

Course Handbook International Tourism-Management Bachelor

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Deputy Head of Studies	Prof. Dr. Ralf Rockenbauch
Chairman of Examination	Prof. Dr. Leonhard Firlus
Deputy Chairman of Examination	Prof. Dr. Hellen Gross

International Tourism-Management Bachelor - mandatory courses (overview)

Module name (EN)	Code	Semester	Hours per semester week / Teaching method	ECTS	Module coordinator
Accounting	BITM-210	2	4V	5	Prof. Dr. Günter Pochmann
Bachelor Thesis	BITM-691	6	-	12	Prof. Dr. Achim Schröder
Business Law	BITM-220	2	4V	5	Prof. Dr. Sybille Neumann
Business Taxation and Aspects of International Corporate Taxation	BITM-412	4	4V	5	Prof. Dr. Christoph Freichel
Colloquium	BITM-693	6	2C	3	Prof. Dr. Achim Schröder

Cost Accounting in Tourism	BITM-115	1	4V	5	Prof. Dr. Michael Zell
Fundamentals of Law	BITM-130	1	4V	5	Prof. Dr. Sybille Neumann
Intercultural Competence	BITM-430	4	4SU international course	5	Prof. Dr. Kerstin Heuwinkel
International Contract Law	BITM-421	4	2V international course	2,5	Prof. Dr. Sybille Neumann
International Contract Law and Law for Managers in the Tourism Industry	BITM-420	4	4V	5	Prof. Dr. Sybille Neumann
Investment and Financing	BITM-410	4	4V	5	Prof. Dr. Matthias Gröhl
Law for Tourism Managers	BITM-422	4	2V	2,5	Prof. Dr. Sybille Neumann
Macroeconomics	BITM-350	3	4V international course	5	Prof. Dr. Leonhard Firlus
Management in the Tourism Industry	BITM-320	3	4VU+4S international course	10	Prof. Dr. Ralf Rockenbauch
Marketing and Market Research in Tourism	BITM-240	2	2V+2VU	5	Prof. Dr. Hellen Gross

Microeconomics	BITM-340	3	4V international course	5	Prof. Dr. Markus Münter
Practical Training Phase	BITM-690	6	12P	15	Prof. Dr. Achim Schröder
Principles of Business Administration	BITM-110	1	4V	5	Prof. Dr. Hellen Gross
Principles of the Tourism Sector	BITM-112	1	4V	5	Prof. Dr. Achim Schröder

(19 modules)

International Tourism-Management Bachelor - optional courses (overview)

Module name (EN)	Code	Semester	Hours per semester week / Teaching method	ECTS	Module coordinator
Cultural Management	BITM-W-06	-	4SU international course	5	Prof. Dr. Kerstin Heuwinkel
Destination Management	BITM-W-01	-	4SU	5	Prof. Dr. Achim Schröder
Hotel Management	BITM-W-04	-	4SU	5	Prof. Dr. Achim Schröder
MICE Management	BITM-W-07	-	4SU	5	Prof. Dr. Ralf Rockenbauch
Mobility Management	BITM-W-08	-	4SU	5	Prof. Dr. Ralf Rockenbauch
Recreation, Sports and Adventure Management	BITM-W-03	-	4SU	5	Prof. Dr. Ralf Rockenbauch
Tourism Sociology and Psychology	BITM-W-12	-	4SU	5	Prof. Dr. Kerstin Heuwinkel
Tourist Travel Management	BITM-W-09	-	4SU international course	5	Prof. Dr. Achim Schröder

(8 modules)

International Tourism-Management Bachelor - mandatory courses

Accounting

Module name (EN): Accounting
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2020
Module code: BITM-210
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 2
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BITM-210 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 2, mandatory course BITM-210 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 2, mandatory course BITM-210 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 2, mandatory course BITM-210 International Tourism-Management, Bachelor, ASPO 01.10.2020, semester 2, 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):

BITM-110 Principles of Business Administration

[updated 06.03.2020]

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

Prof. Dr. Günter Pochmann

Lecturer:

Dr. Birgit Pferdenges

[updated 06.03.2020]

Learning outcomes:

After successfully completing this module, student will: be familiar with the basics of annual financial statements and the annual financial statement policy

- be familiar with the components of annual financial statements
- be familiar with the basic concepts of international accounting
- be familiar with the principles of proper bookkeeping and accounting
- be familiar with balance sheet recognition and valuation
- be familiar with theoretical and actual recognizability
- understand the initial and subsequent valuation of significant items in annual financial statements
- be familiar with the special features of annual accounts in tourism and transport companies

[updated 17.09.2018]

Module content:

- Principles (functions, legal basis, components of national financial statements (balance sheet, earnings report, annex and management report))
- Principles of proper accounting and reporting
- Theoretical and actual recognizability
- Acquisition costs
- Production costs
- Fixed assets
- Current assets
- Liabilities
- Provisions
- Deferred items
- Presentation of equity and the income statement

[updated 17.09.2018]

Teaching methods/Media:

Lecture, case studies

[updated 17.09.2018]

Recommended or required reading:

Baetge, J./Kirsch, H.-J./Thiele, S.: Bilanzen, Düsseldorf, latest edition.

Bieg, H. u. a.: Handbuch der Rechnungslegung nach IFRS. Wiesbaden, latest edition

Bieg, H./ Kußmaul, H.: Externes Rechnungswesen, München, latest edition.

Coenenberg, A.: Jahresabschluss und Jahresabschlussanalyse, Stuttgart, latest edition.

Döring, U./Buchholz, R.: Buchhaltung und Jahresabschluss, Berlin 2011

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

Grefe, C.: Kompakt-Training Bilanzen, Ludwigshafen, latest edition.

Kudert, S./Sorg, P.: Rechnungswesen leicht gemacht, Berlin, latest edition 2011

Meyer C.: Bilanzierung nach Handels- und Steuerrecht, Herne/Berlin, latest edition.

Wöhe, G./Kußmaul, H., Grundzüge der Buchführung und Bilanztechnik, München 2010

Wichtige Wirtschaftsgesetze, latest edition, NWB-Verlag.

Wichtige Steuergesetze, latest edition, NWB-Verlag.

[updated 17.09.2018]

Bachelor Thesis

Module name (EN): Bachelor Thesis
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2020
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 BITM-691 International Tourism-Management, Bachelor, ASPO 01.10.2020, 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:

Professoren der Fakultät

[*updated 06.03.2020*]

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.

[*updated 21.03.2018*]

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.

[*updated 21.03.2018*]

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 professors from the Faculty of Economics and Business Administration.

[*updated 17.09.2018*]

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*]

Business Law

Module name (EN): Business Law
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2020
Module code: BITM-220
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 2
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BITM-220 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 2, mandatory course BITM-220 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 2, mandatory course BITM-220 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 2, mandatory course BITM-220 International Tourism-Management, Bachelor, ASPO 01.10.2020, semester 2, 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): BITM-130 Fundamentals of Law [updated 06.03.2020]

Recommended as prerequisite for:

BITM-420 International Contract Law and Law for Managers in the Tourism Industry

[updated 06.03.2020]

Module coordinator:

Prof. Dr. Sybille Neumann

Lecturer:

Prof. Dr. Sybille Neumann

[updated 06.03.2020]

Learning outcomes:

After successfully completing this module, students will:

- be familiar with the most important types of contracts, in particular sales law
- know commercial and corporate law

- be able to handle relevant legal texts independently
- understand the relevance of regulations for business practice
- be capable of developing solutions to concrete cases in the areas of sales, commercial and corporate law by classifying the problem, subsuming the facts under the characteristics of the relevant regulations and deriving the result from them

[updated 17.09.2018]

Module content:

Special law of obligations: Complete overview of special contracts under the law of obligations; the sales contract (including defective performance) will be dealt with in more detail.

Commercial law: (Concept of "merchant law", commercial and company register, company, commercial powers of attorney, transfer of a company to a new entity, commercial transactions)

Corporate law: Partnerships and corporations, a brief introduction to European company forms.

[updated 17.09.2018]

Teaching methods/Media:

Lecture based on introductory cases with exercises for solving legal cases

Board and slides

Learning material from the Internet (charts, diagrams, practice cases)

[updated 17.09.2018]

Recommended or required reading:

- Hirsch, Christoph, Schuldrecht Besonderer Teil, Nomos, Baden-Baden, latest edition
- Brox, Hans/Walker, Wolf, Besonderes Schuldrecht, C.H. Beck München, latest edition
- Klunzinger, Eugen, Grundzüge des Handelsrechts, Vahlen, München, latest edition
- Klunzinger, Eugen, Grundzüge des Gesellschaftsrechts, Vahlen, München, latest edition

[updated 17.09.2018]

Business Taxation and Aspects of International Corporate Taxation

Module name (EN): Business Taxation and Aspects of International Corporate Taxation
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2020
Module code: BITM-412
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)
Curricular relevance: DFBTO406 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 4, mandatory course BITM-412 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 4, mandatory course BITM-412 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 4, mandatory course BITM-412 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 4, mandatory course BITM-412 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

Lehrbeauftragte

[updated 06.03.2020]

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*]

Colloquium

Module name (EN): Colloquium
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2020
Module code: BITM-693
Hours per semester week / Teaching method: 2C (2 hours per week)
ECTS credits: 3
Semester: 6
Mandatory course: yes
Language of instruction: German/English
Assessment: Term paper with presentation / Can be repeated semesterly
Curricular relevance: BITM-692 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 6, mandatory course BITM-692 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 6, mandatory course BITM-692 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 6, mandatory course BITM-693 International Tourism-Management, Bachelor, ASPO 01.10.2020, 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. Achim Schröder

Lecturer:

Prof. Dr. Achim Schröder
[updated 06.03.2020]

Learning outcomes:

During the colloquium, students will explain the topic of their Bachelor's thesis, present a concept for the scientific approach to the topic, present the central results of their thesis and be able to discuss their results in a scientific debate.

The objective of the colloquium is to show that students are able to apply the skills they acquired in the course of their studies.

[updated 17.09.2018]

Module content:

The colloquium consists of three parts:

I) "Kick-off meeting"

- Organization and registration
- Evaluation criteria and scientific work
- Time management
- Finding and selecting a topic
- Further procedure

II) Presentation of the proposed topics by the students

III) "Exam Colloquium": Presentation of the practical study phase, as well as the Bachelor's thesis by the students; group discussion.

[updated 17.09.2018]

Teaching methods/Media:

The colloquium is a special academic achievement. Its objective is to show that students are able to apply the skills they acquired in the course of their studies.

Interactive course with a high level of student participation: scientific colloquium with presentation, discussion and documentation.

[updated 17.09.2018]

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).

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>

Literature on scientific work, e.g.

- Hungenberg, H., Problemlösung und Kommunikation, München, latest edition
- _Theisen, M.R., Wissenschaftliches Arbeiten, Verlag Vahlen, München, latest edition
- _Franz, S., Powerpoint, Verlag Markt und Technik , München, latest edition
- 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)

Topic-specific literature, e.g:

- Text books
- Scientific monographs
- Anthologies
- Articles from trade journals and other journals
- Internet contributions (e.g. conference contributions, company information, research papers from universities, presentation slides)

[updated 17.09.2018]

Cost Accounting in Tourism

Module name (EN): Cost Accounting in Tourism
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2020
Module code: BITM-115
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: DFBTO305 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 3, mandatory course BITM-310 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 3, mandatory course BITM-310 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 3, mandatory course BITM-115 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 1, mandatory course BITM-115 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 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:

BITM-320 Management in the Tourism Industry
BITM-W-03 Recreation, Sports and Adventure Management
BITM-W-07 MICE Management
[updated 06.03.2020]

Module coordinator:

Prof. Dr. Michael Zell

Lecturer:

Dr. Birgit Pferdmenges
[updated 06.03.2020]

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]

Fundamentals of Law

Module name (EN): Fundamentals of Law
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2020
Module code: BITM-130
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BITM-130 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 1, mandatory course BITM-130 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 1, mandatory course BITM-130 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 1, mandatory course BITM-130 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 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:

BITM-220 Business Law

BITM-420 International Contract Law and Law for Managers in the Tourism Industry

BITM-511

BITM-521

[updated 06.03.2020]

Module coordinator:

Prof. Dr. Sybille Neumann

Lecturer:

Prof. Dr. Sybille Neumann

[updated 06.03.2020]

Learning outcomes:

After successfully completing this module, students will:

- be familiar with the most important principles of German civil law for international tourism managers and its integration into the international and European framework
- understand the function and mechanisms of civil law and have improved their knowledge about the law of legal transactions
- be able to apply legal texts independently, interpret each regulation and relate them to one another
- understand the relevance of regulations for business practice
- be able to 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
- be able to review the results based on general legal value judgements

[updated 17.09.2018]

Module content:

The legal system, international and European influences, structure of jurisdiction

Legal entities of private law (people, consumers, entrepreneurs, businessmen)

Theory of legal transactions (declaration of intent, general legal transactions, contracts, abstraction principle)

Inclusion and main features of the content control of GTCs

Flaws in legal transactions (nullity due to form or content, contestability)

Agency

Statutory limitation

Introduction to law of obligations

Performance modalities and types of fulfilment

Rescission and revocation rights for consumers

Overview of defective performance and damages

Default in payment

Cession

Participation of third parties in the contractual relationship

[updated 17.09.2018]

Teaching methods/Media:

Lecture based on introductory cases with integrated exercises for solving civil law cases

Visualization using slides and key terms

Learning material from the Internet (charts, diagrams, practice cases)

[*updated 17.09.2018*]

Recommended or required reading:

- Hirsch, Christoph, Der Allgemeiner Teil des BGB, Baden-Baden, Nomos, latest edition
- Hirsch, Christoph, Schuldrecht Allgemeiner Teil, Baden-Baden, Nomos, latest edition
- Führich, E. Wirtschaftsprivatrecht. München: Vahlen, latest edition
- Führich, E. & Werdan, I. Wirtschaftsprivatrecht in Fällen und Fragen; München, Vahlen, latest edition
- Klunzinger, Eugen, Einführung in das Bürgerliche Recht, München: Vahlen, latest edition
- Klunzinger, Eugen, Übungen im Privatrecht, München: Vahlen, latest edition

[*updated 17.09.2018*]

Intercultural Competence

Module name (EN): Intercultural Competence
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2020
Module code: BITM-430
Hours per semester week / Teaching method: 4SU (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 BITM-430 International Tourism-Management, Bachelor, ASPO 01.10.2020, semester 4, 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):

BITM-112 Principles of the Tourism Sector

BITM-331

[updated 06.03.2020]

Recommended as prerequisite for:

BITM-511

BITM-W-06 Cultural Management

[updated 06.03.2020]

Module coordinator:

Prof. Dr. Kerstin Heuwinkel

Lecturer:

Prof. Dr. Petra Garnjost

Prof. Dr. Kerstin Heuwinkel

Prof. Dr. Stefanie Jensen

Dipl.-Sportwiss. Susanne Seeliger

[updated 06.03.2020]

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 17.09.2018]

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 17.09.2018]

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 17.09.2018]

International Contract Law

Module name (EN): International Contract Law
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2020
Module code: BITM-421
Hours per semester week / Teaching method: 2V (2 hours per week)
ECTS credits: 2,5
Semester: 4
Mandatory course: yes
Language of instruction: English/French
Assessment:
Curricular relevance: BITM-421 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 4, mandatory course BITM-421 International Tourism-Management, Bachelor, ASPO 01.10.2020, semester 4, mandatory course Suitable for exchange students (learning agreement)
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 75 hours (equivalent to 2.5 ECTS credits). There are therefore 52.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Sybille Neumann

Lecturer:

Prof. Dr. Holger Buck

Prof. Dr. Sybille Neumann

[updated 05.03.2020]

Learning outcomes:

[still undocumented]

Module content:

[still undocumented]

Recommended or required reading:

[still undocumented]

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 01.10.2020
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 BITM-420 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):

BITM-130 Fundamentals of Law

BITM-220 Business Law

[updated 06.03.2020]

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

Prof. Dr. Sybille Neumann

Lecturer:

Prof. Dr. Holger Buck

Prof. Dr. Sybille Neumann

[updated 06.03.2020]

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
- 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 17.09.2018*]

Investment and Financing

Module name (EN): Investment and Financing
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2020
Module code: BITM-410
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)
Curricular relevance: BITM-410 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 4, mandatory course BITM-410 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 4, mandatory course BITM-410 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 4, mandatory course BITM-410 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): BITM-110 Principles of Business Administration BITM-141 [updated 06.03.2020]

Recommended as prerequisite for:

Module coordinator:
Prof. Dr. Matthias Gröhl

Lecturer:
Lehrbeauftragte
[updated 06.03.2020]

Learning outcomes:

After successfully completing this module students will be able to do the following in the field of investment:

- describe the objectives of capital budgeting,
- describe and differentiate between static and dynamic investment calculation methods,
- discuss the advantages and disadvantages of investment calculation methods,

- apply the methods of static and dynamic investment calculation procedures to tasks,
- explain solutions to selected problems in investment accounting,

- calculate the influence of income taxes, the optimum useful life and the optimal investment program.

In the field of financing students will be able to:

- explain the importance of financing in the context of business functions,
- describe and distinguish between debt and internal financing,

- name the financing instruments of self- and external financing,
- name and describe the possibilities of equity capital for different legal entities,
- calculate the regular capital increase of a public stock corporation,

- illustrate the instruments of short and long-term external financing with regard to their areas of application,
- create interest and repayment plans,

- calculate the effective yield according to the mean value method for bonds and trade credits,
- recognize the importance of cash flow for corporate financing,

- understand how financing potential arises from depreciation and provisions,
- describe the equity release and the capacity-increasing effect,

- understand the meaning and purpose of horizontal capital structure rules and be able to apply the calculation formulas,

- determine long-term and short-term capital requirements,

- create short-term liquidity planning.

[updated 17.09.2018]

Module content:

Investment

Static investment calculation

- Cost comparison calculation
- Profit comparison method
- Profitability calculation
- Comparative amortization calculation

Dynamic investment calculation

- Net present value (NPV) method
- Annuity method
- Internal rate of return (IRR)
- Final asset value method

Selected problems regarding investment decisions

Financing

Debt financing

- Deposit and equity financing
- External financing

Internal financing

- Cash flow financing
- Financing from asset redeployment and equity release

Capital structure and debt policy

- Optimizing the vertical capital structure
- Leverage effect
- Financing rules for the horizontal balance sheet structure

Capital budgeting and financial planning

- Concept and tasks of financial planning
- Capital budgeting and liquidity planning

[updated 17.09.2018]

Teaching methods/Media:

Lecture und exercises

[updated 17.09.2018]

Recommended or required reading:

- Becker, H.P.: Investition und Finanzierung, latest edition, Gabler, Wiesbaden.
- Berk, J./DeMarzo, P.: Grundlagen der Finanzwirtschaft: Analyse, Entscheidung und Umsetzung, latest edition, Pearson, München.
- Bieg, H./Kußmaul, H.: Investition, latest edition, Vahlen, München.
- Bieg, H./Kußmaul, H.: Finanzierung, latest edition, Vahlen, München.
- Däumler, K.-D.: Betriebliche Finanzwirtschaft, latest edition, NWB, Herne.
- Däumler, K.-D./Grabe, J.: Grundlagen der Investitions- und Wirtschaftlichkeits-rechnung, latest edition, NWB, Herne.
- Gräfer, H. /Schiller, B. /Rösner, S.: Finanzierung, latest edition, ESV, Berlin.
- Jahrmann, F.-U.: Finanzierung, latest edition, NWB, Herne.
- Perridon, L./Steiner, M./Rathgeber, A.W.: Finanzwirtschaft der Unternehmung, latest edition, Vahlen, München.
- Wöhe, G. / Bilstein, J. / Ernst, D. / Häcker, J.: Grundzüge der Unternehmens-finanzierung, latest edition, Vahlen, München.
- Zantow, R.: Finanzwirtschaft der Unternehmung, latest edition, Pearson, München.

[updated 17.09.2018]

Law for Tourism Managers

Module name (EN): Law for Tourism Managers
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2020
Module code: BITM-422
Hours per semester week / Teaching method: 2V (2 hours per week)
ECTS credits: 2,5
Semester: 4
Mandatory course: yes
Language of instruction: German
Assessment:
Curricular relevance: BITM-422 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 4, mandatory course BITM-422 International Tourism-Management, Bachelor, ASPO 01.10.2020, semester 4, mandatory course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 75 hours (equivalent to 2.5 ECTS credits). There are therefore 52.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: BITM-521 [updated 06.03.2020]

Module coordinator: Prof. Dr. Sybille Neumann
Lecturer: Prof. Dr. Sybille Neumann <i>[updated 05.03.2020]</i>
Learning outcomes: <i>[still undocumented]</i>
Module content: <i>[still undocumented]</i>
Recommended or required reading: <i>[still undocumented]</i>

Macroeconomics

Module name (EN): Macroeconomics
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2020
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 BITM-350 International Tourism-Management, Bachelor, ASPO 01.10.2020, semester 3, 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:

BITM-511

BITM-521

*[updated 06.03.2020]***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 01.10.2020
Module code: BITM-320
Hours per semester week / Teaching method: 4VU+4S (8 hours per week)
ECTS credits: 10
Semester: 3
Mandatory course: yes
Language of instruction: English/German
Assessment: Project (can be repeated annually)
Curricular relevance: DFBTO307 International Tourism Management, Bachelor, ASPO 01.10.2018, 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 BITM-320 International Tourism-Management, Bachelor, ASPO 01.10.2020, semester 3, mandatory course Suitable for exchange students (learning agreement)
Workload: 120 class hours (= 90 clock hours) over a 15-week period. The total student study time is 300 hours (equivalent to 10 ECTS credits). There are therefore 210 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BITM-112 Principles of the Tourism Sector BITM-115 Cost Accounting in Tourism BITM-240 Marketing and Market Research in Tourism BITM-281 [updated 06.03.2020]

Recommended as prerequisite for:

BITM-511

BITM-531

BITM-690 Practical Training Phase

BITM-W-03 Recreation, Sports and Adventure Management

BITM-W-04 Hotel Management

BITM-W-07 MICE Management

BITM-W-08 Mobility Management

BITM-W-09 Tourist Travel Management

[updated 06.03.2020]

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, prioritization/derivation, analyses, activity planning, implementation, success control),

- apply the principles 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 intensify their knowledge about teamwork, apply the tools of scientific work, motivation theories and modern presentation techniques.

Management competencies will be expanded and improved.

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

[updated 17.09.2018]

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, prioritization/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 17.09.2018]

Teaching methods/Media:

Lecture, seminar with practice-oriented 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 17.09.2018]

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 17.09.2018]

Marketing and Market Research in Tourism

Module name (EN): Marketing and Market Research in Tourism
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2020
Module code: BITM-240
Hours per semester week / Teaching method: 2V+2VU (4 hours per week)
ECTS credits: 5
Semester: 2
Mandatory course: yes
Language of instruction: German
Assessment: Written exam + written composition with presentation (60 minutes / Weighting 1:1 / Can be repeated annually)
Curricular relevance: BITM-240 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 2, mandatory course BITM-240 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 2, mandatory course BITM-240 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 2, mandatory course BITM-240 International Tourism-Management, Bachelor, ASPO 01.10.2020, semester 2, 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): BITM-112 Principles of the Tourism Sector [updated 06.03.2020]

Recommended as prerequisite for:

BITM-320 Management in the Tourism Industry

BITM-531

BITM-581

BITM-W-01 Destination Management

BITM-W-03 Recreation, Sports and Adventure Management

BITM-W-04 Hotel Management

BITM-W-07 MICE Management

BITM-W-08 Mobility Management

BITM-W-09 Tourist Travel Management

BITM-W-12 Tourism Sociology and Psychology

[updated 06.03.2020]

Module coordinator:

Prof. Dr. Hellen Gross

Lecturer:

Prof. Dr. Hellen Gross (lecture)

Prof. Dr. Achim Schröder (lecture/exercise)

Marcus Bauer (exercise)

[updated 06.03.2020]

Learning outcomes:

After successfully completing this module students will be able to:

- demonstrate a basic understanding of marketing and its position in the corporate context,
- give an overview of the tasks and functions of marketing,
- critically reflect on marketing activities with regard to society,
- explain the importance of consumer behaviour research,
- name marketing mix tools (product, price, communication, distribution and process policies) and relate them to industry-specific and international peculiarities,

- illustrate connections between the importance of information in the marketing process and the essential tasks of market research,
- identify essential tasks and forms of market research,
- structure and implement the market research process in different phases,
- be able to describe essential sampling procedures, methods and tools for gathering information
- develop solutions for problems and questions in the fields of tourism marketing and market research, implement them in a project and document and present their results in a presentation, either independently or as part of a team.

[updated 17.09.2018]

Module content:**Marketing**

-Basic concepts of marketing and the classification of marketing in the business context of international tourism companies

-Critical assessment of the impact of marketing on society

-Principles of consumer behavior

-Market segmentation methods, transnational target groups

-Fields of action within the marketing mix in tourism: product policy, communication policy, pricing policy, distribution policy, process policy in international tourism companies

Market Research

- Basics and concepts of market research

- The market research process

- The survey: types of questions and the development of survey forms

- Non-random sampling

- Data evaluation, analysis and interpretation (SPSS)

- Documentation and presentation of market research results

- Market research institutions and organizations

- Importance of information in the marketing decision process

- Other methods of gathering information

[updated 17.09.2018]

Teaching methods/Media:

Lecture with case study work

Conception and implementation of a market research project on a problem from the field of recreation and tourism.

[updated 17.09.2018]

Recommended or required reading:

- Bruhn, Manfred: Marketing. Grundlagen für Studium und Praxis, Gabler, Wiesbaden, latest edition
- Fantapié Altobelli, Claudia: Marktforschung: Methoden, Anwendungen, Praxisbeispiele, UVK/Lucius, München, latest edition
- Fantapié Altobelli, Claudia; Hoffmann, Sascha: Grundlagen der Marktforschung, UVK/Lucius, München, latest edition
- Freyer, W.: Tourismus-Marketing, München: Oldenbourg, latest edition
- Koch, Jörg: Marktforschung. Grundlagen und praktische Anwendung, Oldenbourg, München, latest edition
- Kotler, P. et al: Grundlagen des Marketing. München: Pearson Studium, latest edition
- Kroeber-Riel, W., Weinberg, P., Gröppel-Klein, A.: Konsumentenverhalten, München, Vahlen, latest edition
- Meffert, H. et al.: Marketing. Grundlagen marktorientierter Unternehmensführung. Wiesbaden: Gabler, latest edition
- Meffert, Heribert et al.: Internationales Marketing-Management, Kohlhammer, Stuttgart, latest edition
- Meffert, Manfred; Bruhn, Manfred: Dienstleistungsmarketing: Grundlagen -Konzepte _ Methoden, Gabler, Wiesbaden, latest edition
- Schnell/Hill/Esser: Methoden der empirischen Sozialforschung, Oldenbourg, München, latest edition
- Seitz, Erwin; Meyer, Wolfgang: Tourismusmarktforschung, Vahlen, München, latest edition
- Market research studies in tourism, e.g. Reiseanalyse, Deutscher Reisemonitor, Tourismus in Zahlen etc.
- [updated 17.09.2018]

