

Course Handbook International Tourism-Management

created at 10.07.2018,12:15

International Tourism-Management - mandatory courses (overview)

Module name (EN)	Code	Semester	Hours per semester week / Teaching method	ECTS	Module coordinator
Bachelor Thesis	BITM-691	6	-	12	Prof. Dr. Achim Schröder
Economic and Policy Aspects of Sustainable Tourism	BITM-510	5	4VF	5	Prof. Dr. Ralf Rockenbauch
Economic, Cultural and Tourism Geography	BITM-580	5	4SU	5	Prof. Dr. Achim Schröder
Foreign Trade and Payments	BITM-520	5	4V	5	Prof. Dr. Leonhard Firlus
Fundamentals of Business Administration	BITM-110	1	4V	5	Prof. Dr. Nicole Schwarz
Intercultural Competence	BITM-430	4	4V	5	Prof. Dr. Petra Garnjost
International Contract Law and Law for Managers in the Tourism Industry	BITM-420	4	4V	5	Prof. Dr. Holger Buck

Macroeconomics	BITM-350	3	4V	5	Prof. Dr. Leonhard Firlus
Management in the Tourism Industry	BITM-320	3	8V	10	Prof. Dr. Ralf Rockenbauch
Practical Training Phase	BITM-690	6	12P	15	Prof. Dr. Achim Schröder
Soft Skills and Office Management	BITM-280	2	4V	5	Prof. Dr. Ralf Rockenbauch
Statistics	BITM-230	2	4V	5	Prof. Dr. Teresa Melo

(12 modules)

International Tourism-Management - optional courses (overview)

Module name (EN)	Code	Semester	Hours per semester week / Teaching method	ECTS	Module coordinator
Cultural Management	BITM-W-06	-	4V	5	Prof. Dr. Petra Garnjost
Hotel Management	BITM-W-04	-	4SU	5	Prof. Dr. Achim Schröder
Mobility Management	BITM-W-08	-	4V	5	Prof. Dr. Ralf Rockenbauch
Tourist Travel Management	BITM-W-09	-	4SU	5	Prof. Dr. Achim Schröder

(4 modules)

International Tourism-Management - mandatory courses

Bachelor Thesis

Module name (EN): Bachelor Thesis
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2017
Module code: BITM-691
Hours per semester week / Teaching method: -
ECTS credits: 12
Semester: 6
Mandatory course: yes
Language of instruction: German/English/French/Spanish
Assessment: Written composition (can be repeated semesterly) Students have 12 weeks to write their Bachelor thesis. As a rule, the Bachelor thesis should be written in a language that is not the student's native language.
Curricular relevance: BITM-691 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 6, mandatory course BITM-691 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 6, mandatory course BITM-691 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 6, mandatory course
Workload: The total student study time for this course is 360 hours.
Recommended prerequisites (modules): None.

Recommended as prerequisite for:
Module coordinator: Prof. Dr. Achim Schröder
Lecturer: Prof. Dr. Achim Schröder <i>[updated 26.06.2017]</i>
Learning outcomes: With the Bachelor thesis, students prove their ability to apply the knowledge and skills acquired in their studies to a task with practical relevance in an independently prepared scientific paper. The Bachelor thesis is a special academic achievement. <i>[updated 21.03.2018]</i>
Module content: With it, students prove that they are in a position to work independently within a given period of time on a specialized topic according to scientific methods and to provide a practical solution. Students can suggest a topic they would like to work on for their Bachelor thesis to their thesis supervisor. The supervisor then assigns the thesis topic agreed upon with the approval of the examination board. <i>[updated 21.03.2018]</i>
Teaching methods/Media: The Bachelor thesis is a special academic achievement. With it, students prove that they are in a position to work independently within a given period of time on a specialized topic according to scientific methods and to provide a practical solution. While doing so, students will be individually supervised by the professors from the Faculty of Economics and Business Administration. <i>[updated 21.03.2018]</i>

Recommended or required reading:

- General study and examination regulations for Bachelor's and Master's programs (ASPO) at the University of Applied Sciences (htw saar), in particular §42 Bachelor thesis.

Basic literature from the individual modules (depending on the subject)

Guidelines for the preparation of scientific papers from the Faculty of Economics and Business Administration

<https://www.htwsaar.de/wiwi/studium/service/Formulardownload/formulardownload>

Specialized literature about scientific work, for example: Kornmeier, Martin, *Wissenschaftstheorie und wissenschaftliches Arbeiten - Eine Einführung für Wirtschaftswissenschaftler*, 2007 or Minto, B., *Das Pyramiden-Prinzip _ Logisches Denken und Formulieren*, Econ, Düsseldorf, 1993 (Urheberin und Ex-McKinsey)

Topic-specific literature, e.g:

- Text books
- Scientific monographs
- Anthologies
- Professional articles/journals
- Internet contributions (e.g. conference contributions, company information, research papers, presentations, slides)

[*updated 21.03.2018*]

Economic and Policy Aspects of Sustainable Tourism

Module name (EN): Economic and Policy Aspects of Sustainable Tourism
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2017
Module code: BITM-510
Hours per semester week / Teaching method: 4VF (4 hours per week)
ECTS credits: 5
Semester: 5
Mandatory course: yes
Language of instruction: English
Assessment: Written composition with presentation (can be repeated annually)
Curricular relevance: DFBTO505 International Tourism Management, Bachelor, ASPO 01.10.2017, semester 5, mandatory course BITM-510 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 5, mandatory course BITM-510 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 5, mandatory course BITM-510 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 5, mandatory course
Workload: 60 class contact hours over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 90 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:

Dozenten des Studiengangs

[updated 24.10.2017]

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 organisation 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 21.03.2018]

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., Tourismusethik: Theorie und Praxis des umwelt- und sozialverträglichen Reisens, 2002, Profil Verlag, München, Wien, 3-890196530-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

Module name (EN): Economic, Cultural and Tourism Geography
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2017
Module code: BITM-580
Hours per semester week / Teaching method: 4SU (4 hours per week)
ECTS credits: 5
Semester: 5
Mandatory course: yes
Language of instruction: German/English/French/Spanish
Assessment: Project (can be repeated annually)
Curricular relevance: DFBTO504 International Tourism Management, Bachelor, ASPO 01.10.2017, semester 5, mandatory course BITM-580 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 5, mandatory course BITM-580 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 5, mandatory course BITM-580 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 5, mandatory course
Workload: 60 class contact hours over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 90 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 26.06.2017]

Learning outcomes:

After successfully completing this module students will:

- be able to illustrate the importance of spatial differences in nature, economy and culture as the driving force of tourism and to 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,
- 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 21.03.2018]

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 the students

[updated 21.03.2018]

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 21.03.2018]

Foreign Trade and Payments

Module name (EN): Foreign Trade and Payments
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2017
Module code: BITM-520
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 5
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: DFBTO-W-13 International Tourism Management, Bachelor, ASPO 01.10.2017, semester 5, optional course, course inactive since 09.11.2017 BITM-520 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 5, mandatory course BITM-520 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 5, mandatory course BITM-520 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 5, mandatory course
Workload: 60 class contact hours over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 90 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BITM-340 BITM-350 Macroeconomics [updated 01.10.2017]

Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Leonhard Firlus

Lecturer: Prof. Dr. Leonhard Firlus

[updated 26.06.2017]

Learning outcomes:

After successfully completing this module, students will be able to illustrate the causes and effects of trade in

- a global environment and apply them to current examples.
- They will be able to illustrate the structure of a balance of payments and carry out transactions independently.
- Students will be able to explain how exchange rates are determined and their importance for international competitiveness.
- They will be able to show the possibilities and limits of an expansive demand policy at fixed and floating exchange rates.
- Students will be capable of naming the central institutions of the European Union and their tasks.

[updated 21.03.2018]

Module content:

1. The balance of payments
2. Exchange rates and the foreign exchange market
3. Aggregate demand in an open economy under fixed and floating exchange rates
4. Introduction to the European Union
5. Theory of international trade
6. Trade policy

[updated 21.03.2018]

Teaching methods/Media:

This module consists of a lecture and group work. Students are expected to prepare and present small group projects on selected foreign trade topics.

[updated 21.03.2018]

Recommended or required reading:

- Krugman, Paul / Obstfeld, Maurice: International Economics. Addison-Wesley, Reading Mass., latest edition.
- Maennig, Wolfgang: Außenwirtschaft, Vahlen Verlag, München, latest edition.
- Rose, Klaus und Karlhans Sauernheimer: Theorie der Außenwirtschaft, Vahlen Verlag, München, latest edition
- Salvatore, Dominick: International Economics. John Wiley & Sons Inc., New York, latest edition.

