

# Course Handbook International Tourism Management

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Head of Studies	Prof. Dr. Sybille Neumann
Deputy Head of Studies	Prof. Dr. Achim Schröder
Chairman of Examination	Prof. Dr. Stefan Selle
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## International Tourism Management - mandatory courses (overview)

Module name (EN)	Code	Semester	Hours per semester week / Teaching method	ECTS	Module coordinator
Accounting	DFBTO110	1	24CM+24TD	4	Alina Simion
Business Taxation and Aspects of International Corporate Taxation	DFBTO406	4	4V	5	Prof. Dr. Christoph Freichel
Business law	DFBTO107	1	12CM+12TD	2	Alina Simion
Business law (in German)	DFBTO207	2	12CM+12TD	2	Prof. Dr. Sybille Neumann
Commercial Law	DFBTO206	2	12CM+12TD	2	Alina Simion
Cost Accounting in Tourism	DFBTO305	3	4V	4	Prof. Dr. Michael Zell

Cultural Management	DFBTO-W-04	5	4SU international course	5	Prof. Dr. Kerstin Heuwinkel
Data and Business Process Management	DFBTO308	3	4V	5	Prof. Dr. Stefan Selle
Destination Management	DFBTO-W-01	4	4SU	5	Prof. Dr. Achim Schröder
Economic and Policy Aspects of Sustainable Tourism	DFBTO505	5	4VF	5	Prof. Dr. Ralf Rockenbauch
Economic, Cultural and Tourism Geography	DFBTO504	5	4SU	5	Prof. Dr. Achim Schröder
English 1	DFBTO103	1	48TD	3	Martine Herzhauser
English 2	DFBTO203	2	24TD	2	Martine Herzhauser
External accounting	DFBTO306	3	2V+2U	4	Prof. Dr. Günter Pochmann
Financial Mathematics and Statistics	DFBTO210	2	24CM+24TD	4	Marius Marchal
Financial management and investments	DFBTO211	2	12CM+12TD	1,5	Alina Simion
French 1	DFBTO102	1	48TD	4	Martine Herzhauser

French 2	DFBTO202	2	48TD	4	Martine Herzhauser
German 1	DFBTO101	1	48TD	4	Martine Herzhauser
German 2	DFBTO201	2	48TD	4	Martine Herzhauser
German 3	DFBTO301	3	4U	4	Prof. Dr. Thomas Tinnefeld
German 4	DFBTO401	4	4U	4	Prof. Dr. Thomas Tinnefeld
Hotel Management	DFBTO-W-03	5	4SU	5	Prof. Dr. Achim Schröder
Information technology 2	DFBTO209	2	24CM+24TD	4	Alina Simion
Information, Communication and Reservation Systems	DFBTO506	5	4VF	5	Prof. Dr. Achim Schröder
Intercultural Management 1	DFBTO104	1	24TD	2	Martine Herzhauser
Intercultural Management 2	DFBTO204	2	24TD	2	Martine Herzhauser
Intercultural management 3	DFBTO304	3	1V	1	Prof. Dr. Stefanie Jensen
Introduction to Business Administration	DFBTO105	1	12CM+12TD	2	Alina Simion

Introduction to logistics	DFBTO212	2	12CM+12TD	1,5	Alina Simion
MICE Management	DFBTO-W-05	4	4SU	5	Prof. Dr. Ralf Rockenbauch
Macroeconomics 1	DFBTO106	1	12CM+12TD	2	Alina Simion
Macroeconomics 2	DFBTO205	2	12CM+12TD	2	Daniel Sirguy
Management in the Tourism Industry	DFBTO307	3	4VU+4S international course	10	Prof. Dr. Ralf Rockenbauch
Mathematics	DFBTO109	1	24CM+24TD	4	Marius Marchal
Mobility Management	DFBTO-W-06	5	4SU	5	Prof. Dr. Ralf Rockenbauch
Recreation, Sports and Adventure Management	DFBTO-W-02	4	4SU	5	Prof. Dr. Ralf Rockenbauch
Tourism Sociology and Psychology	DFBTO-W-08	5	4SU	5	Prof. Dr. Kerstin Heuwinkel
Tourist Travel Management	DFBTO-W-07	4	4SU international course	5	Prof. Dr. Achim Schröder

(39 modules)

## **International Tourism Management - optional courses (overview)**

<b>Module name (EN)</b>	<b>Code</b>	<b>Semester</b>	<b>Hours per semester week / Teaching method</b>	<b>ECTS</b>	<b>Module coordinator</b>
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(0 modules)

# International Tourism Management - mandatory courses

## Accounting

<b>Module name (EN):</b> Accounting
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO110
<b>Hours per semester week / Teaching method:</b> 24CM+24TD (48 hours)
<b>ECTS credits:</b> 4
<b>Semester:</b> 1
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<b>Curricular relevance:</b> DFBBW-130 Business Administration, Bachelor, ASPO 01.10.2013, semester 1, mandatory course DFBTO110 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 1, mandatory course DFBBW-130 UNKNOWN, , ASPO , semester 1, mandatory course
<b>Workload:</b> The total student study time for this course is 120 hours.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>

<b>Module coordinator:</b> Alina Simion
<b>Lecturer:</b> Alina Simion <i>[updated 16.01.2017]</i>
<b>Learning outcomes:</b> <i>[still undocumented]</i>
<b>Module content:</b> <i>[still undocumented]</i>
<b>Recommended or required reading:</b> <i>[still undocumented]</i>

# Business Taxation and Aspects of International Corporate Taxation

<b>Module name (EN):</b> Business Taxation and Aspects of International Corporate Taxation
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO406
<b>Hours per semester week / Teaching method:</b> 4V (4 hours per week)
<b>ECTS credits:</b> 5
<b>Semester:</b> 4
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b> Written exam (90 minutes / Can be repeated semesterly)
<b>Curricular relevance:</b> 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
<b>Workload:</b> 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.



**Recommended prerequisites (modules):**

None.

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

Prof. Dr. Christoph Freichel

**Lecturer:** Prof. Dr. Christoph Freichel

[updated 16.01.2017]

**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]

## Business law

<b>Module name (EN):</b> Business law
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO107
<b>Hours per semester week / Teaching method:</b> 12CM+12TD (24 hours)
<b>ECTS credits:</b> 2
<b>Semester:</b> 1
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<b>Curricular relevance:</b> DFBBW-114 Business Administration, Bachelor, ASPO 01.10.2013, semester 1, mandatory course DFBTO107 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 1, mandatory course DFBBW-114 UNKNOWN, , ASPO , semester 1, mandatory course
<b>Workload:</b> The total student study time for this course is 60 hours.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>
<b>Module coordinator:</b> Alina Simion

**Lecturer:** Alina Simion  
*[updated 16.01.2017]*

**Learning outcomes:**  
*[still undocumented]*

**Module content:**  
*[still undocumented]*

**Recommended or required reading:**  
*[still undocumented]*

## Business law (in German)

<b>Module name (EN):</b> Business law (in German)
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO207
<b>Hours per semester week / Teaching method:</b> 12CM+12TD (24 hours)
<b>ECTS credits:</b> 2
<b>Semester:</b> 2
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<b>Curricular relevance:</b> DFBBW-216 Business Administration, Bachelor, ASPO 01.10.2013, semester 2, mandatory course DFBTO207 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 2, mandatory course DFBBW-216 UNKNOWN, , ASPO , semester 2, mandatory course
<b>Workload:</b> The total student study time for this course is 60 hours.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>
<b>Module coordinator:</b> Prof. Dr. Sybille Neumann

**Lecturer:** Prof. Dr. Sybille Neumann  
[updated 16.01.2017]

**Learning outcomes:**  
[still undocumented]

**Module content:**  
[still undocumented]

**Recommended or required reading:**  
[still undocumented]

## Commercial Law

<b>Module name (EN):</b> Commercial Law
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO206
<b>Hours per semester week / Teaching method:</b> 12CM+12TD (24 hours)
<b>ECTS credits:</b> 2
<b>Semester:</b> 2
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<b>Curricular relevance:</b> DFBBW-215 Business Administration, Bachelor, ASPO 01.10.2013, semester 2, mandatory course DFBTO206 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 2, mandatory course DFBLG206 International Logistics Management, Bachelor, ASPO 01.10.2018, semester 2, mandatory course DFBBW-215 UNKNOWN, , ASPO , semester 2, mandatory course DFLG121 Logistics, Bachelor, ASPO 01.10.2009, semester 2, mandatory course, course inactive since 20.03.2015 DFBLG206 Logistics, Bachelor, ASPO 01.10.2013, semester 2, mandatory course
<b>Workload:</b> The total student study time for this course is 60 hours.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>

<b>Module coordinator:</b> Alina Simion
<b>Lecturer:</b> Alina Simion <i>[updated 16.01.2017]</i>
<b>Learning outcomes:</b> <i>[still undocumented]</i>
<b>Module content:</b> <i>[still undocumented]</i>
<b>Recommended or required reading:</b> <i>[still undocumented]</i>

## Cost Accounting in Tourism

<b>Module name (EN):</b> Cost Accounting in Tourism
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO305
<b>Hours per semester week / Teaching method:</b> 4V (4 hours per week)
<b>ECTS credits:</b> 4
<b>Semester:</b> 3
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b> Written exam (90 minutes / can be repeated semesterly)
<b>Curricular relevance:</b> 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
<b>Workload:</b> 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 120 hours (equivalent to 4 ECTS credits). There are therefore 75 hours available for class preparation and follow-up work and exam preparation.
<b>Recommended prerequisites (modules):</b> None.



<p><b>Recommended as prerequisite for:</b></p>
<p><b>Module coordinator:</b> Prof. Dr. Michael Zell</p>
<p><b>Lecturer:</b> Prof. Dr. Michael Zell <i>[updated 16.01.2017]</i></p>
<p><b>Learning outcomes:</b> After successfully completing this module, students will:</p> <ul style="list-style-type: none"> <li>- be able to name the basic terms of cost accounting and be familiar with the work involved in internal accounting.</li> <li>- have a basic understanding of the structure of and tasks associated with cost elements, cost centers and cost object accounting.</li> <li>- be familiar with the basic concepts and instruments of the above mentioned subareas.</li> <li>- be able to apply the concepts and instruments learned in the various sub-areas to simple company examples from the tourism sector.</li> <li>- be able to solve internal accounting issues in tourism companies using the concepts and instruments learned.</li> </ul> <p><i>[updated 17.09.2018]</i></p>
<p><b>Module content:</b> Cost accounting</p> <ul style="list-style-type: none"> <li>- Basic terms and principles of cost accounting</li> <li>- Cost element accounting (systematization and description of cost elements)</li> <li>- Cost center accounting (cost allocation sheets and internal activity allocation)</li> <li>- Cost object accounting (calculation and profit and loss accounting)</li> <li>- Special features of cost accounting in tourism businesses.</li> </ul> <p><i>[updated 17.09.2018]</i></p>
<p><b>Teaching methods/Media:</b> Lecture, exercises and case studies <i>[updated 17.09.2018]</i></p>
<p><b>Recommended or required reading:</b> 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.</p> <p><i>[updated 17.09.2018]</i></p>

# Cultural Management

<b>Module name (EN):</b> Cultural Management
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO-W-04
<b>Hours per semester week / Teaching method:</b> 4SU (4 hours per week)
<b>ECTS credits:</b> 5
<b>Semester:</b> 5
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b> Project (can be repeated annually)
<b>Curricular relevance:</b> DFBTO-W-04 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 5, mandatory course BITM-W-06 International Tourism-Management, Bachelor, ASPO 01.10.2013, optional course BITM-W-06 International Tourism-Management, Bachelor, ASPO 01.10.2015, optional course BITM-W-06 International Tourism-Management, Bachelor, ASPO 01.10.2017, optional course BITM-W-06 International Tourism-Management, Bachelor, ASPO 01.10.2020, optional course Suitable for exchange students (learning agreement)
<b>Workload:</b> 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.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>

**Module coordinator:**

Prof. Dr. Kerstin Heuwinkel

**Lecturer:** Prof. Dr. Kerstin Heuwinkel

[updated 16.01.2017]

**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]

## Data and Business Process Management

<b>Module name (EN):</b> Data and Business Process Management
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO308
<b>Hours per semester week / Teaching method:</b> 4V (4 hours per week)
<b>ECTS credits:</b> 5
<b>Semester:</b> 3
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b> Written exam (90 minutes / Can be repeated semesterly)
<b>Curricular relevance:</b> DFBTO308 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 3, mandatory course BITM-330 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 3, mandatory course BITM-330 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 3, mandatory course BITM-330 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 3, mandatory course
<b>Workload:</b> 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.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>

**Module coordinator:**

Prof. Dr. Stefan Selle

**Lecturer:** Prof. Dr. Stefan Selle

[updated 16.01.2017]

**Learning outcomes:**

After successfully completing this module, students will:

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

[updated 17.09.2018]

**Module content:****I. Business Process Management**

Processes, business processes, business process management, process map, classifying business processes, process orientation, process modeling, process optimization, business process reengineering, Total Quality Management, lean management, Kaizen, Six Sigma ARIS concept, organization chart, function tree, value chain diagram, (extended) event-driven process chain, function allocation diagram.

**II. Data Management**

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

[updated 17.09.2018]

**Teaching methods/Media:**

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

[updated 17.09.2018]

**Recommended or required reading:**

I. Business Process Management

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

II. Datenmanagement

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

[updated 17.09.2018]

# Destination Management

<b>Module name (EN):</b> Destination Management
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO-W-01
<b>Hours per semester week / Teaching method:</b> 4SU (4 hours per week)
<b>ECTS credits:</b> 5
<b>Semester:</b> 4
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b> Project (can be repeated annually)
<b>Curricular relevance:</b> DFBTO-W-01 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 4, mandatory 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
<b>Workload:</b> 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.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>



**Module coordinator:**

Prof. Dr. Achim Schröder

**Lecturer:** Prof. Dr. Achim Schröder

[updated 16.01.2017]

**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]

## Economic and Policy Aspects of Sustainable Tourism

<b>Module name (EN):</b> Economic and Policy Aspects of Sustainable Tourism
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO505
<b>Hours per semester week / Teaching method:</b> 4VF (4 hours per week)
<b>ECTS credits:</b> 5
<b>Semester:</b> 5
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b> Written composition with presentation (can be repeated annually)
<b>Curricular relevance:</b> DFBTO505 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 5, mandatory course BITM-510 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 5, mandatory course BITM-510 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 5, mandatory course BITM-510 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 5, mandatory course
<b>Workload:</b> 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.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>

**Module coordinator:**

Prof. Dr. Ralf Rockenbauch

**Lecturer:** Prof. Dr. Ralf Rockenbauch

*[updated 16.01.2017]*

**Learning outcomes:**

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

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

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

Acquisition of competence in tourism assessment and management skills

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

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

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

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

Students will:

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

International and intercultural references:

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

Practical references:

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

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

[updated 17.09.2018]

**Module content:**

- Definition of economic and tourism policy
  - Connections and problems in economic and tourism policy
  - Tourism industry indicators
  - Institutions, objectives and instruments of economic and tourism policy  
(Tourism criticism, lobbying, funding, international, supra-national and regional tourist organizations, visa regulations, travel advice)
  - Guiding principle of sustainable tourism
  - Marks of quality in tourism
  - Corporate social responsibility
  - Human and animal rights in tourism
  - Community-based tourism
  - Climate change (consequences for tourism, adaptation strategies)
  - Accessibility in tourism
  - Touristic relevance of protected areas (world heritage sites, national parks, biosphere reserves)
  - Management areas in tourism practice (management concept, business ethics and ethics, strategic management, visitor guidance, carrying capacity)
- [updated 21.03.2018]

**Teaching methods/Media:**

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

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

[updated 21.03.2018]

**Recommended or required reading:**

- Bieger, T., Tourismuslehre - Ein Grundriss (aktuelle Ausgabe), 2004, Haupt, Bern, 978-3-8252-2536-0
- Buchwald, K; Engelhardt, W. (Hrsg.), Freizeit, Tourismus und Umwelt, 1998, Economica Verlag, Bonn, 3-87081-582-5
- Diekmann, A.; Smith, M. K., