DFBLG303 (P620-0319) International Logistics Management, Bachelor, ASPO 01.10.2018, semester 3, mandatory course DFILM-305 (P620-0406) International Logistics Management, Bachelor, ASPO 01.10.2019, semester 3, mandatory course DFBBW-344 (P620-0002) German-French and International Management, Bachelor, ASPO 01.10.2018, semester 3, mandatory course DFIM-304 (P620-0002) German-French and International Management, Bachelor, ASPO 01.10.2019, semester 3, mandatory course DFBLG303 (P620-0319) Logistics, Bachelor, ASPO 01.10.2009, semester 3, mandatory course DFBLG303 (P620-0319) Logistics, Bachelor, ASPO 01.10.2013, semester 3, mandatory course |

Workload:

30 class hours (= 22.5 clock hours) over a 15-week period.

The total student study time is 60 hours (equivalent to 2 ECTS credits).

There are therefore 37.5 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:**Module coordinator:**

Prof. Dr. Thomas Tinnefeld

Lecturer: Prof. Dr. Thomas Tinnefeld

[updated 09.08.2020]

Learning outcomes:

- The lecturer will try to provide an (almost) exclusively English learning atmosphere
- The foreign language will be taught with in part with a subject-related approach.
After successfully completing this course, students will be able to understand intermediate newspaper and magazine articles from the English and American press.
- Students will be able to understand simple technically relevant, orally presented texts.

- They will have improved their writing skills.

[updated 25.11.2020]

Module content:

- Development of a basic tourism-related vocabulary
- Basic functional grammar and its use in tourism management texts
- Reading relevant texts from the field of tourism management

- (Inter)culturally interesting subjects from the field of tourism management that pertain especially to countries where the target language is spoken
- Newspaper and magazine articles with technical and/or (inter)cultural orientation

- Regional content, including topics from daily politics

- The improvement of general and scientific writing skills
- Discussions

[updated 25.11.2020]

Teaching methods/Media:

- Group and partner work
- Multimedia language lab
- Short presentations by the students

[updated 25.11.2020]

Recommended or required reading:

- Teaching materials: texts and exercises compiled by the lecturer
- PowerPoint presentations by the lecturer or equivalent visualization forms
- Internet resources
- Materials from newspapers, magazines and books
- Video and audio material

[updated 25.11.2020]

English 4

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| Module name (EN): English 4 |
| Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020 |
| Module code: DFITM-405 |
| SAP-Submodule-No.: P620-0472 |
| Hours per semester week / Teaching method: 2U (2 hours per week) |
| ECTS credits: 2 |
| Semester: 4 |
| Mandatory course: yes |
| Language of instruction: German |
| Assessment: Written exam (50%) + presentation (25%) + tests (25%) [updated 25.11.2020] |
| Applicability / Curricular relevance: DFBBW-444 (P620-0006) Business Administration, Bachelor, ASPO 01.10.2009, semester 4, mandatory course DFBBW-444 (P620-0006) Business Administration, Bachelor, ASPO 01.10.2013, semester 4, mandatory |

course

DFBTO403 (P620-0523) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 4, mandatory course

DFITM-405 (P620-0472) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 4, mandatory course

DFBLG403 (P620-0332) International Logistics Management, Bachelor, ASPO 01.10.2018, semester 4, mandatory course

DFILM-405 (P620-0419) International Logistics Management, Bachelor, ASPO 01.10.2019, semester 4, mandatory course

DFBBW-444 (P620-0006) German-French and International Management, Bachelor, ASPO 01.10.2018, semester 4, mandatory course

DFIM-404 German-French and International Management, Bachelor, ASPO 01.10.2019, semester 4, mandatory course

DFBLG403 (P620-0332) Logistics, Bachelor, ASPO 01.10.2009, semester 4, mandatory course

DFBLG403 (P620-0332) Logistics, Bachelor, ASPO 01.10.2013, semester 4, mandatory course

Workload:

30 class hours (= 22.5 clock hours) over a 15-week period.

The total student study time is 60 hours (equivalent to 2 ECTS credits).

There are therefore 37.5 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Thomas Tinnefeld

Lecturer: Prof. Dr. Thomas Tinnefeld

[updated 09.08.2020]

Learning outcomes:

- The lecturer will try to provide an (almost) exclusively English learning atmosphere
- The foreign language will be taught with a predominantly subject-related approach.
- After successfully completing this course, students will be able to understand intermediate newspaper and magazine articles from the English and American press.
- Students will be able to understand intermediate, technically relevant, orally presented texts pertaining to different topics.
- They will have improved their ability to take part in discussions.

[updated 02.12.2020]

Module content:

- Development of an extended tourism-related vocabulary
- Advanced functional grammar and its use in tourism management texts

- More relevant texts from the field of tourism management
- (Inter)culturally interesting subjects from the field of tourism management that pertain especially to countries where the target language is spoken
- Newspaper and magazine articles with technical and/or (inter)cultural orientation
- Regional content, including topics from daily politics
- Writing skills in (predominantly) scientific language

[updated 25.11.2020]

Teaching methods/Media:

- Group discussions
- Partner work
- Group work phases where students tackle specific tasks
- Interactive, multimedia language lab
- Short presentations by the students

[updated 25.11.2020]

Recommended or required reading:

- Teaching materials: texts and exercises compiled by the lecturer
- PowerPoint presentations by the lecturer or equivalent visualization forms
- Newspaper and magazine articles with scientific and/or (inter)cultural orientation
- Internet resources
- Video and audio material

[updated 25.11.2020]

English 5

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| Module name (EN): English 5 |
| Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020 |
| Module code: DFITM-504 |
| SAP-Submodule-No.: P620-0539 |
| Hours per semester week / Teaching method: 2U (2 hours per week) |
| ECTS credits: 2 |

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| Semester: 5 |
| Mandatory course: yes |
| Language of instruction: German |
| Assessment: Written exam (50%) + presentation (25%) + tests (25%) [updated 25.11.2020] |
| Applicability / Curricular relevance: DFBTO503 (P620-0549) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 5, mandatory course DFITM-504 (P620-0539) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 5, mandatory course |
| Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 60 hours (equivalent to 2 ECTS credits). There are therefore 37.5 hours available for class preparation and follow-up work and exam preparation. |
| Recommended prerequisites (modules): None. |
| Recommended as prerequisite for: |
| Module coordinator: <u>Prof. Dr. Thomas Tinnefeld</u> |
| Lecturer: <u>Prof. Dr. Thomas Tinnefeld</u> [updated 09.08.2020] |
| Learning outcomes: - The lecturer will try to provide an (almost) exclusively English learning atmosphere - The foreign language will be taught with a predominantly subject-related approach. - After successfully completing this course, students will be able to understand intermediate newspaper and magazine articles from the English and American press. - Students will be able to understand intermediate, technically relevant, orally presented texts pertaining to different topics. - They will have improved their ability to take part in discussions. [updated 25.11.2020] |

Module content:

- Development of an advanced tourism-related vocabulary
- Advanced functional grammar and its use in tourism management texts
- Systematic reading of relevant text from the field of tourism management

- (Inter)culturally relevant subjects from the field of tourism management that pertain especially to countries where the target language is spoken
- Authentic newspaper and magazine articles with technical and/or (inter)cultural orientation

- Regional content, including topics from daily politics to increase students' awareness of the way people think in the target countries

- Further development of writing skills from a technical language perspective

[updated 25.11.2020]

Teaching methods/Media:

- Group discussions
- Partner work
- Group work phases where students tackle specific tasks
- Interactive, multimedia language lab
- Short presentations by the students

[updated 25.11.2020]

Recommended or required reading:

- Teaching materials: texts and exercises compiled by the lecturer
- PowerPoint presentations by the lecturer or equivalent visualization forms
- Newspaper and magazine articles with scientific and/or (inter)cultural orientation
- Internet resources
- Video and audio material

[updated 25.11.2020]

External Financial Reporting

Module name (EN): External Financial Reporting

Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020

Module code: DFITM-308

SAP-Submodule-No.: P620-0463

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| Hours per semester week / Teaching method: 2V+2U (4 hours per week) |
| ECTS credits: 2 |
| Semester: 3 |
| Mandatory course: yes |
| Language of instruction: German |
| Assessment: Written exam [updated 25.11.2020] |
| Applicability / Curricular relevance: DFBBW-320 (P620-0037) Business Administration, Bachelor, ASPO 01.10.2013, semester 3, mandatory course DFBTO306 (P620-0518) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 3, mandatory course DFITM-308 (P620-0463) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 3, mandatory course DFBBW-320 (P620-0037) German-French and International Management, Bachelor, ASPO 01.10.2018, semester 3, mandatory course DFIM-310 (P620-0037) German-French and International Management, Bachelor, ASPO 01.10.2019, semester 3, mandatory course |
| Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 60 hours (equivalent to 2 ECTS credits). There are therefore 15 hours available for class preparation and follow-up work and exam preparation. |
| Recommended prerequisites (modules): None. |
| Recommended as prerequisite for: |
| Module coordinator: <u>Prof. Dr. Günter Pochmann</u> |
| Lecturer: <u>Prof. Dr. Günter Pochmann</u> [updated 09.08.2020] |
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Learning outcomes:

After successfully completing this module, students will be able to understand corporate reports from the business press as well as essential parts of a company's financial statements.

[updated 25.11.2020]

Module content:

- Accounting and valuation principles according to German commercial law
- Accounting and valuation of fixed assets
- Accounting and valuation of current assets
- Equity and acquisition of treasury shares
- Accounting and valuation of liabilities, in particular provisions
- Structure, content and analysis options of profit and loss statements

[updated 25.11.2020]

Recommended or required reading:

- Meyer C., Bilanzierung nach Handels- und Steuerrecht, Herne/Berlin, latest edition.
- Bieg, H. u.a.: Externes Rechnungswesen. München Wien, latest edition.
- Grefe C., Kompakt-Training Bilanzen, Ludwigshafen (Rhein), latest edition.

[updated 25.11.2020]

French 3

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| Module name (EN): French 3 |
| Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020 |
| Module code: DFITM-302 |
| SAP-Submodule-No.: P620-0460 |
| Hours per semester week / Teaching method: 4U (4 hours per week) |
| ECTS credits: 4 |
| Semester: 3 |
| Mandatory course: yes |
| Language of instruction: German |
| Assessment: Written exam (50%) + presentation (25%) + tests (25%) |

[updated 25.11.2020]

Applicability / Curricular relevance:

DFBBW-342 (P620-0003) Business Administration, Bachelor, ASPO 01.10.2009, semester 3, mandatory course

DFBBW-342 (P620-0003) Business Administration, Bachelor, ASPO 01.10.2013, semester 3, mandatory course

DFBTO302 (P620-0516) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 3, mandatory course

DFITM-302 (P620-0460) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 3, mandatory course

DFBLG302 (P620-0320) International Logistics Management, Bachelor, ASPO 01.10.2018, semester 3, mandatory course

DFILM-302 (P620-0407) International Logistics Management, Bachelor, ASPO 01.10.2019, semester 3, mandatory course

DFBBW-342 (P620-0003) German-French and International Management, Bachelor, ASPO 01.10.2018, semester 3, mandatory course

DFIM-302 (P620-0003) German-French and International Management, Bachelor, ASPO 01.10.2019, semester 3, mandatory course

DFBLG302 (P620-0320) Logistics, Bachelor, ASPO 01.10.2013, semester 3, mandatory course

Workload:

60 class hours (= 45 clock hours) over a 15-week period.

The total student study time is 120 hours (equivalent to 4 ECTS credits).

There are therefore 75 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Thomas Tinnefeld

Lecturer: Prof. Dr. Thomas Tinnefeld

[updated 09.08.2020]

Learning outcomes:

- The foreign language will be taught with a subject-related approach.
- Subject-related, specialized grammar will be imparted to the students.
- After successfully completing this course, students will be able to understand intermediate newspaper and magazine articles from the German press.
- Students will be able to understand technically relevant, orally presented texts.
- Students will have improved their reading and listening comprehension skills.
- Students will have enlarged their technical vocabulary.

[updated 25.11.2020]

Module content:

- (Inter)culturally relevant, current topics pertaining to the countries in which the target language is spoken.
- Topics related to the students' lectures
- Specialized vocabulary within the context of the topics (subject areas) discussed
- Subject-related, specialized grammar
- Introduction to business correspondence in Germany

[updated 25.11.2020]

Teaching methods/Media:

- Presentations by the lecturer
- Plenary and group discussions
- Group work phases where students tackle specific tasks
- Multimedia language lab
- Student presentations

[updated 25.11.2020]

Recommended or required reading:

- Teaching materials: texts and exercises compiled by the lecturer
- PowerPoint presentations by the lecturer or equivalent visualization forms
- Internet resources

[updated 25.11.2020]

French 4

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| Module name (EN): French 4 |
| Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020 |
| Module code: DFITM-402 |
| SAP-Submodule-No.: P620-0473 |
| Hours per semester week / Teaching method: 4U (4 hours per week) |
| ECTS credits: 4 |
| Semester: 4 |

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| Mandatory course: yes |
| Language of instruction: German |
| Assessment: Written exam (50%) + presentation (25%) + tests (25%) [updated 25.11.2020] |
| Applicability / Curricular relevance: DFBBW-442 (P620-0008) Business Administration, Bachelor, ASPO 01.10.2009, semester 4, mandatory course DFBBW-442 (P620-0008) Business Administration, Bachelor, ASPO 01.10.2013, semester 4, mandatory course DFBTO402 (P620-0524) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 4, mandatory course DFITM-402 (P620-0473) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 4, mandatory course DFBLG402 (P620-0333) International Logistics Management, Bachelor, ASPO 01.10.2018, semester 4, mandatory course DFILM-402 (P620-0418) International Logistics Management, Bachelor, ASPO 01.10.2019, semester 4, mandatory course DFBBW-442 (P620-0008) German-French and International Management, Bachelor, ASPO 01.10.2018, semester 4, mandatory course DFIM-402 (P620-0008) German-French and International Management, Bachelor, ASPO 01.10.2019, semester 4, mandatory course DFBLG402 (P620-0333) Logistics, Bachelor, ASPO 01.10.2013, semester 4, mandatory course |
| Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 120 hours (equivalent to 4 ECTS credits). There are therefore 75 hours available for class preparation and follow-up work and exam preparation. |
| Recommended prerequisites (modules): None. |
| Recommended as prerequisite for: |
| Module coordinator: <u>Prof. Dr. Thomas Tinnefeld</u> |
| Lecturer: <u>Prof. Dr. Thomas Tinnefeld</u> [updated 09.08.2020] |
| Learning outcomes: - The foreign language will be taught with a subject-related approach. |

- Subject-related, specialized grammar will be imparted to the students.
- After successfully completing this course, students will be able to understand intermediate newspaper and magazine articles from the French and francophone press.
- Students will be able to understand technically relevant, orally presented texts.
- They will have improved their writing skills.
- Students will be prepared for a possible career in a country where the target language is spoken.
- Students will have enlarged their technical vocabulary.

[updated 25.11.2020]

Module content:

- (Inter)culturally relevant, current topics pertaining to the countries in which the target language is spoken.
- Topics related to the students' lectures
- Specialized vocabulary within the context of the topics (subject areas) discussed
- Subject-related, specialized grammar
- Introduction to reading articles systematically
- Application training (resume and job interview)

[updated 25.11.2020]

Teaching methods/Media:

- Presentations by the lecturer
- Plenary and group discussions
- Group work phases where students tackle specific tasks
- Multimedia language lab
- Student presentations

[updated 25.11.2020]

Recommended or required reading:

- Teaching materials: texts and exercises compiled by the lecturer
- PowerPoint presentations by the lecturer or equivalent visualization forms
- Internet resources

[updated 25.11.2020]

French 5

Module name (EN): French 5

Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020

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| Module code: DFITM-502 |
| SAP-Submodule-No.: P620-0538 |
| Hours per semester week / Teaching method: 2V (2 hours per week) |
| ECTS credits: 3 |
| Semester: 5 |
| Mandatory course: yes |
| Language of instruction: German |
| Assessment: Written exam (50%) + presentation (25%) + tests (25%) [updated 25.11.2020] |
| Applicability / Curricular relevance: DFBTO502 (P620-0548) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 5, mandatory course DFITM-502 (P620-0538) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 5, mandatory course |
| Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 90 hours (equivalent to 3 ECTS credits). There are therefore 67.5 hours available for class preparation and follow-up work and exam preparation. |
| Recommended prerequisites (modules): None. |
| Recommended as prerequisite for: |
| Module coordinator: <u>Prof. Dr. Thomas Tinnefeld</u> |
| Lecturer: <u>Prof. Dr. Thomas Tinnefeld</u> [updated 09.08.2020] |
| Learning outcomes: The lecturer will try to provide an (almost) exclusively French learning atmosphere in the most authentic form possible The foreign language will be taught with a subject-related approach. |

After successfully completing this course, students will be able to understand intermediate to complex newspaper and magazine articles from the French and francophone press.

They will be able to understand specialized oral texts pertaining to various topics.

They will have improved their ability to take part in discussions.

They will have improved their writing skills.

Students will be prepared for a possible career in a country where the target language is spoken.

(Inter)culturally interesting and current topics pertaining to the countries in which the target language is spoken.

[updated 25.11.2020]

Module content:

The course will be oriented on the students' future professional life.

Newspaper and magazine articles with technical and/or (inter)cultural relevance

Business-relevant presentations and role playing

Advanced vocabulary in the context of the topic(s) covered

- Presentations by the lecturer

[updated 25.11.2020]

Teaching methods/Media:

- Discussions

- Group and partner work

- Interactive, multimedia language lab

[updated 25.11.2020]

Recommended or required reading:

Teaching materials: texts and exercises compiled by the lecturer

PowerPoint presentations by the lecturer or equivalent visualization forms

Lecturer's learning platform

Internet resources

[updated 25.11.2020]

German 3

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| Module name (EN): German 3 |
| Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020 |
| Module code: DFITM-301 |
| SAP-Submodule-No.: P620-0458 |
| Hours per semester week / Teaching method: 4U (4 hours per week) |
| ECTS credits: 4 |
| Semester: 3 |
| Mandatory course: yes |
| Language of instruction: German |
| Assessment: Written exam (50%) + presentation (25%) + tests (25%) [updated 25.11.2020] |
| Applicability / Curricular relevance: DFBBW-340 (P620-0001) Business Administration, Bachelor, ASPO 01.10.2013, semester 3, mandatory course DFBTO301 (P620-0514) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 3, mandatory course DFITM-301 (P620-0458) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 3, mandatory course DFBLG301 (P620-0318) International Logistics Management, Bachelor, ASPO 01.10.2018, semester 3, mandatory course DFILM-301 (P620-0405) International Logistics Management, Bachelor, ASPO 01.10.2019, semester 3, mandatory course DFBBW-340 (P620-0001) German-French and International Management, Bachelor, ASPO 01.10.2018, semester 3, mandatory course DFIM-301 (P620-0001) German-French and International Management, Bachelor, ASPO 01.10.2019, semester 3, mandatory course DFBLG301 (P620-0318) Logistics, Bachelor, ASPO 01.10.2013, semester 3, mandatory course |
| Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 120 hours (equivalent to 4 ECTS credits). There are therefore 75 hours available for class preparation and follow-up work and exam preparation. |

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:**Module coordinator:**

Prof. Dr. Thomas Tinnefeld

Lecturer: Prof. Dr. Thomas Tinnefeld

[updated 09.08.2020]

Learning outcomes:

- The foreign language will be taught with a subject-related approach.
- Subject-related, specialized grammar will be imparted to the students.
- After successfully completing this course, students will be able to understand intermediate newspaper and magazine articles from the German press.
- Students will be able to understand technically relevant, orally presented texts.
- Students will have improved their reading and listening comprehension skills.
- Students will have enlarged their technical vocabulary.

[updated 25.11.2020]

Module content:

- (Inter)culturally relevant, current topics pertaining to the countries in which the target language is spoken.
- Topics related to the students' lectures
- Specialized vocabulary within the context of the topics (subject areas) discussed
- Subject-related, specialized grammar
- Introduction to business correspondence in Germany

[updated 25.11.2020]

Teaching methods/Media:

- Presentations by the lecturer
- Plenary and group discussions
- Group work phases where students tackle specific tasks
- Multimedia language lab
- Student presentations

[updated 25.11.2020]

Recommended or required reading:

- Teaching materials: texts and exercises compiled by the lecturer

- PowerPoint presentations by the lecturer or equivalent visualization forms
- Internet resources

[updated 25.11.2020]

German 4

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| Module name (EN): German 4 |
| Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020 |
| Module code: DFITM-401 |
| SAP-Submodule-No.: P620-0471 |
| Hours per semester week / Teaching method: 4U (4 hours per week) |
| ECTS credits: 4 |
| Semester: 4 |
| Mandatory course: yes |
| Language of instruction: German |
| Assessment: Written exam (50%) + presentation (25%) + tests (25%) [updated 25.11.2020] |
| Applicability / Curricular relevance: DFBBW-440 (P620-0005) Business Administration, Bachelor, ASPO 01.10.2013, semester 4, mandatory course DFBTO401 (P620-0522) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 4, mandatory course DFITM-401 (P620-0471) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 4, mandatory course DFBLG401 (P620-0331) International Logistics Management, Bachelor, ASPO 01.10.2018, semester 4, mandatory course DFILM-401 (P620-0417) International Logistics Management, Bachelor, ASPO 01.10.2019, semester 4, mandatory course DFBBW-440 (P620-0005) German-French and International Management, Bachelor, ASPO 01.10.2018, semester 4, mandatory course DFIM-401 (P620-0005) German-French and International Management, Bachelor, ASPO 01.10.2019, semester 4, mandatory course |

DFBLG401 (P620-0331) Logistics, Bachelor, ASPO 01.10.2013, semester 4, mandatory course

Workload:

60 class hours (= 45 clock hours) over a 15-week period.

The total student study time is 120 hours (equivalent to 4 ECTS credits).

There are therefore 75 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Thomas Tinnefeld

Lecturer: Prof. Dr. Thomas Tinnefeld

[updated 09.08.2020]

Learning outcomes:

- The lecturer will try to provide an (almost) exclusively German learning atmosphere in the most authentic form possible
- The foreign language will be taught with a subject-related approach.
- After successfully completing this course, students will be able to understand intermediate to more complex newspaper and magazine articles from the German press.
- They will be able to understand specialized oral texts pertaining to various topics.
- They will have improved their ability to take part in discussions.
- They will have improved their writing skills.
- Students will be prepared for a possible career in a country where the target language is spoken.

[updated 25.11.2020]

Module content:

- (Inter)culturally relevant, current topics pertaining to the countries in which the target language is spoken.
- Topics related to the students' lectures
- Specialized vocabulary within the context of the topics (subject areas) discussed
- Subject-related, specialized grammar
- Introduction to reading articles systematically
- Application training (resume and job interview)

[updated 25.11.2020]

Teaching methods/Media:

- Presentations by the lecturer

- Plenary and group discussions
- Group work phases where students tackle specific tasks
- Multimedia language lab
- Student presentations

[updated 25.11.2020]

Recommended or required reading:

- Teaching materials: texts and exercises compiled by the lecturer
- PowerPoint presentations by the lecturer or equivalent visualization forms
- Newspaper and magazine articles with technical and/or (inter)cultural orientation
- Internet resources
- Authentic video and audio material

[updated 25.11.2020]

German 5

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| Module name (EN): German 5 |
| Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020 |
| Module code: DFITM-501 |
| SAP-Submodule-No.: P620-0540 |
| Hours per semester week / Teaching method: 4V (4 hours per week) |
| ECTS credits: 3 |
| Semester: 5 |
| Mandatory course: yes |
| Language of instruction: German |
| Assessment: Written exam (50%) + presentation (25%) + tests (25%) |
| [updated 25.11.2020] |
| Applicability / Curricular relevance: DFBTO501 (P620-0550) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 5, mandatory course |

DFITM-501 (P620-0540) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 5, mandatory course

Workload:

60 class hours (= 45 clock hours) over a 15-week period.
The total student study time is 90 hours (equivalent to 3 ECTS credits).
There are therefore 45 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Thomas Tinnefeld

Lecturer: Prof. Dr. Thomas Tinnefeld

[updated 09.08.2020]

Learning outcomes:

- The course will take place in an authentic German learning atmosphere.
After successfully completing this course, students will be familiar with the relevant characteristics of business communication

The foreign language will be taught with a subject-related approach.
Students will be able to understand intermediate to more complex scientific, cultural and political texts.
Students will be able to understand technically relevant, orally presented texts pertaining to different topics.

Students will have improved their discussion skills.

They will have improved their writing skills.

Students will be encouraged to think critically.

They will have developed their intercultural sensitivity with regard to business communication

Students will have experience with “real”, hands-on business communication

Students will be prepared for a possible career in a country where the target language is spoken

(Inter)culturally relevant topics in international business communication from the countries where the target language is spoken

[updated 25.11.2020]

Module content:

The course will be oriented on the students' future professional life

Current topics on regional studies pertaining to selected countries where the target language is spoken
Specialized vocabulary within the context of the topics (subject areas) discussed
Consideration of all four language skills (speaking, writing, listening, reading)
- Presentations by the lecturer

[updated 25.11.2020]

Teaching methods/Media:

- Plenary discussions
- Group discussions
- Partner work
- Group work phases where students tackle specific tasks
- Interactive, multimedia language lab
- Short presentations by the students

[updated 25.11.2020]

Recommended or required reading:

Teaching materials: texts and exercises compiled by the lecturer
PowerPoint presentations by the lecturer or equivalent visualization forms
Lecturer's learning platform
Internet resources

[updated 25.11.2020]

Information, Communication and Reservation Systems

Module name (EN): Information, Communication and Reservation Systems

Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020

Module code: DFITM-507

SAP-Submodule-No.: P620-0542

Hours per semester week / Teaching method: 4VF (4 hours per week)

ECTS credits: 5

Semester: 5

Mandatory course: yes

Language of instruction:

German

Assessment:

Written exam + presentation (60 minutes / Weighting 1:1 / Can be repeated annually)

[updated 17.09.2018]

Applicability / Curricular relevance:

DFBTO506 (P620-0553) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 5, mandatory course
DFITM-507 (P620-0542) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 5, mandatory course
BITM-530 (P440-0066, P440-0067) International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 5, mandatory course
BITM-530 (P440-0066, P440-0067) International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 5, mandatory course
BITM-530 (P440-0066, P440-0067) International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 5, mandatory course

Workload:

60 class hours (= 45 clock hours) over a 15-week period.

The total student study time is 150 hours (equivalent to 5 ECTS credits).

There are therefore 105 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:**Module coordinator:**

Prof. Dr. Achim Schröder

Lecturer: Prof. Dr. Achim Schröder

[updated 09.08.2020]

Learning outcomes:

After successfully completing this module students will be able to:

- characterize tourism as an information business and express the importance of information and communication in tourism,
- illustrate the basic principles of information management by tourism service providers, as well as tour operators and travel agents,
- describe essential information, communication and reservation systems in tourism and familiarize themselves with basic use cases,
- assess the consequences of current trends and future developments for tourism,
- derive concepts and criteria for the evaluation of information, communication and reservation systems in

order to analyze them systematically,

- develop a concept for a specific issue or problem within a team, organize its implementation and communicate the results of the project in a presentation.

[updated 17.09.2018]

Module content:

- Tourism as an information business
- Information management for tourism service providers, tour operators and travel agents
- Information, communication and reservation systems used by tourism service providers (airlines, airports, hotels)
- Information, communication and reservation systems for tour operators and travel agents
- Marketing management systems and systems for end customers
- Current trends and future developments
- Case study work in the field of information, communication and reservation systems (e.g. conception of websites, blogs, social media strategies etc.)

[updated 17.09.2018]

Teaching methods/Media:

- Lecture und discussions
- Case study/project work (independent development of a concept and its presentation)

[updated 17.09.2018]

Recommended or required reading:

- Amersdorffer, D. et al.: Social Web im Tourismus: Strategien - Konzepte - Einsatzfelder. Springer, latest edition.
- Bach, Th.: Amadeus. Ein Handbuch für die Praxis. DRV, latest edition
- Behrens, J.: Social Media im Destinationsmarketing - Planung, Umsetzung, Monitoring. Wissenschaft & Praxis, 2012
- Brözel, C., Wagner, A., Bochert, R.: Tourismus und Internet. Uni-Edition, 2010
- Egger, R.: Grundlagen des eTourism. Informations- und Kommunikationstechnologien im Tourismus, Shaker, Aachen, 2005.
- Egger, R.; Jooss, M.: mTourism: Mobile Dienste im Tourismus, Gabler, Wiesbaden, 2010.
- Hinterholzer, Th.; Jooss, M.: Social Media Marketing und _Management im Tourismus. Springer Gabler, latest edition
- Schulz, A, Weithöner, U., Goecke, R. (Hrsg.): Informationsmanagement im Tourismus: E-Tourismus: Prozesse und Systeme. Oldenbourg Wissenschaftsverlag, latest edition
- Verband Internet Reisevertrieb (VIR): Daten und Fakten zum Onlinereisemarkt, latest edition
- Training systems from GDS providers online (e.g. Amadeus eLearning)
- Web tutorials, e.g. on content management systems

[updated 17.09.2018]

Intercultural Management 3

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| Module name (EN): Intercultural Management 3 |
| Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020 |
| Module code: DFITM-304 |
| SAP-Submodule-No.: P620-0461 |
| Hours per semester week / Teaching method: 1V (1 hour per week) |
| ECTS credits: 1 |
| Semester: 3 |
| Mandatory course: yes |
| Language of instruction: German |
| Assessment: Written exam [updated 25.11.2020] |
| Applicability / Curricular relevance: DFBBW-350 (P620-0030) Business Administration, Bachelor, ASPO 01.10.2013, semester 3, mandatory course DFBTO304 (P620-0517) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 3, mandatory course DFITM-304 (P620-0461) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 3, mandatory course DFBLG304 (P620-0322) International Logistics Management, Bachelor, ASPO 01.10.2018, semester 3, mandatory course DFILM-304 (P620-0408) International Logistics Management, Bachelor, ASPO 01.10.2019, semester 3, mandatory course DFBBW-350 (P620-0030) German-French and International Management, Bachelor, ASPO 01.10.2018, semester 3, mandatory course DFIM-305 (P620-0030) German-French and International Management, Bachelor, ASPO 01.10.2019, semester 3, mandatory course DFBLG304 (P620-0322) Logistics, Bachelor, ASPO 01.10.2013, semester 3, mandatory course |
| Workload: 15 class hours (= 11.25 clock hours) over a 15-week period. The total student study time is 30 hours (equivalent to 1 ECTS credits). There are therefore 18.75 hours available for class preparation and follow-up work and exam preparation. |

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:**Module coordinator:**

Prof. Dr. Stefanie Jensen

Lecturer: Prof. Dr. Stefanie Jensen

[updated 09.08.2020]

Learning outcomes:

After successfully completing this module, students will be able to

explain the specifics of selected national cultures with regard to history, national culture and the economic situation

- explain different definitions of the concept of culture
- explain why and how misunderstandings occur in intercultural contexts
- apply key findings of cultural studies to simple management situations in an intercultural context
- Students will have an overview of the management style and Dos+Don'ts in the everyday business life of selected national cultures and be able to apply simple rules of conduct.
- They will be familiar with the process of acculturation and be able to explain its significance for intercultural management.

[updated 25.11.2020]

Module content:

Introduction to the practice of intercultural management:

Students will gain insight into a wide range of basics about culture, the development of intercultural misunderstandings and the acquisition of intercultural competence.

- Introduction: The meaning and importance of intercultural management
- Definition, characteristics and the functions of culture
- Cultural elements, concepts and levels
- Intercultural communication
- Management-relevant cultural studies
- The acculturation process
- Intercultural competence

[updated 25.11.2020]

Teaching methods/Media:

Lecture, exercises, case studies

[updated 25.11.2020]

Recommended or required reading:

- Breuer, J. P./de Bartha, P.: Deutsch-Französische Geschäftsbeziehungen erfolgreich managen. Spielregeln für die Zusammenarbeit auf Führungs- und Fachebene. Deutscher Wirtschaftsdienst, Köln, latest edition
- Hofstede, G.: Cultures and Organizations - Software of the Mind: Intercultural Cooperation and Its Importance for Survival, 2010
- Hofstede, G.: Lokales Denken, globales Handeln. Kulturen, Zusammenarbeit und Management, Beck-Wirtschaftsberater. dtv (Deutscher Taschenbuch Verlag, latest edition)
- Breuer, J.P./de Bartha, P.: Deutsch-französische Geschäftsbeziehungen erfolgreich managen, 2. Aufl., Köln 2005.
- Klein, H.-M.: Cross Culture Benimm im Ausland, Berlin 2004.
- Pateau, J.: Eine seltsame Alchemie. Die Interkulturelle Dimension der deutsch-französischen Zusammenarbeit, Capus Verlag, 1. Auflage 2007
- Rothlauf, J.: Interkulturelles Management, 2. Aufl., München 2006.

- Schugk, M.: Interkulturelle Kommunikation, München 2004.

[updated 25.11.2020]

Intercultural Management 4

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| Module name (EN): Intercultural Management 4 |
| Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020 |
| Module code: DFITM-404 |
| SAP-Submodule-No.: P620-0475 |
| Hours per semester week / Teaching method: 2SU (2 hours per week) |
| ECTS credits: 2 |
| Semester: 4 |
| Mandatory course: yes |
| Language of instruction: German |
| Assessment: Term paper and presentation |
| [updated 25.11.2020] |

Applicability / Curricular relevance:

DFBBW-450 (P620-0038) Business Administration, Bachelor, ASPO 01.10.2009, semester 4, mandatory course

DFBBW-450 (P620-0038) Business Administration, Bachelor, ASPO 01.10.2013, semester 4, mandatory course

DFBTO404 (P620-0525) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 4, mandatory course

DFITM-404 (P620-0475) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 4, mandatory course

DFBLG404 (P620-0334) International Logistics Management, Bachelor, ASPO 01.10.2018, semester 4, mandatory course

DFILM-404 (P620-0420) International Logistics Management, Bachelor, ASPO 01.10.2019, semester 4, mandatory course

DFBBW-450 (P620-0038) German-French and International Management, Bachelor, ASPO 01.10.2018, semester 4, mandatory course

DFIM-405 (P620-0038) German-French and International Management, Bachelor, ASPO 01.10.2019, semester 4, mandatory course

DFBLG404 (P620-0334) Logistics, Bachelor, ASPO 01.10.2013, semester 4, mandatory course

Workload:

30 class hours (= 22.5 clock hours) over a 15-week period.

The total student study time is 60 hours (equivalent to 2 ECTS credits).

There are therefore 37.5 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:**Module coordinator:**

Prof. Dr. Stefanie Jensen

Lecturer: Prof. Dr. Stefanie Jensen

[*updated 09.08.2020*]

Learning outcomes:

After successfully completing this module, students will be able to

- name and explain the economic structure and the central factors that influence economic developments in France and Germany.
- explain the specifics of German and French industrial relations,
- explain differences in management and leadership style,
- identify intercultural dilemmas and discuss their relevance for the national economy,
- describe typical French and German leadership behavior,
- explain differences in French and German corporate culture,
- solve classical misunderstandings in the German-French working context,
- avoid or solve conflicts in Franco-German teams,

- research content on selected national cultures independently and evaluate it according to predefined criteria,
 -
 - be able to work successfully and independently in a project group towards a given goal and deadline. This includes the independent distribution of work packages within the group, their preparation by the respective group members and a group presentation. This also includes resolving any conflicts that might arise within the group or escalating them to the lecturers, where necessary.
 - Students will also be able to write a paper and hold a presentation in accordance with scientific principles and deliver their presentation within a given time frame.
- Introduction to Intercultural Management II:

[updated 25.11.2020]

Module content:

- The French and German economy in comparison - Development, structure, sectors, institutions
- Industrial relations in France and Germany - Importance of employers, unions, state
- Cultural facets of globalization
- Intercultural dilemmas (child labor, corruption, health and safety standards)
- Management behavior in France and Germany
- Differences in French and German corporate culture
- Practical application of intercultural knowledge - culture-specific organization of typical business situations, working in German-French teams
- Beyond the Franco-German focus: changing culture-related country-specific focal points

[updated 25.11.2020]

Teaching methods/Media:

Lecture, paper, presentation, group work

[updated 25.11.2020]

Recommended or required reading:

- Breuer, Jochen Peter/de Bartha, Pierre: Deutsch-Französische Geschäftsbeziehungen erfolgreich managen. Spielregeln für die Zusammenarbeit auf Führungs- und Fachebene. Deutscher Wirtschaftsdienst, Köln, latest edition
- Breuer, Norbert J.: Geschäftserfolg in Frankreich. Fakten, Marktstrategien, Interkulturelles zu Deutschlands Handelspartner Nr. 1. Verlag Galileo Business, Bonn, latest edition
- Mitchell, Charles: Interkulturelle Kompetenz im Auslandsgeschäft entwickeln und Einsetzen. Fachverlag Deutscher Wirtschaftsdienst, Köln, latest edition
- Untereiner, Gilles : Le Marché Allemand: Bien connaître les Allemands pour mieux travailler avec eux. Maxima, Paris, latest edition

[updated 25.11.2020]

International Contract Law and Law for Managers in the Tourism Industry

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|---|
| Module name (EN): International Contract Law and Law for Managers in the Tourism Industry |
| Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020 |
| Module code: DFITM-408 |
| SAP-Submodule-No.: P620-0478 |
| Hours per semester week / Teaching method: 4V (4 hours per week) |
| ECTS credits: 5 |
| Semester: 4 |
| Mandatory course: yes |
| Language of instruction: German |
| Assessment: Written exam (90 minutes / Can be repeated semesterly) [updated 17.09.2018] |
| Applicability / Curricular relevance: DFITM-408 (P620-0478) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 4, mandatory course BITM-420 (P440-0070) International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 4, mandatory course BITM-420 (P440-0070) International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 4, mandatory course BITM-420 (P440-0070) International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 4, mandatory course BITM-420 (P440-0070) International Tourism-Management, Bachelor, ASPO 01.10.2020, semester 4, mandatory course |
| Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation. |
| Recommended prerequisites (modules): None. |

Recommended as prerequisite for:

Module coordinator:
Prof. Dr. Sybille Neumann

Lecturer: Prof. Dr. Sybille Neumann

[updated 09.08.2020]

Learning outcomes:

After successfully completing this module, students will:

- be able to interpret the international and national legal framework and regulations that are important for international tourism and the cross-border economy
- know English and French legal terminology
- be able to explain the function and mechanisms of private international law, approximation and unification at international and European level and international jurisdiction
- be able to apply legal and legislative texts independently, interpret the individual regulations and relate them to one another
- understand the relevance of regulations for business practice
- be able to develop proposals for solutions to specific cases and contracts under international business and tourism law by classifying the problem, subsuming the facts under the characteristics of the relevant regulations and deriving the result therefrom
- be able to review the results based on general legal value judgement

[updated 21.03.2018]

Module content:

A. International contract law (in English or French)

- Inhomogeneity, legal sources, legal nature and elements of private international law
- The UN Convention on Contracts for the International Sale of Goods (CISG)
- Private international law (collision law), in particular the Rome I Regulation (VO (EG) 593/2008)
- Judicial enforcement of claims (EuGVVO, VO (EU) 1215/2012), as well as the avoidance and settlement of disputes
- Negotiating international contracts, letter of intent

B. Law for tourism managers (in German):

- Package trips
- GTC in travel law
- Individual travel, for air travel the Montreal Convention and EU regulations; rail travel; bus travel; sea travel
- Passenger rights (EU regulations)
- Business trips
- Travel agency laws
- Liability issues in tourism
- Travel insurance
- Legal forms for the operation of hotels

- Part-time residency
- Event law

[updated 21.03.2018]

Teaching methods/Media:

- Lecture, group work, exercises based on selected cases and contracts
- Board and slides
- Learning material from the Internet (charts, diagrams, practice cases)

[updated 21.03.2018]

Recommended or required reading:

International contract law:

- Ferrari, F. & Leible, S. (eds): Rome I Regulation, Sellier, latest edition
- D. Logofatu: Internationales Vertragsrecht: Internationales Privatrecht, UN-Kaufrecht und internationales Zivilverfahrensrecht, Vahlen, München, latest edition
- Gutmann, D.: Droit international privé, Dalloz, Paris, latest edition
- Gildeggen, R./Willburger, A.: Internationale Handelsgeschäfte, Vahlen, München, latest edition
- Rauscher, T.: Internationales Privatrecht, C.F. Müller, Heidelberg, latest edition
- Schlechtriem, P & Schröter, P: Internationales UN-Kaufrecht, Mohr Siebeck, Tübingen, latest edition
- Schlechtriem, P. / Wirtz C.: Convention de Vienne, Dalloz, Paris, latest edition
- Schütze R.: Law of the European Union, Cambridge University Press, Cambridge, latest edition
- Schwenzer, I. et al.: International Sales Law, Hart, Oxford et al., latest edition

Law for tourism managers:

- Führich, E.: Reiserecht, Beck, München, latest edition
- Führich, E.: Basiswissen Reiserecht, Vahlen, München, latest edition
- Grant, D. & Mason, S.: Holiday Law, Sweet & Maxwell, London, latest edition
- Gülleemann, D.: Veranstaltungsmanagement, Event- und Messerecht, Vahlen, München, latest edition

[updated 17.09.2018]

Introduction to German Law

Module name (EN): Introduction to German Law

Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020

Module code: DFITM-314

SAP-Submodule-No.: P620-0465

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|---|
| Hours per semester week / Teaching method: 2V (2 hours per week) |
| ECTS credits: 2 |
| Semester: 2 |
| Mandatory course: yes |
| Language of instruction: German |
| Assessment: Written exam [updated 01.07.2021] |
| Applicability / Curricular relevance: DFITM-314 (P620-0465) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 2, mandatory course DFBLG207 (P620-0317) International Logistics Management, Bachelor, ASPO 01.10.2018, semester 2, mandatory course DFILM-314 (P620-0416) International Logistics Management, Bachelor, ASPO 01.10.2019, semester 3, mandatory course DFIM-314 (P620-0108) German-French and International Management, Bachelor, ASPO 01.10.2019, semester 3, mandatory course DFBLG207 (P620-0317) Logistics, Bachelor, ASPO 01.10.2013, semester 2, mandatory course |
| Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 60 hours (equivalent to 2 ECTS credits). There are therefore 37.5 hours available for class preparation and follow-up work and exam preparation. |
| Recommended prerequisites (modules): None. |
| Recommended as prerequisite for: |
| Module coordinator: <u>Prof. Dr. Sybille Neumann</u> |
| Lecturer: <u>Prof. Dr. Sybille Neumann</u> [updated 01.10.2017] |
| Learning outcomes: After successfully completing this course, students will be able to: |

- to list the most important principles of German law and the German civil jurisdiction;
- familiarize themselves with legal texts independently, interpret the individual regulations and relate them to each other on their own;
- describe the relevance of the above regulations to business practice;
- develop proposals for solutions to specific cases relating to legal transactions and obligations by classifying the problem, subsuming the facts under the characteristics of the relevant regulations and deriving the result therefrom;
- review the result based on general legal value decisions.

[updated 01.07.2021]

Module content:

Legal system, jurisdiction structure
 Legal entities of private law (people, consumers, entrepreneurs)
 Dispositive and mandatory regulations
 Declaration of intent
 Legal transactions
 Legal capacity and legal capacity in business law
 Defects in legal transactions (nullity due to form or content)
 Statutory limitation
 Contracts (different types of contracts, conclusion of contracts, termination of contracts).
 Interpretation
 Inclusion and main features of the content control of GTCs
 Overview of defective performance

[updated 01.07.2021]

Teaching methods/Media:

- Lecture with practice cases
- Visualization using slides and key terms

[updated 01.07.2021]

Recommended or required reading:

- Klunzinger, Eugen, Einführung in das Bürgerliche Recht, München: Vahlen, latest edition
- Klunzinger, Eugen, Übungen im Privatrecht, München: Vahlen, latest edition
- Neumann, Rechtslexikon BGB, C.F. Müller, Heidelberg, latest edition

[updated 01.07.2021]

Personnel

Module name (EN): Personnel

Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020

Module code: DFITM-406

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| SAP-Submodule-No.: P620-0476 |
| Hours per semester week / Teaching method: 2V (2 hours per week) |
| ECTS credits: 2 |
| Semester: 4 |
| Mandatory course: yes |
| Language of instruction: German |
| Assessment: Written exam [updated 25.11.2020] |
| Applicability / Curricular relevance: DFBTO405 (P620-0526) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 4, mandatory course DFITM-406 (P620-0476) International Tourism Management, Bachelor, ASPO 01.10.2020, semester 4, mandatory course DFBLG406 (P620-0336) International Logistics Management, Bachelor, ASPO 01.10.2018, semester 4, mandatory course DFBLG406 (P620-0336) Logistics, Bachelor, ASPO 01.10.2013, semester 4, mandatory course |
| Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 60 hours (equivalent to 2 ECTS credits). There are therefore 37.5 hours available for class preparation and follow-up work and exam preparation. |
| Recommended prerequisites (modules): None. |
| Recommended as prerequisite for: |
| Module coordinator: <u>Prof. Dr. Wolfgang Appel</u> |
| Lecturer: <u>Prof. Dr. Wolfgang Appel</u> [updated 09.08.2020] |
| Learning outcomes: After successfully completing this course, students will understand the relevance of production factor "labor". They will also be familiar with its specific characteristics. |

Students will be familiar with the basics of human behavior at the workplace
They will be able to assess the qualification of employees, the structure of interpersonal relationships and leadership situations
They will be familiar with the methodology and design of incentive systems

[updated 25.11.2020]

Module content:

Responsibilities of personnel management
Integration of personnel management into corporate management
Recruiting and personnel marketing
Personnel selection
Human resource development
Personnel management
Personnel redundancy
Compensation policy

[updated 25.11.2020]

Teaching methods/Media:

Lecture and tutorial

[updated 25.11.2020]

Recommended or required reading:

- Scholz, Christian: Personalmanagement, München (Vahlen), latest edition
Berthel, Jürgen: Personalmanagement. Stuttgart (Schäffer-Poeschel), latest edition
Olfert, Klaus/ Steinbuch, Pitter: Personalwirtschaft, Ludwigshafen (Kiehl), latest edition

[updated 25.11.2020]

International Tourism Management Bachelor - optional courses

American Spring Academy

Module name (EN): American Spring Academy

Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020

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|---|
| Module code: DFITM-W-14 |
| SAP-Submodule-No.: P620-0484 |
| Hours per semester week / Teaching method: 4V (4 hours per week) |
| ECTS credits: 5 |
| Semester: according to optional course list |
| Mandatory course: no |
| Language of instruction: German |
| Assessment: Term paper with presentation [updated 17.09.2018] |
| Applicability / Curricular relevance: DFITM-W-14 (P620-0484) International Tourism Management, Bachelor, ASPO 01.10.2020, optional course BITM-W-14 (P420-0034) International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 5, optional course BITM-W-14 (P420-0034) International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 5, optional course BITM-W-14 (P420-0034) International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 5, optional course |
| Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation. |
| Recommended prerequisites (modules): None. |
| Recommended as prerequisite for: |
| Module coordinator: <u>Prof. Dr. Michael Zell</u> |
| Lecturer: <u>Prof. Dr. Michael Zell</u> [updated 03.12.2020] |

Learning outcomes:

This course will enable students to prepare for a study trip abroad. They will learn to adapt to the customs, economic situation, political framework conditions and the historical background of the host country. Students will be able to evaluate English literature pertaining to economic and other topics. In addition, they will be able to independently carry out research in foreign databases.

The intercultural aspects of the module will enable the students to combine information from different areas into an overall impression of the host country.

The project topics will enable students to present complex issues from heterogeneous subject areas in English (if necessary without the aids typically available in lecture halls).

After completing this module, students will have developed social and language skills through joint meetings with students and representatives from their host country. They will also have demonstrated a high degree of commitment, motivation, independence and creativity.

In addition, students will be able to prepare for business visits and work meetings abroad in a structured manner.

[updated 17.09.2018]

Module content:

The main elements of this course are:

- Participation in lectures, workshops and discussions at the partner university in the USA.
- Visits to companies and institutions in the vicinity of the partner university or the region visited.

In connection with these activities, topics from the fields of US economics, culture, history and politics and topics from the specific regions being visited will be presented, for example:

- EU-US relations
- The political system in the USA
- Economic relations between US states and the Saarland, resp. Germany
- Key industries and the economic situation in the regions visited
- Development and importance of tourism in the USA
- Sustainability in the American economy
- A comparative presentation of the German and the US American higher education systems
- The American Dream _ Expectations vs. Reality
- Cultural and economic aspects of the USA as a land of immigrants
- A comparison of the legal systems in Germany and the USA

[updated 17.09.2018]

Teaching methods/Media:

Seminar with oral presentations and discussions.

[updated 17.09.2018]

Recommended or required reading:

Topic-specific literature recommendations

[updated 17.09.2018]

Cultural Management

Module name (EN): Cultural Management

Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020

Module code: DFITM-W-06

Hours per semester week / Teaching method: 4SU (4 hours per week)

ECTS credits: 5

Semester: according to optional course list

Mandatory course: no

Language of instruction:

German

Assessment:

Project (can be repeated annually)

[updated 21.03.2018]

Applicability / Curricular relevance:

DFBTO-W-04 (P620-0535) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 5, optional course

DFITM-W-06 International Tourism Management, Bachelor, ASPO 01.10.2020, optional course

BITM-W-06 (P440-0077) International Tourism-Management, Bachelor, ASPO 01.10.2013, optional course

BITM-W-06 (P440-0077) International Tourism-Management, Bachelor, ASPO 01.10.2015, optional course

BITM-W-06 (P440-0077) International Tourism-Management, Bachelor, ASPO 01.10.2017, optional course

BITM-W-06 (P440-0077) International Tourism-Management, Bachelor, ASPO 01.10.2020, optional course

Suitable for exchange students (learning agreement)

Workload:

60 class hours (= 45 clock hours) over a 15-week period.

The total student study time is 150 hours (equivalent to 5 ECTS credits).

There are therefore 105 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Kerstin Heuwinkel

Lecturer: Prof. Dr. Kerstin Heuwinkel

[updated 03.12.2020]

Learning outcomes:

After successfully completing this module, students will:

- be familiar with the concepts of cultural management and have a basic understanding of the interrelationships in the supply management of companies in the cultural sector.
- be familiar with marketing concepts in the cultural sector.
- be able to apply strategic planning and operational implementation for companies in the cultural sector.
- be able to describe different concepts in cultural management and apply them to case studies (e. g. industrial culture, sponsoring, museums as the core of touristic tours, between tradition and modernity, culture for kids).
- have acquired communication skills and be able to present their results using presentation techniques.

[updated 17.09.2018]

Module content:

- Basics of culture management
- Offer management by companies in the cultural sector
- Conception, marketing (presentation) and implementation of events in the cultural sector.
- Strategic planning and operative implementation of the marketing instruments used by companies in the cultural sector
- Marketing mix instruments (product, price, communication, distribution and process policy) in a regional, national, international and inter and intra-cultural context

[updated 21.03.2018]

Teaching methods/Media:

- Lecture und discussion
- Case studies
- Project (independent development of a concept and its presentation)
- Excursion, if necessary

[updated 21.03.2018]

Recommended or required reading:

- _Aust, N. u.a. (Hrsg.), Kulturmanagement - Theorie und Praxis einer professionellen Kunst, de Gruyter, 1997
- _Dreyer, A., Kulturtourismus, 2. Auflage, Oldenbourg, München, 2000
- _Heinrichs, W., Klein, A., Kulturmanagement von A _ Z _ 600 Begriffe für Studium und Praxis, 2. Auflage, Beck-DTV, 2001
- _Heinrichs, W., Kulturmanagement - Eine praxisorientierte Einführung, 2. Auflage, Primus, 1999
- _Heinze, T., Kultursponsoring, Museumsmarketing, Kulturtourismus - Ein Leitfaden für Kulturmanager, VS Verlag für Sozialw., 2002
- _Klein, A. (Hrsg.), Kompendium Kulturmanagement _ Handbuch für Studium und Praxis, Vahlen, München, 2004
- _Klein, A., Projektmanagement für Kulturmanager, VS Verlag für Sozialw., 2004

[updated 21.03.2018]

Destination Management

Module name (EN): Destination Management

Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020

Module code: DFITM-W-01

SAP-Submodule-No.: P620-0479

Hours per semester week / Teaching method: 4SU (4 hours per week)

ECTS credits: 5

Semester: according to optional course list

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| Mandatory course: no |
| Language of instruction: German |
| Assessment: Project (can be repeated annually) [updated 17.09.2018] |
| Applicability / Curricular relevance: DFBTO-W-01 (P620-0529) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 4, optional course DFITM-W-01 (P620-0479) International Tourism Management, Bachelor, ASPO 01.10.2020, optional course BITM-W-01 (P440-0040) International Tourism-Management, Bachelor, ASPO 01.10.2013, optional course BITM-W-01 (P440-0040) International Tourism-Management, Bachelor, ASPO 01.10.2015, optional course BITM-W-01 (P440-0040) International Tourism-Management, Bachelor, ASPO 01.10.2017, optional course BITM-W-01 (P440-0040) International Tourism-Management, Bachelor, ASPO 01.10.2020, optional course |
| Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation. |
| Recommended prerequisites (modules): None. |
| Recommended as prerequisite for: |
| Module coordinator: <u>Prof. Dr. Achim Schröder</u> |
| Lecturer: <u>Prof. Dr. Achim Schröder</u> [updated 03.12.2020] |
| Learning outcomes: After successfully completing this module students will be able to: - define the special features of a touristic product and derive their implications for the management of touristic destinations, - identify the interconnections in destination management and to explain the ability of (inter-) national destination management organisations to shape their own structures, - systematically analyze the touristic potential of destinations, |

- illustrate the effects of tourism in target areas and develop concepts for sustainable development with tourism,
- critically analyze the marketing concepts of tourist destinations and discuss the results with the group (as well as external parties if necessary) and make recommendations for action.

[updated 17.09.2018]

Module content:

- Principles of destination management
- Spatial principles of destination development
- Tourist demand
- Destinations in competition: the marketing management of tourist destinations
- Destination business models and legal forms
- The structure of associations in destination management
- Economic, ecological and socio-cultural effects of tourism
- Quality management and service quality in destination management
- Case studies

[updated 17.09.2018]

Teaching methods/Media:

- Lecture
- Lecture, presentation und discussion
- Case studies
- Role playing

[updated 17.09.2018]

Recommended or required reading:

- Becker, C. et al.: Tourismus und nachhaltige Entwicklung, Wissenschaftliche Buchgesellschaft, Darmstadt, 1996
- Becker, Chr.; Hopfinger, H.; Steinecke, A. (Hrsg.): Geographie der Freizeit und des Tourismus. Bilanz und Ausblick, 3. Auflage, Oldenbourg, München, Wien, 2007.
- Bieger, T.: Management von Destinationen, Oldenbourg, München, latest edition
- Boniface; Cooper: Worldwide Destinations: The Geography of Travel and Tourism, latest edition.
- Boniface; Cooper: Worldwide Destinations Casebook: The Geography of Travel and Tourism, latest edition.
- Eisenstein, B.: Grundlagen des Destinationsmanagements, München, latest edition
- Eurostat: Portrait of the Regions, <http://circa.europa.eu/irc/dsis/regportraits/info/data/en/index.htm>
- Luft, H.: Organisation und Vermarktung von Tourismusorten und Tourismusregionen, Gmeiner, latest edition
- Mancini, M.: Selling Destinations, Delmar Cengage Learning, latest edition
- OECD: OECD Tourism Trends and Policies, latest edition
- Schaumann, P.: The Guide to Successful Destination Management, John Wiley & Sons, 2004.
- Siller, L.: Strategisches Management alpiner Destinationen: Kultur als Wettbewerbsvorteil für

- nachhaltigen Erfolg. (Schriften zu Tourismus und Freizeit; 10) Berlin, 2010
- Steinecke, A.: Tourismus. (Das Geographische Seminar) Braunschweig, latest edition.
 - Steinecke, A.: Destinationsmanagement. UVK/Lucius, latest edition
 - WTO: A practical guide to tourism destination management. Madrid, latest edition

[updated 17.09.2018]

Hotel Management

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| Module name (EN): Hotel Management |
| Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020 |
| Module code: DFITM-W-04 |
| Hours per semester week / Teaching method: 4SU (4 hours per week) |
| ECTS credits: 5 |
| Semester: according to optional course list |
| Mandatory course: no |
| Language of instruction: German |
| Assessment: Project (can be repeated annually) |
| [updated 21.03.2018] |
| Applicability / Curricular relevance: DFBTO-W-03 (P620-0530) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 5, optional course DFITM-W-04 International Tourism Management, Bachelor, ASPO 01.10.2020, optional course BITM-W-04 (P440-0065) International Tourism-Management, Bachelor, ASPO 01.10.2013, optional course BITM-W-04 (P440-0065) International Tourism-Management, Bachelor, ASPO 01.10.2015, optional course BITM-W-04 (P440-0065) International Tourism-Management, Bachelor, ASPO 01.10.2017, optional course BITM-W-04 (P440-0065) International Tourism-Management, Bachelor, ASPO 01.10.2020, optional course |
| Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). |

There are therefore 105 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Achim Schröder

Lecturer: Prof. Dr. Achim Schröder

[updated 03.12.2020]

Learning outcomes:

After successfully completing this module students will:

- be able to define basic concepts and terms from the hotel business/industry,
- be able to characterize bidding structures and product concepts in the international hotel industry,
- be able to illustrate the interrelationships in hotel management between business and real estate,
- be able to develop a marketing concept for an accommodation business or something similar in a team (and, if necessary, together with third parties) using suitable marketing tools and creatively modeling the marketing mix resp. be able to systematically and scientifically work on a problem from the hotel and catering sector, and
- document the most important results from the project, communicate them to the group (and, if necessary, to external parties) and make recommendations for action.

[updated 17.09.2018]

Module content:

- Basic principles of the hotel business/industry
- The hotel business and its services
- Special service features in the hotel business
- Location factors in the hotel industry
- Hotel management and operation
- Suppliers and product concepts in the hotel industry
- Hotel management and hotel real estate Ownership and contractual structures
- Marketing management of hotels
- Environmental management in the hotel industry
- Developments and trends in the hotel industry

[updated 17.09.2018]

Teaching methods/Media:

- Seminaristic lecture
- Case studies (excursion, if necessary)

- Project (independent development of a concept and its presentation)

[updated 21.03.2018]

Recommended or required reading:

- Dettmer, H. (Hrsg.): Organisations-/Personalmanagement in Hotellerie und Gastronomie, Hamburg, 2005
- Dreyer, A., Dehner, C.: Kundenzufriedenheit im Tourismus, München, latest edition
- Freyer, W. (Hrsg.): Tourismus. Einführung in die Fremdenverkehrsökonomie. München, latest edition
- Gardini, M. A.: Grundlagen der Hotellerie und des Hotelmanagements im Tourismus, Oldenbourg, München, latest edition
- Häussler, K. H. (Hrsg.): Management in der Hotellerie und Gastronomie, Oldenbourg, München, Wien, latest edition
- Henschel, U. K.: Hotelmanagement, Oldenbourg, München, latest edition
- Henselek, H., Hotelmanagement. Planung und Kontrolle, Oldenbourg, München, latest edition
- Hotelverband Deutschland (IHA): Hotelmarkt Deutschland. latest edition
- Knirsch, J.: Hotels - Planen und Gestalten. Leinfelden-Echterdingen, latest edition
- Reid, R.: Hospitality marketing management, Hoboken, latest edition
- Soller, J. (Hrsg.): Finanzierungsleitfaden Mittelstandshotellerie: Strategien und Konzepte für dauerhaften Erfolg, Berlin, latest edition

Statistics:

- DEHOGA: Jahresberichte
- Hotelverband Deutschland (IHA) e.V. online: <http://hotellerie.de/home/index.html>
- Statistisches Bundesamt: Statistik in Zahlen

[updated 21.03.2018]

Leisure, Sports, Adventure Management

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| Module name (EN): Leisure, Sports, Adventure Management |
| Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020 |
| Module code: DFITM-W-03 |
| SAP-Submodule-No.: P620-0482 |
| Hours per semester week / Teaching method: 4SU (4 hours per week) |
| ECTS credits: 5 |
| Semester: according to optional course list |

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|---|
| <p>Mandatory course: no</p> |
| <p>Language of instruction: German</p> |
| <p>Assessment: Project (can be repeated annually)</p> <p>[<i>updated 17.09.2018</i>]</p> |
| <p>Applicability / Curricular relevance: DFBTO-W-02 (P620-0533) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 4, optional course DFITM-W-03 (P620-0482) International Tourism Management, Bachelor, ASPO 01.10.2020, optional course BITM-W-03 (P440-0106) International Tourism-Management, Bachelor, ASPO 01.10.2013, optional course BITM-W-03 (P440-0106) International Tourism-Management, Bachelor, ASPO 01.10.2015, optional course BITM-W-03 (P440-0106) International Tourism-Management, Bachelor, ASPO 01.10.2017, optional course BITM-W-03 (P440-0106) International Tourism-Management, Bachelor, ASPO 01.10.2020, optional course</p> |
| <p>Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.</p> |
| <p>Recommended prerequisites (modules): None.</p> |
| <p>Recommended as prerequisite for:</p> |
| <p>Module coordinator: <u>Prof. Dr. Ralf Rockenbauch</u></p> |
| <p>Lecturer: <u>Prof. Dr. Ralf Rockenbauch</u></p> <p>[<i>updated 03.12.2020</i>]</p> |
| <p>Learning outcomes: After successfully completing this module, students will have developed and deepened their knowledge of:</p> <ul style="list-style-type: none"> - the economic dimensions of tourism, in particular with regard to the developments and perspectives of the recreation industry - the approaches of modern consumer theory in tourism in regions (local recreation) |

- the special aspects of marketing adventure and event-educational tourism offers
- the strategic marketing of recreation businesses and adventure agencies
- marketing mix instruments (product, pricing, communication and distribution policies) in a regional, national and international context
- the characteristics of the tourism sector in the field of event marketing
- market structures and participants in the recreation industry (suppliers, customers, organizations).

After successfully completing this module, students will:

- have gained insights into the principles of recreation and adventure management by tourism organizations and can analyze and present procedural and organizational questions from organizations in the recreation industry (organizational change; special features of international tourism organizations)
- International and intercultural references

- Working with (inter-) national recreation businesses and adventure agencies
- In the context of examples from international organizations, as well as companies in the recreation and adventure sector

Practical references:

- Management and policy concepts in the recreation industry
- Business and economic methods in the recreation industry
- Social competence
- Projects, events, guest lectures, trips (together with students from different semesters and subject areas)
- In particular adventure and event-educational management concepts and methods that are important for a sustainable recreation industry

Students will expand and deepen their skills in modern presentation techniques, project and team work and scientific work techniques.

After successfully completing this module, they will be able to:

- understand and analyze service-oriented problems and special aspects of the recreation industry and map them in planning models
- apply basic planning and control methods in recreation and adventure management (strategic planning and operational implementation of marketing instruments within the scope of projects)
- describe, develop, plan and design basic service-specific processes in recreation and adventure management,

- implement and control basic service-oriented strategies and concepts in recreation and adventure management (process policy as part of the marketing mix in leisure and adventure management)
- cooperate and evaluate within the framework of project management (focus/project definition, planning, project structuring, prioritization/derivation of analyses, activity planning, implementation, success control)
- apply the principles of process management in order to establish control processes
- communicate more efficiently (pyramid principle) and interact with external parties and groups
- apply the principles of motivation and teamwork

[updated 17.09.2018]

Module content:

- Developments and perspectives of the recreation industry
- Event marketing
- Approaches of modern consumer theory in regional tourism (local recreation)
- Principles of recreation and adventure management
- Strategic marketing of recreation businesses and adventure agencies
- Marketing mix instruments (product, price, communication and distribution policies) in a regional, national and international context
- Lecture

[updated 17.09.2018]

Teaching methods/Media:

- _SRL_ Self-regulated learning_
- Case studies (excursions, if necessary)
- Role playing
- Group and project work (independent development of a concept and its presentation)
- Discussions with students and guests
- Presentations and preparation of documentations/compositions

On the basis of selected data and case studies, students will be taught to develop concepts independently, as well as implement their concepts and reflect upon them.

[updated 17.09.2018]

Recommended or required reading:

In addition to the basic literature already mentioned in the modules BITM-111 and BITM-320, the following literature is recommended:

- Nufer, G., Bühler, A., (Hrsg.), Management und Marketing im Sport _ Betriebswirtschaftliche Grundlagen und Anwendungen der Sportökonomie, Berlin, latest edition
- see also: <http://homepages.uni-tuebingen.de/gerd.nufer/index.html>
- Managing Change in Tourism: Creating Opportunities - Overcoming Obstacles, Thomas Bieger, Peter Keller (Herausgeber), Berlin, latest edition
- see also: http://www.alexandria.unisg.ch/Publikationen/Zitation/Thomas_Bieger
- Freyer, W., Sport-Marketing: Modernes Marketing-Management für die Sportwirtschaft, Berlin, latest edition
- FdSnow, Fachzeitschrift für den Skisport, Freunde des Skisports im Deutschen Skiverband
- Hayes, N., Saving Sailing, Crickhollow, Milwaukee, 2009, How _ and more importantly _ why? A provocative argument and action plan _ sure to appeal to sailors everywhere
_ for the revival of family sailing and quality uses of free time for rewarding intergenerational pastimes, lifelong hobbies, and free-time pursuits.
- Hoye, R., Sport management: principles and applications, 2. Auflage, Elsevier, Amsterdam u. a., 2009
- Letzner, V., Tourismusökonomie _ Volkswirtschaftliche Aspekte rund ums Reisen, Oldenbourg, München, 2010
- Csikszentmihalyi, M.: Das Flow-Erlebnis. Stuttgart 1993
- Csikszentmihalyi, M./Jackson, S.A.: Flow im Sport. München 2000
- Neumann, P.: Das Wagnis im Sport. Schorndorf 1999
- Opaschowski, H.W.: Xtrem _ Der kalkulierte Wahnsinn. Hamburg 2000
- Opaschowski, H.W.: Deutschland 2020. Wie wir morgen leben _ Prognosen der Wissenschaft. Wiesbaden 2006
- Opaschowski, H.W.: Freizeitökonomie _ Marketing von Erlebniswelten. Opladen 1995
- Schulze, G.: Die Erlebnisgesellschaft, Kultursoziologie der Gegenwart Frankfurt 1995
- Wopp, Ch.: Entwicklungen und Perspektiven des Freizeitsports. Meyer & Meyer, Aachen 1995
- Opaschowski, H., Das gekaufte Paradies, Germa Press, Hamburg, latest edition
- Opaschowski, H., Tourismus, Leske und Budrich, Opladen, latest edition
- Steinecke, A. (Hrsg.), Erlebnis- und Konsumwelten, Oldenbourg, München, 2000
- Bischof, R., Event-Marketing _ Emotionale Erlebniswelten schaffen, Zielgruppen nachhaltig binden, Berlin, latest edition
- Institut für Mobilitätsforschung (Hrsg.), Erlebniswelten und Tourismus, Springer, Berlin, 2004
- Freyer, W., Tourismus-Marketing, Oldenbourg, München, latest edition
- Schilling, J., Planung von Ferienlagern und Freizeiten, München, 1981

In addition, project-specific introductory literature in the relevant (foreign) languages will be announced

during the lectures.

[updated 17.09.2018]

MICE Management

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| Module name (EN): MICE Management |
| Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020 |
| Module code: DFITM-W-07 |
| SAP-Submodule-No.: P620-0480 |
| Hours per semester week / Teaching method: 4SU (4 hours per week) |
| ECTS credits: 5 |
| Semester: according to optional course list |
| Mandatory course: no |
| Language of instruction: German |
| Assessment: Project (can be repeated annually) [updated 17.09.2018] |
| Applicability / Curricular relevance: DFBTO-W-05 (P620-0531) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 4, optional course DFITM-W-07 (P620-0480) International Tourism Management, Bachelor, ASPO 01.10.2020, optional course BITM-W-07 (P440-0108) International Tourism-Management, Bachelor, ASPO 01.10.2013, optional course BITM-W-07 (P440-0108) International Tourism-Management, Bachelor, ASPO 01.10.2015, optional course BITM-W-07 (P440-0108) International Tourism-Management, Bachelor, ASPO 01.10.2017, optional course BITM-W-07 (P440-0108) International Tourism-Management, Bachelor, ASPO 01.10.2020, optional course |

Workload:

60 class hours (= 45 clock hours) over a 15-week period.

The total student study time is 150 hours (equivalent to 5 ECTS credits).

There are therefore 105 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:**Module coordinator:**

Prof. Dr. Ralf Rockenbauch

Lecturer: Prof. Dr. Ralf Rockenbauch

[*updated 03.12.2020*]

Learning outcomes:

After successfully completing this course, students will have a basic understanding of the interrelationships in MICE _ management.

-They will have a theoretical understanding of the specifics of marketing meetings, incentives, conferences and events

-They will be able to strategically plan the use of marketing instruments for companies in MICE _ management They will have improved their communicative skills by interacting with guests and participating in discussions with the group.

-They will be able to apply presentation techniques

After successfully completing this module, students will have developed and deepened their knowledge of:

-the economic dimensions of tourism, in particular with regard to the developments in and perspectives of MICE management

-the approaches of modern consumer theory in MICE _ management

-the specifics of marketing meetings, incentives, conferences and events

-the strategic marketing of companies in MICE _ management

-marketing mix instruments (product, pricing, communication and distribution policies) in a regional, national and international context

-the characteristics of the tourism sector in the field of MICE management

-market structures and market participants in MICE management (suppliers, customers, organizations)

After successfully completing this module, students will:

-have gained insight into the principles of MICE management by tourism organizations and will be able to analyze and present procedural and organizational questions from organizations in MICE management (organizational change; special features of international tourism organizations) International and intercultural references

-Employment with (inter-) national organizations in MICE management

-Within the framework of examples from international organizations and companies in MICE management

Practical references:

-Management and policy concepts in MICE management

-Business and economic methods in MICE management

-Social competence

-Projects, meetings, incentives, conferences, events, guest lectures and trips (together with students from different semesters and subject areas)

-In particular, MICE management concepts and methods that are important for MICE management

Students will expand and improve their skills in modern presentation techniques, project and team work and scientific work techniques.

After successfully completing this module, students will be able to:

-understand, analyze and map service-oriented issues and special features from MICE management in planning models,

-apply basic planning and control methods in MICE management (strategic planning of marketing instruments and operational implementation within the framework of projects)

-describe, develop, plan and design basic service-specific processes in MICE management,

-implement and control basic service-oriented strategies and concepts in MICE management (process policy as part of the marketing mix in MICE management),

-cooperate and evaluate within the scope of project management (focus/project definition, planning, project structuring, prioritization/derivation of analyses, activity planning, implementation, success control)

-apply the basics of process management to the establishment of control processes

- communicate more efficiently (pyramid principle) and interact with external parties and groups
- apply the principles of motivation and teamwork

[updated 17.09.2018]

Module content:

Developments in and perspectives of MICE management

Event marketing

Modern consumer theory approaches to incentives and events

The principles of MICE management

Strategic marketing of companies in the MICE _ sector

Marketing mix instruments (product, pricing, communication and distribution policies) in a regional, national and international context

- Lecture

[updated 17.09.2018]

Teaching methods/Media:

- _SRL _ Self-regulated learning_
- Case studies (field trips, if necessary)
- Role playing
- Group and project work (independent development of a concept and its presentation)
- Discussions with students and guests
- Presentations and preparation of documentations/compositions

On the basis of selected data and case studies, students will be taught to develop concepts independently, as well as implement their concepts and reflect upon them.

[updated 17.09.2018]

Recommended or required reading:

The following literature is recommended in addition to the basic literature already mentioned in the modules BITM-111 and BITM-320:

-Nufer, G., Bühler, A., (Hrsg.), Management und Marketing im Sport _ Betriebswirtschaftliche Grundlagen und Anwendungen der Sportökonomie, Berlin, latest edition

-see also: <http://homepages.uni-tuebingen.de/gerd.nufer/index.html>

-Managing Change in Tourism: Creating Opportunities - Overcoming Obstacles, Thomas Bieger, Peter Keller (Herausgeber), Berlin, latest edition

- see also: http://www.alexandria.unisg.ch/Publikationen/Zitation/Thomas_Bieger
- Freyer, W., Sport-Marketing: Modernes Marketing-Management für die Sportwirtschaft, Berlin, latest edition
- FdSnow, Fachzeitschrift für den Skisport, Freunde des Skisports im Deutschen Skiverband
- Hayes, N., Saving Sailing, Crickhollow, Milwaukee, 2009, How _ and more importantly _ why? A provocative argument and action plan _ sure to appeal to sailors everywhere _ for the revival of family sailing and quality uses of free time for rewarding intergenerational pastimes, lifelong hobbies, and free-time pursuits.
- Hoye, R., Sport management: principles and applications, 2. Auflage, Elsevier, Amsterdam u. a., 2009
- Letzner, V., Tourismusökonomie _ Volkswirtschaftliche Aspekte rund ums Reisen, Oldenbourg, München, 2010
- Csikszentmihalyi, M.: Das Flow-Erlebnis. Stuttgart 1993
- Csikszentmihalyi, M./Jackson, S.A.: Flow im Sport. München 2000
- Neumann, P.: Das Wagnis im Sport. Schorndorf 1999
- Opaschowski, H.W.: Xtrem _ Der kalkulierte Wahnsinn. Hamburg 2000
- Opaschowski, H.W.: Deutschland 2020. Wie wir morgen leben _ Prognosen der Wissenschaft. Wiesbaden 2006
- Opaschowski, H.W.: Freizeitökonomie _ Marketing von Erlebniswelten. Opladen 1995
- Schulze, G.: Die Erlebnisgesellschaft, Kultursoziologie der Gegenwart Frankfurt 1995
- Wopp, Ch.: Entwicklungen und Perspektiven des Freizeitsports. Meyer & Meyer, Aachen 1995
- Opaschowski, H., Das gekaufte Paradies, Germa Press, Hamburg, latest edition
- Opaschowski, H., Tourismus, Leske und Budrich, Opladen, latest edition
- Steinecke, A. (Hrsg.), Erlebnis- und Konsumwelten, Oldenbourg, München, 2000
- Bischof, R., Event-Marketing _ Emotionale Erlebniswelten schaffen, Zielgruppen nachhaltig binden, Berlin, latest edition
- Institut für Mobilitätsforschung (Hrsg.), Erlebniswelten und Tourismus, Springer, Berlin, 2004
- Freyer, W., Tourismus-Marketing, Oldenbourg, München, latest edition
- Schilling, J., Planung von Ferienlagern und Freizeiten, München, 1981

In addition, project-specific introductory literature in the relevant (foreign) languages will be announced during the lectures.

[updated 17.09.2018]

Mobility Management

Module name (EN): Mobility Management

Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020

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| Module code: DFITM-W-08 |
| Hours per semester week / Teaching method: 4SU (4 hours per week) |
| ECTS credits: 5 |
| Semester: according to optional course list |
| Mandatory course: no |
| Language of instruction: German |
| Assessment: Project (can be repeated annually) [updated 21.03.2018] |
| Applicability / Curricular relevance: DFBTO-W-06 (P620-0534) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 5, optional course DFITM-W-08 International Tourism Management, Bachelor, ASPO 01.10.2020, optional course BITM-W-08 (P440-0085) International Tourism-Management, Bachelor, ASPO 01.10.2013, optional course BITM-W-08 (P440-0085) International Tourism-Management, Bachelor, ASPO 01.10.2015, optional course BITM-W-08 (P440-0085) International Tourism-Management, Bachelor, ASPO 01.10.2017, optional course BITM-W-08 (P440-0085) International Tourism-Management, Bachelor, ASPO 01.10.2020, optional course Suitable for exchange students (learning agreement) |
| Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation. |
| Recommended prerequisites (modules): None. |
| Recommended as prerequisite for: |
| Module coordinator: <u>Prof. Dr. Ralf Rockenbauch</u> |
| |

Lecturer: Prof. Dr. Ralf Rockenbauch

[updated 03.12.2020]

Learning outcomes:

After successfully completing this module, students will have deepened their knowledge of:

- the economic dimensions in the context of tourism, mobility and transport, particularly with regard to the interrelationships in the supply management of mobility and and transport service providers.
- the approaches of modern consumer theory in the context of tourism, mobility and transport
- the particularities of marketing mobility and transport services
- the strategic marketing of mobility and transport service providers
- the marketing mix tools (product, price, communication and distribution policy) in the regional, national and international context
- the specific characteristics of the tourism and transport sectors
- market structures, market participants in the tourism and transport sector (providers, consumers, organisations)
- traffic simulations (traffic development, distribution, allocation, choice of means of transport) and strategic planning of the marketing instruments of mobility/traffic service providers.
- design (-ability) of international mobility consulting.

Students will:

- gain insights into the basic principles of managing mobility and transport services and will be able to analyze and present operational and organizational problems in organizations belonging to the tourism and transport industry (organizational change; special features of international tourism and transport organizations)

International and intercultural references

- Employment with (inter-) national mobility and transport service providers.
- In the context of examples from international organizations, as well as businesses in the mobility and transport sector

Practical references:

- Management and policy concepts in the mobility and transport sector
- Business and economic methods in the mobility and transport sector
- Social competence

- Projects, guest lectures, excursions (together with students from different

semesters and courses of study)

- In particular, management concepts and methods in the context of tourism, mobility and transport with high relevance for sustainable mobility management

Students will expand and deepen their skills in modern presentation techniques, project and team work and scientific work techniques.

After successfully completing this module, students will be able to:

- understand, analyze and map service-oriented issues and special features from the mobility/transport services sector in planning models
- apply basic planning and control methods in mobility and transport services management (strategic planning of marketing tools and operational implementation within the framework of projects)

- describe, develop, plan and design basic service-specific processes in mobility/transport service management,

- implement and control basic service-oriented strategies and concepts in mobility/transport service management (process policy as part of the marketing mix in mobility/transport service management)

- cooperate and evaluate within the scope of project management (focus/project definition, planning, project structuring, prioritization/derivation of analyses, activity planning, implementation, success control)

- apply the basics of process management to the establishment of control processes

- communicate more efficiently (pyramid principle) and interact with external parties and groups

- apply the principles of motivation and teamwork

[updated 17.09.2018]

Module content:

_Basics of mobility management

_Definition of transport science

_Interrelationships and problems in the transport sector

_Transport-economic indicators

_Economic approaches _ in particular modern consumer theory _ in the transport sector

_Transport policy

_Institutions, objectives and instruments of transport policy

- _Transport management
- _Overview of the special operational features of the following transport modes:
rail, bicycle, air, private motorized transport and
shipping
- _Planning processes and tools for tender planning in transport companies
- _ from transport simulations to timetables
(traffic development, distribution, reallocation, choice of means of transport, network graphics,
rostering)
- _Bid management for mobility/transport service providers
(network management German Railways and air transport; vehicles and infrastructure)
- _Traffic simulations (development, distribution and reallocation of traffic,
choice of means of transport)
- _Strategic marketing of mobility/transport service providers
- _Sustainable mobility management
- _Marketing mix tools (product, price, communication, distribution
and process policy) in (inter-) national, as well as inter and intramodal
context; modern consumer theory approaches in tourism and transport

[updated 17.09.2018]

Teaching methods/Media:

- Seminaristic lecture
- _SRL_ Self-regulated learning_
- Case studies (excursions, if necessary)
- Role playing
- Group and project work (independent development of a concept
and its presentation)
- Discussions with students and guests
- Presentations and preparation of documentations/compositions

On the basis of selected data and case studies, students will be taught to develop concepts independently, as well as implement their concepts and reflect upon them.

[updated 21.03.2018]

Recommended or required reading:

In addition to the basic literature already mentioned in the modules BITM-111 and BITM-320, the following literature is recommended:

- _Meffert, H. (Hrsg.), Verkehrsdienstleistungsmarketing, Gabler, Wiesbaden, 2000
- _Mobilitätsberatung _ Neue Lösungsstrategien im Konfliktfeld Verkehr,
Tagungsband zur Mobilitätsberaterkonferenz 1994, Graz, 1994
- _Rockenbauch, Ralf, Verkehrskonzeptionen für die Zukunft unter besonderer
Berücksichtigung des Fahrradverkehrs _ Eine ökonomisch-politische Analyse,
Lang, Frankfurt, 1996
- _Rockenbauch, R., Roth, J., Grundlagen zur Integration des Radverkehrs in die

- zukünftigen Verkehrskonzeptionen in Mainz, Georg-Forster-Institut Mainz, 1997
- _Sterzenbach, R., Conrady, R., Luftverkehr, aktuellste Auflage, Oldenbourg, München
- _Diederich, H., Verkehrsbetriebslehre, Gabler, Wiesbaden, 1977
- _Diederich, H., Verkehrsbetriebslehre, in: Handwörterbuch der Betriebswirtschaft, W. Wittmann et al. (Hrsg.), 5. Aufl., Stuttgart, Sp. 4551-4559, 1993
- _Grandjot, H., Verkehrspolitik, Grundlagen, Funktionen und Perspektiven für Wissenschaft und Praxis, Hamburg, 2002
- _Aberle, G., Transportwirtschaft, 4. Aufl., München, Wien, 2003
- _Laaser, C., Wettbewerb im Verkehrswesen, Tübingen, 1991
- _Frerich, J., Müller, G., Europäische Verkehrspolitik, Bd. 1 + 2 + 3, München, Wien, 2004, 2006
- _Letzner, V., Tourismusökonomie _ Volkswirtschaftliche Aspekte rund ums Reisen, Oldenbourg, München, 2010
- _Schröder, A., Das Phänomen der Low Cost Carrier und deren Beeinflussung raumzeitlicher Systeme im Tourismus, Materialien zur Fremdenverkehrsgeografie, Heft 68, Trier, 2010
- _Fit for Cruises: Teaching units under <http://fit-for-cruises.fvw.de/>
- _Craig, C.S. and Douglas, S.P. (2005): International Marketing Research, 3rd. Edition, Wiley, West Sussex
- _Gilmore, A. (2003): Services Marketing and Management, Sage Publications, London
- _Kotler, P.; Keller, K. (2009): Marketing Management, 13.th Edition, Pearson Education, London
- _Internationales Verkehrswesen
- _Managing Change in Tourism: Creating Opportunities - Overcoming Obstacles, Thomas Bieger, Peter Keller (Herausgeber), Berlin, latest edition
- _weitere siehe: http://www.alexandria.unisg.ch/Publikationen/Zitation/Thomas_Bieger
- _Letzner, V., Tourismusökonomie _ Volkswirtschaftliche Aspekte rund ums Reisen, Oldenbourg, München, 2010
- _Institut für Mobilitätsforschung (Hrsg.), Erlebniswelten und Tourismus, Springer, Berlin, 2004

In addition, project-specific introductory literature in the relevant (foreign) languages will be announced during the lectures.

[updated 21.03.2018]

Tour Operating

Module name (EN): Tour Operating

Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020

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| Module code: DFITM-W-09 |
| SAP-Submodule-No.: P620-0481 |
| Hours per semester week / Teaching method: 4SU (4 hours per week) |
| ECTS credits: 5 |
| Semester: according to optional course list |
| Mandatory course: no |
| Language of instruction: German |
| Assessment: Project (can be repeated annually) [updated 21.03.2018] |
| Applicability / Curricular relevance: DFBTO-W-07 (P620-0532) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 4, optional course DFITM-W-09 (P620-0481) International Tourism Management, Bachelor, ASPO 01.10.2020, optional course BITM-W-09 (P440-0090) International Tourism-Management, Bachelor, ASPO 01.10.2013, optional course BITM-W-09 (P440-0090) International Tourism-Management, Bachelor, ASPO 01.10.2015, optional course BITM-W-09 (P440-0090) International Tourism-Management, Bachelor, ASPO 01.10.2017, optional course BITM-W-09 (P440-0090) International Tourism-Management, Bachelor, ASPO 01.10.2020, optional course Suitable for exchange students (learning agreement) |
| Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation. |
| Recommended prerequisites (modules): None. |
| Recommended as prerequisite for: |
| |

Module coordinator:
Prof. Dr. Achim Schröder

Lecturer: Prof. Dr. Achim Schröder

[updated 03.12.2020]

Learning outcomes:

After successfully completing this module students will be able to:

- define basic concepts of tourism and provide information on current market structures and developments,
- identify special features of tourist products and derive their consequences for the marketing of tour operators,,
- critically analyze marketing concepts of tour operators,
- prepare a strategic marketing concept for a tour operator or something similar in a team (and, if necessary, with third parties) and select marketing tools and the corresponding marketing mix,
- document the most important results from their project, communicate them to the group (and, if necessary, to external parties) and make recommendations for action.

[updated 17.09.2018]

Module content:

- Basics and definitions
- Special features of tourist products and their consequences for tourism
- Vendor structure: tour operator/travel agent market
- Demand for tour operator and travel agent services
- Strategic marketing management in tourism
- Aspects of operational management of tour operators (service provision, travel price calculation and commission systems)
- Tourist travel management and sustainability

[updated 21.03.2018]

Teaching methods/Media:

- Seminaristic lecture
- Case studies (excursions, if necessary)
- Project work (independent development of a concept and its presentation)

[updated 21.03.2018]

Recommended or required reading:

- Bastian, H., Born, K. (Hrsg.), Der integrierte Touristikonzern, Oldenbourg, München, latest edition
- Bieger, T., Tourismuslehre. Ein Grundriss, Haupt, Bern u. a., latest edition
- Dörnberg et al.: Reiseveranstalter-Management, Oldenbourg, München, latest edition

- Forschungsgemeinschaft Urlaub und Reisen (F.U.R.): Reiseanalyse, latest edition
- Freyer, W.: Tourismus. Einführung in die Fremdenverkehrsökonomie, Oldenbourg, München, latest edition
- Freyer, W.: Tourismus-Marketing. Marktorientiertes Management im Mikro- und Makrobereich der Tourismuswirtschaft, München, latest edition
- Haedrich, G., Kaspar, C. u. a. (Hrsg.), Tourismus-Management, de Gruyter, Berlin u. a., latest edition
- Kirig, A., Eckes, S., Tourismusreport, Zukunftsinstitut 2014
- Kirstges, T.: Grundlagen des Reisemittler- und Reiseveranstaltermanagements: Marktüberblick, Geschäftsmodelle, Marketingmanagement, rechtliche Grundlagen, Oldenbourg, München, latest edition
- Lohmann, M. et al., Urlaubsreisetrends 2025. Entwicklung der touristischen Nachfrage im Quellmarkt Deutschland. Die Reiseanalyse Trendstudie, 2014
- Mundt, J. W.: Reiseveranstaltung. Lehr- und Handbuch, Oldenbourg, München, Wien, latest edition
- Schmeer-Sturm, M.L, Reiseleitung und Gästeführung, München, 2012
- Schneider, O.: Die Ferienmacher _ eine gründliche und grundsätzliche Betrachtung über das Jahrhundert des Tourismus, TourCon, 2001
- Voigt, P.: Internationales Reiseveranstalter-Management, München, Oldenbourg, 2012

[updated 21.03.2018]

Tourism Sociology and Psychology

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|---|
| Module name (EN): Tourism Sociology and Psychology |
| Degree programme: International Tourism Management, Bachelor, ASPO 01.10.2020 |
| Module code: DFITM-W-12 |
| Hours per semester week / Teaching method: 4SU (4 hours per week) |
| ECTS credits: 5 |
| Semester: according to optional course list |
| Mandatory course: no |
| Language of instruction: German |
| Assessment: Project (can be repeated annually) |
| [updated 17.09.2018] |
| Applicability / Curricular relevance: DFBTO-W-08 (P620-0483, P620-0536) International Tourism Management, Bachelor, ASPO 01.10.2018, semester 5, optional course DFITM-W-12 International Tourism Management, Bachelor, ASPO 01.10.2020, optional course |

BITM-W-12 (P440-0093) International Tourism-Management, Bachelor, ASPO 01.10.2013, optional course
BITM-W-12 (P440-0093) International Tourism-Management, Bachelor, ASPO 01.10.2015, optional course
BITM-W-12 (P440-0093) International Tourism-Management, Bachelor, ASPO 01.10.2017, optional course
BITM-W-12 (P440-0093) International Tourism-Management, Bachelor, ASPO 01.10.2020, optional course

Workload:

60 class hours (= 45 clock hours) over a 15-week period.

The total student study time is 150 hours (equivalent to 5 ECTS credits).

There are therefore 105 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Kerstin Heuwinkel

Lecturer: Prof. Dr. Kerstin Heuwinkel

[*updated 03.12.2020*]

Learning outcomes:

After successfully completing this module, students will have developed and deepened their knowledge of:

- the terminology and concepts of tourism sociology and psychology.
- the dimensions of tourism sociology and psychology
- the links between tourism and society
- general concepts of tourism sociology
- the social framework for mobility/tourism/travel
- the analysis and design-(ability) of special forms of travel based on sociological and psychological concepts.

After successfully completing this module, students will:

- have gained insights into the principles of tourism sociology and psychology

International and intercultural references

- Dealing with (inter-) national phenomena concerning tourism and society
 - Cultural roots of travel
- in the context of examples from international cultures in tourism

Practical references:

- Sociological and psychological science and management concepts in tourism and society
- Sociological and psychological methods in tourism
- Social competence

- Projects, guest lectures, excursions (together with students from different semesters and subject areas)
- in particular sociological and psychological science and management concepts and methods that are important for a sustainable and responsible tourism industry

Students will expand and deepen their skills in modern presentation techniques, project and team work and scientific work techniques.

After successfully completing this module, students will be able to:

- understand, analyze and map service-oriented problems and special aspects of tourism sociology and psychology in planning models
- apply basic planning and control methods in the context of tourism sociology and psychology (strategic planning of social science instruments and their operational implementation within the framework of projects)

- describe, develop, plan and design basic service-specific processes in tourism sociology and psychology,

- plan, implement and control basic service-oriented strategies and concepts in tourism sociology and psychology

- cooperate and evaluate within the framework of project management (focus/project definition, planning, project structuring, prioritization/derivation of analyses, activity planning, implementation, success control)

- apply the principles of process management in order to establish control processes

- communicate more efficiently and interact with external parties and groups

- apply the principles of motivation and teamwork

[updated 17.09.2018]

Module content:

- The terminology of tourism sociology and psychology
- The principles of tourism sociology and psychology
- Tourism and society

- General concepts of tourism sociology
- The social framework for mobility/tourism/travel
- Analysis and design of special forms of travel

[updated 17.09.2018]

Teaching methods/Media:

- Lecture
- Case studies (excursions, if necessary)
- Group and project work (independent development of a concept and its presentation and where applicable, implementation)
- Discussions with students and guests
- Presentations and preparation of documentations/compositions

On the basis of selected data and case studies, students will be taught to develop concepts independently, as well as implement their concepts and reflect upon them.

[updated 17.09.2018]

Recommended or required reading:

In addition to the basic literature already mentioned in the modules BITM-111 and BITM-320, the following literature is recommended:

Apostolopoulos, Y./Leivadi, St./Yiannakis, A. (Hrsg.) (1996), *The Sociology of Tourism. Theoretical and Empirical Investigations*, London.

Beck, U. (1986). *Risikogesellschaft. Auf dem Weg in eine andere Moderne*. Frankfurt/M.: Suhrkamp.

Berger/Luckmann (1996): *Die gesellschaftliche Konstruktion der Wirklichkeit. Eine Theorie der Wissenssoziologie*. Fischer, Frankfurt

Cohen, E. (1996): *The sociology of tourism*. In: Apostolopoulos, Y. et.al: *The sociology of tourism*. London: Routledge

Dreyer, A., Menzel, A., Endreß, M. (Hrsg.) (2010). *Wandertourismus*. München: Oldenbourg

Elias, Norbert (1993): *Was ist Soziologie?* 5. A., Weinheim.

Enzensberger, H. M. (1964, 1976), *Eine Theorie des Tourismus*, in: ders., *Einzelheiten*. Bd. 1: *Bewußtseins-Industrie*, Frankfurt a. M. 1964.

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In addition, project-specific introductory literature in the relevant languages will be announced during the lectures.

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