[updated 21.03.2018]

Fundamentals of Business Administration

Module name (EN): Fundamentals of Business Administration
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2017
Module code: BITM-110
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 1
Mandatory course: yes
Language of instruction: English/German
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BITM-110 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 1, mandatory course BITM-110 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 1, mandatory course BITM-110 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 1, mandatory course
Workload: 60 class contact hours over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 90 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Nicole Schwarz

Lecturer: Prof. Dr. Nicole Schwarz

[updated 26.06.2017]

Learning outcomes:

After successfully completing this course students will:

Introduction to Business Administration

- be able to think in economic and especially in business-related dimensions,
- be able to explain economic decisions
- be able to classify business administration in the general scientific system and differentiate the sub-areas of business administration
- be able to assess the efficiency of the use of individual production factors and their combined use
- be able to explain the meaning and purpose of business key figures and be able to derive and apply important key figures
- be able to identify the most important characteristics of the strategic management process
- be able to describe selected models for situation analysis and the development of strategies
- be able to give an overview of the connections to tourism-specific and international characteristics of business administration.

Accounting Techniques

- understand how the economic reality within a company and in external relationships to procurement, sales and financial markets is reflected in the company's figures.

[updated 21.03.2018]

Module content:

Introduction to Business Administration

- Basic concepts and interrelationships in business administration
- Economies and business administration
- Production factors
- Operational key figures to measure the efficiency of factor input
- Strategic corporate management and strategy approaches
- Planning, decision making and control of business processes
- Concepts and approaches in the operational areas of production and sales, investment and financing

Bookkeeping

- Business account system
- Illustrate transactions in asset management, operating activities and financing activities

[updated 21.03.2018]

Teaching methods/Media:

Lecture, exercises and discussions with students, as well as presentations by the students
[updated 21.03.2018]

Recommended or required reading:

Introduction to Business Administration

- Beschoner, D. / Peemöller, V. H.: Allgemeine Betriebswirtschaftslehre, aktuellste Aufl., Herne/Berlin
- Jung, H., Allgemeine Betriebswirtschaftslehre, latest edition, München
- Olfert, H. / Rahn H.J.: Einführung in die Betriebswirtschaftslehre, latest edition, Ludwigshafen
- Schierenbeck, H.: Grundzüge der Betriebswirtschaftslehre, latest edition, München und Wien
- Schmalen, H / Pechtl H.: Grundlagen und Probleme der Betriebswirtschaft, latest edition, Stuttgart
- Vahs, D. / Schäfer-Kunz, J.: Einführung in die Betriebswirtschaftslehre, latest edition, Stuttgart
- Wöhe, G. / Döring, U.: Einführung in die Allgemeine Betriebswirtschaftslehre, latest edition, München

Bookkeeping

- Bieg, Hartmut: Buchführung. NWB-Verlag. Herne, latest edition
- Wöhe, Günter/ Kußmaul, Heinz: Grundzüge der Buchführung und Bilanztechnik. Vahlen, München, latest edition.

[updated 21.03.2018]

Intercultural Competence

Module name (EN): Intercultural Competence
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2017
Module code: BITM-430
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: yes
Language of instruction: English
Assessment: Term paper with presentation (can be repeated annually)
Curricular relevance: BITM-430 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 4, mandatory course BITM-430 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 4, mandatory course BITM-430 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 4, mandatory course
Workload: 60 class contact hours over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 90 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Petra Garnjost

Lecturer: Prof. Dr. Petra Garnjost

[updated 26.06.2017]

Learning outcomes:

After successfully completing this module, students will _

- be capable of explaining the specifics of selected national cultures with regard to history, national culture, economic situation and touristic highlights,
- be able to provide an overview of management styles and dos + don'ts in the day-to-day business of selected national cultures,
- be able to independently research content on selected national cultures and evaluate it on the basis of specified criteria,
- be able to work in a group successfully and independently in a goal-oriented manner and within a specific time limit. This includes the independent distribution of work packages within the group, their individual 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.
- Students will be able to prepare a written paper in English, taking into account scientific principles, and deliver a presentation in English within a specified timeframe.

[updated 21.03.2018]

Module content:

- Knowledge from the field of cultural research, for example by participating in the Summer European Academy in cooperation with the Texas A&M University or the European Spring Academy in cooperation with the Singapore Management University (SMU)
- This interdisciplinary course will make students familiar with the history and culture, as well as the economic and touristic core data of a country and their influence on management styles and practices in everyday business, based on current topics (partly supplemented by excursions).
- Structured discussions, exercises and workshops
- Structured project work in a team
- Written composition and presentation of the results using modern presentation techniques.

[updated 21.03.2018]

Teaching methods/Media:

Lecture with a high degree of student participation, discussions, group work, group presentations, written compositions

[updated 21.03.2018]

Recommended or required reading:

Always the latest edition:

- Lewis, When Cultures Collide Nicholas Brealey International, (USA)
- Hofstede/Hofstede/Minkov, Cultures and Organizations, McGrawHill (USA)
- Schneider/Barsoux, Managing Across Cultures, Harlow (UK)
- Deresky, Global Management, New Jersey
- Rothlauf, Interkulturelles Management, München/Wien
- Rodrigues, C.; International Management: A Cultural Approach, Cincinnati (Ohio)

Additional literature on selected national cultures.

[updated 21.03.2018]

International Contract Law and Law for Managers in the Tourism Industry

Module name (EN): International Contract Law and Law for Managers in the Tourism Industry
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2017
Module code: BITM-420
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: yes
Language of instruction: German/English/French
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BITM-420 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 4, mandatory course BITM-420 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 4, mandatory course BITM-420 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 4, mandatory course
Workload: 60 class contact hours over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 90 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BITM-130 BITM-220 [updated 10.07.2018]

Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Holger Buck

Lecturer:

Prof. Dr. Holger Buck

Prof. Dr. Sybille Neumann

[*updated 10.07.2018*]

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
- Schwenger, 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
- Güllemann, D.: Veranstaltungsmanagement, Event- und Messerecht, Vahlen, München, latest edition

[*updated 21.03.2018*]

Macroeconomics

Module name (EN): Macroeconomics
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2017
Module code: BITM-350
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 3
Mandatory course: yes
Language of instruction: English
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BITM-350 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 3, mandatory course BITM-350 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 3, mandatory course BITM-350 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 3, mandatory course
Workload: 60 class contact hours over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 90 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: BITM-520 Foreign Trade and Payments [updated 01.10.2017]

Module coordinator:

Prof. Dr. Leonhard Firlus

Lecturer: Prof. Dr. Leonhard Firlus

[updated 26.06.2017]

Learning outcomes:

After successfully completing this module, students will:

1. know and be able to explain the basic principles of national accounts;
2. be able to explain key macroeconomic variables such as the gross domestic product and place them in a macroeconomic context;
3. be able to explain the components and determinants of aggregate demand;
4. be able to explain the price formation on the labor market and classify the determinants of macroeconomic supply;
5. be able to outline the principles of the European Central Bank's monetary policy;
6. be able to explain the interplay between aggregate demand and aggregate supply on the supply and demand side.

[updated 21.03.2018]

Module content:

1. Introduction
2. National income accounting
3. The neoclassical macro model
4. Inflation
5. The European Central Bank
6. The Keynesian Macro Model
7. The Phillips Curve
8. Alternative consumption functions

[updated 21.03.2018]

Teaching methods/Media:

Lecture and exercises

[updated 21.03.2018]

Recommended or required reading:

Blanchard, Olivier/Johnson, David R.: Macroeconomics, Upper Saddle River, latest edition

Brümmerhoff, Dieter: Volkswirtschaftliche Gesamtrechnungen, München/Wien, latest edition.

European Central Bank: The implementation of monetary policy in the euro area, Frankfurt, latest edition.

Felderer, Bernhard/Homburg, Stefan: Macroeconomics and New Macroeconomics, Berlin, latest edition.

Mankiw, Gregory N.: Macroeconomics, London/New York, latest edition.

[updated 21.03.2018]

Management in the Tourism Industry

Module name (EN): Management in the Tourism Industry
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2017
Module code: BITM-320
Hours per semester week / Teaching method: 8V (8 hours per week)
ECTS credits: 10
Semester: 3
Mandatory course: yes
Language of instruction: German/English/French/Spanish
Assessment: Project (can be repeated annually)
Curricular relevance: DFBTO307 International Tourism Management, Bachelor, ASPO 01.10.2017, semester 3, mandatory course BITM-320 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 3, mandatory course BITM-320 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 3, mandatory course BITM-320 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 3, mandatory course
Workload: 120 class contact hours over a 15-week period. The total student study time is 300 hours (equivalent to 10 ECTS credits). There are therefore 180 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 26.06.2017]

Learning outcomes:

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

- understand, analyze and map service-oriented issues and special features from the tourism sector in planning models,
- apply basic planning and control methods in tourism management,

- describe, develop, plan and design basic service-specific processes in tourism management,
- implement and control basic service-oriented strategies and concepts in tourism (process policy as part of the marketing mix in tourism),

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

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

- communicate efficiently (The Pyramid Principle)

- apply the principles of motivation and teamwork

International and intercultural references

- Employment with (inter-) national/regional tourism projects
- In the context of examples from international/regional organizations companies

Practical references:

- Management concepts
- Business and economic methods
- Social competence

- Guest lectures, excursions (together with students from different semesters and courses of study)
- In particular, management concepts and methods with high relevance for the tourism and transport industry

In this module students will deepen their knowledge about teamwork, apply the tools of scientific work and motivation theories and apply modern presentation techniques.

Management competencies will be expanded and deepened.

Students will learn how to carry out scientific research and write scientific papers/documentations in management.

[updated 21.03.2018]

Module content:

- Basics of management in the tourism industry (basic terms and special features of tourism management)
- Basics of project and process management (project organization, management organization, organizational change)
- Strategic and operational management in tourism
- Fields of action within the marketing mix in tourism (product policy, pricing policy, communication policy, distribution policy and especially process policy)
- Planning and control methods in tourism project management, (Focusing/project definition, planning, project structuring, prioritisation/derivation, analyses, activity planning, implementation, success control)
- Basics of process management for control processes
- Sustainable management in tourism (current developments in regional, national and international tourism)
- Working in a scientific manner

[updated 21.03.2018]

Teaching methods/Media:

Seminaristic lecture, seminar with practically-related projects, role playing, case studies, group work, exercises and discussions with students and guests, as well as presentations and the creation of documentations/written compositions

- Lecture on management in the tourism industry and scientific work
- Seminar on management in the tourism industry

[updated 21.03.2018]

Recommended or required reading:

- Baum, T. (u. a.) (Hrsg.), Saisonalität in tourism, latest edition
 - Beniers, C.: Managerwissen kompakt: Interkulturelle Kommunikation, München 2004
 - Bernet, B., Bieger, T., Finanzierung im Tourismus, Haupt, Bern, latest edition
 - Bieger, T., Keller, P., (Hrsg.), Managing Change in Tourism: Creating Opportunities - Overcoming Obstacles, Berlin, latest edition
 - Bowdin, G., Allen, J., O'Toole, W., Harris, R., & Mc Donnell, I., Events Management, Great Britain: Elsevier, latest edition
 - Buck, M., Conrady, R., (Hrsg.), Trends and Issues in Global Tourism 2007 ff, Springer, Heidelberg, 2007 ff
 - Cooper, C. (u. a.) (Hrsg.), Tourism development _ environmental and community issues, latest edition
 - Deresky, Global Management, Strategic and Interpersonal, New Jersey
 - Green Champions in Sport and Environment, Guide to environmentally-sound large sporting events, German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, German Olympic Sports Confederation, Berlin, 2007
 - Dettmer, H. (Hrsg.), Tourismus-Marketing-Management, Oldenbourg, München, 1999
 - Dülfer, E.: International Management in Diverse Cultural Areas / Internationales Management in unterschiedlichen Kulturbereichen, München/Wien 1999 (in 2 languages!).
 - Franz, S., Powerpoint, Verlag Markt und Technik , München, latest edition
 - Haedrich, G., Kaspar, C. u. a. (Hrsg.), Tourismus-Management, 3. Auflage, de Gruyter, Berlin u. a., 1998
 - Hasenstab, M.: Interkulturelles Management, Berlin 1999.
 - Hofstede, G.; Interkulturelle Zusammenarbeit. Kulturen - Organisationen - Management, Wiesbaden 1993
 - Holloway, C., The business of tourism, Pearson Education, London, latest edition
 - Hoyle, L., Event marketing how to successfully promote events, festivals, conventions and expositions, Wiley, New York, latest edition
 - Hungenberg, H., Problemlösung und Kommunikation, München, latest edition
 - Jones, M. (2010). Sustainable Event Management - A Practical Guide. London: Earthscan
 - Kornmeier, M., Wissenschaftstheorie und wissenschaftliches Arbeiten - Eine Einführung für Wirtschaftswissenschaftler, latest edition
 - Minto, B., Das Pyramiden-Prinzip _ Logisches Denken und Formulieren, Econ, Düsseldorf, 1993 (Urheberin und Ex-McKinsey)
 - Müller, H., Qualitätsorientiertes Tourismus-Management, Haupt, Bern, 2004
 - Nufer, G, Event-Marketing und _Management. Theorie und Praxis unter besonderer Berücksichtigung von Imagewirkungen, DUV, Wiesbaden, latest edition
 - Page, S., Tourism Management, Oxford: Butterworth-Heinemann, latest edition
 - Pompl, W., Lieb, M. (Hrsg.), Internationales Tourismus-Management, Vahlen, München, latest edition
 - Pompl, W., Touristikmanagement 1, Springer, Heidelberg u. a., latest edition
 - Pompl, W., Touristikmanagement 2, Springer, Heidelberg u. a., latest edition
 - Raj, R., & Musgrave, J. (2009). Event Management and Sustainability. Oxfordshire: CAB International
 - Robbins, Organizational Behavior, New Jersey
 - Rodrigues, C.; International Management: A Cultural Approach, Cincinnati (Ohio) latest edition
 - Schugk, M.: Interkulturelle Kommunikation, München 2004.
 - Schulz von Thun, F.; Miteinander reden 1-3, Reinbeck 2005 resp. 2006
 - Theisen, M.R., Wissenschaftliches Arbeiten, Verlag Vahlen, München, latest edition
 - Vogt, G.; Erfolgreiche Rhetorik, München, Wien, latest edition
 - Forsberg, K. et al., (2000), Visualizing Project Management, A model for business and technical success, Second Edition, John Wiley and Sons Inc.
 - Hobel, B. and Schütte, S. (2006), Projektmanagement, Wiesbaden, Betriebswirtschaftlicher Verlag Gabler
 - Lidke, H. (2007), Projektmanagement, Methoden, Techniken, Verhaltensweisen, Evolutionäres Projektmanagement, München: Carl Hanser Verlag, latest edition
 - Meredith, J., (2012), Project Management, A Managerial Approach, John Wiley & Sons Inc., latest edition
- [updated 21.03.2018]

Practical Training Phase

Module name (EN): Practical Training Phase
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2017
Module code: BITM-690
Hours per semester week / Teaching method: 12P (12 hours per week)
ECTS credits: 15
Semester: 6
Mandatory course: yes
Language of instruction: German/English/French/Spanish
<p>Assessment: The practical training phase lasts at least 12 weeks. It is to be spent in non-German-speaking countries. Foreign students whose mother tongue is not German can also spend the practical training phase in Germany upon application. Students must prepare a practical report on their activities during the practical training phase. This must be submitted to the practice consultant no later than 4 weeks after completion of the practical training phase. If the practical study phase is formally proven, it is considered passed. Further details can be found in § 4 of the General Regulations for Bachelor's and Master's Programs (ASPO) and in paragraph 1.6 of the ASPO Annex to the International Tourism Management Program. The presentation of the practical training phase is part of the colloquium BITM-692 and will be evaluated there.</p>
<p>Curricular relevance: BITM-690 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 6, mandatory course BITM-690 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 6, mandatory course BITM-690 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 6, mandatory course</p>

<p>Workload: 180 class contact hours over a 15-week period. The total student study time is 450 hours (equivalent to 15 ECTS credits). There are therefore 270 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: Prof. Dr. Achim Schröder</p>
<p>Lecturer: Prof. Dr. Achim Schröder <i>[updated 26.06.2017]</i></p>
<p>Learning outcomes: The practical study phase is intended to give students the opportunity to put their theoretical knowledge into practice and to contribute to solving concrete problems. <i>[updated 21.03.2018]</i></p>
<p>Module content: The practical training phase is an integrated part of the course of study that is coordinated with the content of the course of study and supervised. As a rule, it must be carried out in a company or other professional institution. Students should take on tasks in the supervising institution which correspond in content to the job description of their desired degree. <i>[updated 21.03.2018]</i></p>
<p>Teaching methods/Media: The practical training phase is a special academic achievement. It is intended to give students the opportunity to put their theoretical knowledge into practice and to contribute to solving concrete problems. <i>[updated 21.03.2018]</i></p>
<p>Recommended or required reading: In addition to the basic literature from the individual modules, current company- and industry-specific literature is recommended. - General study and examination regulations for Bachelor´s and Master´s programs (ASPO), in particular §4 - Annex ASPO of the International Tourism Management course, in particular paragraph 1.6 <i>[updated 21.03.2018]</i></p>

Soft Skills and Office Management

Module name (EN): Soft Skills and Office Management
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2017
Module code: BITM-280
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 2
Mandatory course: yes
Language of instruction: German/English/French/Spanish
Assessment: Written exam + composition with presentation (60 minutes / weighting 1:1 / can be repeated annually)
Curricular relevance: BITM-280 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 2, mandatory course BITM-280 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 2, mandatory course BITM-280 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 2, mandatory course
Workload: 60 class contact hours over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 90 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 26.06.2017]

Learning outcomes:

After successfully completing this module students will be able to:

- speak freely and confidently in front of a group
- name the principles of convincing argumentation and be able to use them in real discussions and lectures
- name and apply the criteria of a successful presentation, e. g. with PowerPoint

-create documents with the help of a word processor

-handle a spreadsheet program

[updated 21.03.2018]

Module content:

Soft Skills

- Speaking freely
- Speaking convincingly
- Training speech techniques
- Confident body language
- Convincing argumentation skills
- Reducing stage fright

Office Management

- Presentation program: creating and giving a presentation, formatting and layout, graphics and other objects, creating and reusing templates
- Word processing: business letters, structuring and formatting large documents, tables and graphics, quotes and footnotes, directories
- Spreadsheets: the basics, formulas, functions, date and time, diagrams, processing techniques consolidation, pivot tables

[updated 21.03.2018]

Teaching methods/Media:

Interactive course with a strong degree of student participation, partner and group work, exercises and role playing, presentations, talks, use of video and camera technology.

[updated 21.03.2018]

Recommended or required reading:

Hartmann, M., Funk, R. und Nietmann, H.: Präsentieren, latest edition, Verlag Beltz

Lemmermann, H. Praxisbuch Rhetorik, latest edition, mgv Verlag

Molcho, S., Alles über Körpersprache, latest edition, Mosaik Verlag

Thiele, A., Argumentieren unter Stress, latest edition, dtv

Vogt, G., Erfolgreiche Rhetorik, latest edition, Oldenbourg-Verlag

Bossert, T.: PowerPoint 2010 für Windows _ Grundlagen, Herdt-Verlag, Bodenheim, 2010.

Von Braunschweig, C., Spieß, S., Stulle, K.: Word 2010 für Windows _ Grundlagen, Herdt-Verlag, Bodenheim, 2010.

Wies, P.: Excel 2010 für Windows _ Grundlagen, Herdt-Verlag, Bodenheim, 2010.

Wies, P.: Excel 2010 für Windows _ Fortgeschrittene Techniken, Herdt-Verlag

[updated 21.03.2018]

Statistics

Module name (EN): Statistics
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2017
Module code: BITM-230
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 2
Mandatory course: yes
Language of instruction: English/German
Assessment: Written exam
Curricular relevance: BITM-230 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 2, mandatory course BITM-230 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 2, mandatory course BITM-230 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 2, mandatory course
Workload: 60 class contact hours over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 90 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Teresa Melo

Lecturer: Prof. Dr. Teresa Melo

[updated 26.06.2017]

Learning outcomes:

After successfully completing this course students will:

- describe basic economic concepts of descriptive statistics for univariate and bivariate data analysis,
- Apply concepts for the graphical presentation of empirical data,
- select suitable methods for statistical data analysis and independently to clearly defined research subjects,
- identify correlations and dependencies between statistical features,
- describe and model random phenomena using concepts from the probability theory,
- describe basic methods from the probability theory

- and apply them to exemplary economic situations,
- apply the most important discrete and continuous probability distributions (e. g. binomial and normal distributions),
- explain basic procedures of inferential statistics such as the principle of point and interval estimators,
- solve business practice problems with the help of adequate statistical methods and interpret the results obtained,
- understand possible applications in other fields of business studies and their practice,

- know the limits of the statistical methodology used and discuss them critically.

[updated 21.03.2018]

Module content:

Descriptive statistics:

- Classification of features
- Frequency tables for classified and nonclassified data
- Graphical representation of univariate data sets
- Description of univariate datasets using measures of location, dispersion and concentration
- Bivariate data analysis: graphical representation of data sets and investigation of the relationship of statistical characteristics (contingency, correlation, rank correlation)
- Linear regression
- Statistic software (for example: SPSS)

Probability calculation:

- Probability terms: Laplace distribution, statistical probability, Kolmogorov's probability theory
- Elementary calculation rules, total probability theorem, Bayesian theorem
- Discrete and continuous random variables
- Special distribution models (e.g. binomial and normal distribution)

Inferential statistics:

- Point and interval estimations

[*updated 21.03.2018*]

Teaching methods/Media:

Lecture and discussion in a large group using transparencies (projectors) and the blackboard (theory and example calculations).

The lecture will be supplemented by exercises and tutorials. In order to support independent work, a large number of exercise sheets covering the wide range topics in this module will be provided. Afterwards, the solutions will be discussed with the students.

Both the lecture notes and the exercise sheets will be available to students in electronic form.

Case studies from the field of tourism, such as for example: competitor analyses, destination research and guest surveys

[*updated 21.03.2018*]

Recommended or required reading:

Caputo, Fahrmeir, Künstler, Lang, Pigeot-Kübler, Tutz: Arbeitsbuch Statistik, 5. Auflage, Springer, Berlin, 2009

Fahrmeir, Künstler, Pigeot, Tutz: Statistik: Der Weg zur Datenanalyse, 7. überarbeitete Auflage, Springer, Berlin, Heidelberg, 2010

Schira: Statistische Methoden der VWL und BWL: Theorie und Praxis, 3., aktualisierte Auflage, Pearson Studium, 2009

Toutenburg, Heumann: Arbeitsbuch zur deskriptiven und induktiven Statistik, 2. Auflage, Springer, Berlin, Heidelberg, 2009

Toutenburg, Heumann: Descriptive statistics: Eine Einführung in Methoden und Anwendungen mit R und SPSS, 7. aktual. u. erw. Auflage, Springer, Berlin, Heidelberg, 2009

Toutenburg, Heumann: Induktive Statistik: Eine Einführung mit R und SPSS, 4. überab. und erw. Auflage, Springer, Berlin, Heidelberg, 2008

English literature:

Bowerman, O'Connell, Murphree: Business Statistics in Practice, 6th edition, McGraw-Hill/Irwin, 2011

OpenStax College, Introductory Statistics, Rice University, Houston, Texas, U.S., 2013

Sweeney, Williams, Anderson: Fundamentals of Business Statistics, 6th edition, Cengage Learning Emea, 2011

[*updated 21.03.2018*]

International Tourism-Management - optional courses

Cultural Management

Module name (EN): Cultural Management
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2017
Module code: BITM-W-06
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: English/German
Assessment: Project (can be repeated annually)
Curricular relevance: DFBTO-W-04 International Tourism Management, Bachelor, ASPO 01.10.2017, semester 5, mandatory course BITM-W-06 International Tourism-Management, Bachelor, ASPO 01.10.2013, optional course BITM-W-06 International Tourism-Management, Bachelor, ASPO 01.10.2015, optional course BITM-W-06 International Tourism-Management, Bachelor, ASPO 01.10.2017, optional course
Workload: 60 class contact hours over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 90 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Petra Garnjost

Lecturer: Prof. Dr. Petra Garnjost

[updated 26.06.2017]

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 concrete 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 21.03.2018]

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]

Hotel Management

Module name (EN): Hotel Management
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2017
Module code: BITM-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: English/German
Assessment: Project (can be repeated annually)
Curricular relevance: DFBTO-W-03 International Tourism Management, Bachelor, ASPO 01.10.2017, semester 5, mandatory course BITM-W-04 International Tourism-Management, Bachelor, ASPO 01.10.2013, optional course BITM-W-04 International Tourism-Management, Bachelor, ASPO 01.10.2015, optional course BITM-W-04 International Tourism-Management, Bachelor, ASPO 01.10.2017, optional course
Workload: 60 class contact hours over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 90 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 26.06.2017]

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 draw up a marketing concept for an accommodation business or something similar in teamwork (and, if necessary, through interaction with third parties) using suitable marketing instruments and creatively modelling 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 and communicate them to the group (and, if necessary, to external parties) and make recommendations for action.

[updated 21.03.2018]

Module content:

- Basics 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 21.03.2018]

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
- Hänsler, 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]

Mobility Management

Module name (EN): Mobility Management
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2017
Module code: BITM-W-08
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/English/French/Spanish
Assessment: Project (can be repeated annually)
Curricular relevance: DFBTO-W-06 International Tourism Management, Bachelor, ASPO 01.10.2017, semester 5, mandatory course BITM-W-08 International Tourism-Management, Bachelor, ASPO 01.10.2013, optional course BITM-W-08 International Tourism-Management, Bachelor, ASPO 01.10.2015, optional course BITM-W-08 International Tourism-Management, Bachelor, ASPO 01.10.2017, optional course
Workload: 60 class contact hours over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 90 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 26.06.2017]

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 transport service providers.
- the approaches of modern consumer theory in the context of tourism, mobility and transport
- the theoretical understanding of the particularities of the marketing of mobility and transport services
- the strategic marketing of mobility and transport service providers
- the marketing mix instruments (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)
- theoretical understanding of 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 basics of the managing mobility and transport services and will be able to analyze and present operational and organisational problems in organizations belonging to the tourism and transport industry (organisational change; special features of international tourism and transport organisations)

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 instruments 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, prioritisation/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 21.03.2018]

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 instruments (product, price, communication, distribution and process policy) in (inter-) national, as well as inter and intramodal context; approaches of modern consumer theory in tourism and transport

[updated 21.03.2018]

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]

Tourist Travel Management

Module name (EN): Tourist Travel Management
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2017
Module code: BITM-W-09
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: English/German
Assessment: Project (can be repeated annually)
Curricular relevance: DFBTO-W-07 International Tourism Management, Bachelor, ASPO 01.10.2017, semester 4, mandatory course BITM-W-09 International Tourism-Management, Bachelor, ASPO 01.10.2013, optional course BITM-W-09 International Tourism-Management, Bachelor, ASPO 01.10.2015, optional course BITM-W-09 International Tourism-Management, Bachelor, ASPO 01.10.2017, optional course
Workload: 60 class contact hours over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 90 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 26.06.2017]

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, through interaction with third parties) and select marketing instruments 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 21.03.2018]

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]