Microeconomics

Module name (EN): Microeconomics
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2020
Module code: BITM-340
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-120 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 1, mandatory course BITM-120 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 1, mandatory course BITM-340 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 3, mandatory course BITM-340 International Tourism-Management, Bachelor, ASPO 01.10.2020, semester 3, 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:

BITM-511

BITM-521

*[updated 06.03.2020]***Module coordinator:**

Prof. Dr. Markus Münter

Lecturer: Prof. Dr. Markus Münter*[updated 26.06.2017]***Learning outcomes:**

After successfully completing this module, students will have acquired knowledge about microeconomic theories and models that can be used to:

- explain consumer and business behavior and the decisions of consumers and businesses in markets
- analyze and develop business strategies in different market structures
- work on case studies on consumer behavior and business strategies.

[Key learning objectives. Students will:

- _ understand how to apply basic microeconomic principles and concepts
- _ understand and be able to explain consumer behavior and decision making
- _ understand and be able to explain company behavior and how managers make decisions
- _ be able to explain and analyze company strategies and their relation to different types of market structures, as well as develop their own strategies]

[updated 17.09.2018]

Module content:

- Consumer behavior and demand decisions
- Decisions with regard to risk and from a behavioral perspective
- Companies, competition and market structure
- Company size and production decisions
- Costs, restructuring and M&A
- Perfect competition and the monopoly as a framework for competition policy
- Pricing strategies with market power
- Strategic decisions with the game theory
- Strategic competition in the oligopoly

[Structure and content:

A) How do consumers behave?

- Consumer behavior and demand
- Uncertainty, risk and behavioral economics

B) How do companies and managers make decisions?

- Theory of the company, market structure and competition
- Company size and production decisions
- Costs, restructuring and M&A

C) How do companies compete?

- Perfect competition and the monopoly as a framework for competition policy
- Pricing with market power
- Strategic decision-making with the game theory
- Strategic competition in an oligopoly]

[*updated 17.09.2018*]

Teaching methods/Media:

Lecture, exercises, case studies, workshop.

[*updated 17.09.2018*]

Recommended or required reading:

- Pindyck, R. and Rubinfeld, D., Microeconomics, latest edition, Pearson, New Jersey.
- Besanko, D. and Braeutigam, R., Microeconomics, latest edition, Wiley, New Jersey.
- Frank, R. and Cartwright, E., Microeconomics and behaviour, latest edition, McGraw Hill, Maidenhead.

[*updated 17.09.2018*]

Practical Training Phase

Module name (EN): Practical Training Phase
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2020
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 training phase is officially verified, the student is considered to have 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 BITM-690 International Tourism-Management, Bachelor, ASPO 01.10.2020, semester 6, mandatory course</p>

Workload:

180 class hours (= 135 clock hours) over a 15-week period.

The total student study time is 450 hours (equivalent to 15 ECTS credits).

There are therefore 315 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

BITM-112 Principles of the Tourism Sector

BITM-320 Management in the Tourism Industry

BITM-331

[updated 06.03.2020]

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

Prof. Dr. Achim Schröder

Lecturer:

Professoren der Fakultät

[updated 06.03.2020]

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.

[updated 21.03.2018]

Module content:

It 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 are to take on tasks in the supervising institution that correspond in content to the occupational profile of the degree they are aiming for.

[updated 17.09.2018]

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.

[updated 21.03.2018]

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
[updated 17.09.2018]

Principles of Business Administration

Module name (EN): Principles of Business Administration
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2020
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 BITM-110 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 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:

BITM-210 Accounting

BITM-410 Investment and Financing

BITM-511

[*updated 06.03.2020*]

Module coordinator:

Prof. Dr. Hellen Gross

Lecturer: Prof. Dr. Hellen Gross

[*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 position 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 17.09.2018*]

Module content:

Introduction to Business Administration

- Basic concepts and interrelationships in business administration
- Economics 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
- Transactions in asset management, operating activities and financing activities

[updated 17.09.2018]

Teaching methods/Media:

Lecture, exercises and discussions with students, as well as presentations by the students

[updated 17.09.2018]

Recommended or required reading:

Introduction to Business Administration

- Beschorner, 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]

Principles of the Tourism Sector

Module name (EN): Principles of the Tourism Sector
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2020
Module code: BITM-112
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 minutes / can be repeated semesterly)
Curricular relevance: BITM-111 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 1, mandatory course BITM-111 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 1, mandatory course BITM-112 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 1, mandatory course BITM-112 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 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:

BITM-240 Marketing and Market Research in Tourism

BITM-281

BITM-320 Management in the Tourism Industry

BITM-331

BITM-430 Intercultural Competence

BITM-511

BITM-531

BITM-581

BITM-690 Practical Training Phase

BITM-W-01 Destination Management

BITM-W-03 Recreation, Sports and Adventure Management

BITM-W-04 Hotel Management

BITM-W-06 Cultural Management

BITM-W-07 MICE Management

BITM-W-08 Mobility Management

BITM-W-09 Tourist Travel Management

BITM-W-12 Tourism Sociology and Psychology

[updated 06.03.2020]

Module coordinator:

Prof. Dr. Achim Schröder

Lecturer:

Prof. Dr. Achim Schröder

[updated 14.12.2019]

Learning outcomes:

Introduction to Tourism Studies:

After successfully completing this module, students will:

- be familiar with the basic concepts and definition of the tourism industry
- be familiar with the basic economic and in particular, tourism-economic dimensions of tourism studies
- be familiar with the development and importance of tourism
- be able to list the characteristics of the tourism sector (tourism value chain)
- be familiar with market structures and market participants (suppliers, customers, organizations)
- be familiar with terms from the tourism industry

Students will acquire international and intercultural competence by working with foreign markets as the source and target markets of international tourism and discussing examples from international companies and destinations.

Personnel and Organization:

After successfully completing this module, students will:

- learn the basics of human resources (human resources as a production factor, human resource decision areas: recruitment, personnel selection, personnel development, personnel management, remuneration policy, special features in international tourism companies),
- have basic knowledge that will enable them to deal with human resources issues in companies,
- have insight into the field of organization and be able to explain procedural and structural organizational issues in companies (process organization: presentation and evaluation of processes; organizational structure: organizational theory approaches, basic models, project organization, management organization, organizational change; peculiarities of international tourism companies),
- be familiar with the functions, elements and structures of management systems

Students will learn the basics of teamwork and the successful use of modern presentation techniques.

[updated 17.09.2018]

Module content:

Introduction to the Tourism Industry

- Definitions and terminology
- The history of travel
- Global travel flows and tourism development factors
- Demand in tourism
- Supply in tourism
- Players in tourism policy
- International tourism sites
- The future of tourism
- Tourism and sustainability

Human Resources

- Human resources as production factors
- Human resources decision areas: recruiting, personnel selection, personnel development, personnel management, remuneration policy
- Special features of international tourism companies

Organization

- Process organization: representation and evaluation of processes
 - Organizational structure: organizational theory approaches, basic models, project organization, management organization, organizational change
 - Special features of international tourism companies
- [updated 17.09.2018]

Teaching methods/Media:

Lecture, exercises and discussions with students, as well as presentations by students
[updated 17.09.2018]

Recommended or required reading:

Introduction to the Tourism Industry:

- Becker, Chr.; Job, H. (Hrsg.) (2000): Nationalatlas Bundesrepublik Deutschland. Band 10: Freizeit und Tourismus. Institut für Länderkunde, Leipzig
 - Bieger, Th.: Tourismuslehre - Ein Grundriss. Haupt Verlag, Bern, Stuttgart, Wien, latest edition
 - Freyer, W.: Tourismus. Einführung in die Fremdenverkehrsökonomie. Oldenbourg Verlag, München, latest edition
 - Hartmann, R.: Marketing in Tourismus und Freizeit. UVK, Konstanz, München, latest edition
 - Mundt, J. W.: Tourismus. Oldenbourg Verlag, München, latest edition
 - Schmude, J.; Namberger, Ph.: Tourismusgeographie. WBG, Darmstadt, latest edition.
 - Steinecke, A.: Tourismus. Das Geographische Seminar, Westermann, Braunschweig, latest edition
 - Steinecke, A.: Internationaler Tourismus. UVK, Konstanz, München, latest edition
- Journals: e.g. Annals of tourism research, Fremdenverkehrswirtschaft (FVW), Internationales Verkehrswesen, Reiseanalyse der F.U.R., Statistiken der World Tourism Organisation und von IPK International, Touristik Report etc...

Personnel and Organization:

- Bea, Franz Xaver/Dichtl, Erwin/Schweitzer, Marcell (Hrsg.): Allgemeine Betriebswirtschaftslehre. Band 1: Grundfragen. latest edition
 - Bierle, Klaus: Betriebswirtschaftslehre Band 1. latest edition
 - Bierle, Klaus: Betriebswirtschaftslehre Band 2. latest edition
 - Kieser, A., Walgenbach, P., Organisation. latest edition, Stuttgart: Schaeffer-Poeschel
 - Schierenbeck, H., Wöhle C. B. , Grundzüge der Betriebswirtschaft, 17. überarb. und erweiterte Aufl. Oldenbourg, München Wien, 2008
 - Linder-Lohmann, D., Lohmann, F., Schirmer, U., Personalmanagement, Heidelberg 2008
 - Scholz, C., Grundzüge des Personalmanagements, München, 2011.
 - Wöhe, G., Döring, U, Einführung in die Allgemeine Betriebswirtschaftslehre, 24. Aufl. 2010.
- Daily newspapers and magazines (e.g. Handelsblatt, FAZ, FTD, Wirtschaftswoche, etc...)

[updated 17.09.2018]

International Tourism-Management Bachelor - optional courses

Cultural Management

Module name (EN): Cultural Management
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2020
Module code: BITM-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: English/Spanish
Assessment: Project (can be repeated annually)
Curricular relevance: DFBTO-W-04 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 5, optional 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 BITM-W-06 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):

BITM-112 Principles of the Tourism Sector

BITM-430 Intercultural Competence

[updated 11.12.2019]

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

Prof. Dr. Kerstin Heuwinkel

Lecturer: Prof. Dr. Kerstin Heuwinkel

[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 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: BITM-W-01
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)
Curricular relevance: DFBTO-W-01 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 4, optional course BITM-W-01 International Tourism-Management, Bachelor, ASPO 01.10.2013, optional course BITM-W-01 International Tourism-Management, Bachelor, ASPO 01.10.2015, optional course BITM-W-01 International Tourism-Management, Bachelor, ASPO 01.10.2017, optional course BITM-W-01 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): BITM-112 Principles of the Tourism Sector BITM-240 Marketing and Market Research in Tourism BITM-331 [updated 12.12.2019]

Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Achim Schröder

Lecturer:

Prof. Dr. Achim Schröder

[updated 12.12.2019]

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

Module name (EN): Hotel Management
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2020
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: German
Assessment: Project (can be repeated annually)
Curricular relevance: DFBTO-W-03 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 5, optional 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 BITM-W-04 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): BITM-112 Principles of the Tourism Sector BITM-240 Marketing and Market Research in Tourism BITM-320 Management in the Tourism Industry BITM-331 [updated 14.12.2019]

Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Achim Schröder

Lecturer:

Dipl.-Sportwiss. Susanne Seeliger

[updated 14.12.2019]

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
- 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]

MICE Management

Module name (EN): MICE Management
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2020
Module code: BITM-W-07
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)
Curricular relevance: DFBTO-W-05 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 4, optional course BITM-W-07 International Tourism-Management, Bachelor, ASPO 01.10.2013, optional course BITM-W-07 International Tourism-Management, Bachelor, ASPO 01.10.2015, optional course BITM-W-07 International Tourism-Management, Bachelor, ASPO 01.10.2017, optional course BITM-W-07 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): BITM-112 Principles of the Tourism Sector BITM-115 Cost Accounting in Tourism BITM-240 Marketing and Market Research in Tourism BITM-320 Management in the Tourism Industry BITM-331 [updated 11.12.2019]
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 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
Module code: BITM-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: English
Assessment: Project (can be repeated annually)
Curricular relevance: DFBTO-W-06 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 5, optional 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 BITM-W-08 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): BITM-112 Principles of the Tourism Sector BITM-240 Marketing and Market Research in Tourism BITM-320 Management in the Tourism Industry BITM-331 [updated 16.12.2019]
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 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]

Recreation, Sports and Adventure Management

Module name (EN): Recreation, Sports and Adventure Management
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2020
Module code: BITM-W-03
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)
Curricular relevance: DFBTO-W-02 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 4, optional course BITM-W-03 International Tourism-Management, Bachelor, ASPO 01.10.2013, optional course BITM-W-03 International Tourism-Management, Bachelor, ASPO 01.10.2015, optional course BITM-W-03 International Tourism-Management, Bachelor, ASPO 01.10.2017, optional course BITM-W-03 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): BITM-112 Principles of the Tourism Sector BITM-115 Cost Accounting in Tourism BITM-240 Marketing and Market Research in Tourism BITM-320 Management in the Tourism Industry BITM-331 <i>[updated 11.12.2019]</i>
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Ralf Rockenbauch
Lecturer: Prof. Dr. Ralf Rockenbauch <i>[updated 26.06.2017]</i>

Learning outcomes:

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 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, Kulturosoziologie 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]

Tourism Sociology and Psychology

Module name (EN): Tourism Sociology and Psychology
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2020
Module code: BITM-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)
Curricular relevance: DFBTO-W-08 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 5, optional course BITM-W-12 International Tourism-Management, Bachelor, ASPO 01.10.2013, optional course BITM-W-12 International Tourism-Management, Bachelor, ASPO 01.10.2015, optional course BITM-W-12 International Tourism-Management, Bachelor, ASPO 01.10.2017, optional course BITM-W-12 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): BITM-112 Principles of the Tourism Sector BITM-240 Marketing and Market Research in Tourism [updated 11.12.2019]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Kerstin Heuwinkel
Lecturer: Prof. Dr. Kerstin Heuwinkel [updated 26.06.2017]

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.

Hahn, H. & Kagelmann, H.J. (1993): Tourismuspsychologie und Tourismussoziologie. München.

Krippendorf, J. (1986). Die Ferienmenschen. Für ein neues Verständnis von Freizeit und Reisen. München: dtv.

Luhmann, N. (1990): Ökologische Kommunikation. Opladen: Westdeutscher Verlag, 3. A.

Schulze, G. (1992). Die Erlebnisgesellschaft. Frankfurt: Campus.

Spode, H., Ziehe, I. (Hrsg.) (2005) Gebuchte Gefühle. Tourismus zwischen Verortung und Entgrenzung. München/Wien: Profil-Verlag. 3-89019-556-3

Vester, H.-G. (1988). Zeitalter der Freizeit. Darmstadt: Wissenschaftliche Buchgesellschaft.

Weber, M. (1995): Schriften zur Soziologie, Stuttgart: Reclam

Weiermair, K., Brunner-Sperdin, A. (2006). Erlebnisinszenierung im Tourismus. Berlin: Schmidt

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

[updated 17.09.2018]

Tourist Travel Management

Module name (EN): Tourist Travel Management
Degree programme: International Tourism-Management, Bachelor, ASPO 01.10.2020
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
Assessment: Project (can be repeated annually)
Curricular relevance: DFBTO-W-07 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 4, optional 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 BITM-W-09 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):

BITM-112 Principles of the Tourism Sector
BITM-240 Marketing and Market Research in Tourism
BITM-320 Management in the Tourism Industry
BITM-331

[updated 12.12.2019]

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

Prof. Dr. Achim Schröder

Lecturer:

Lehrbeauftragte

Dr. Acácia Malhado

[updated 12.12.2019]

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 Touristikkonzern, 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

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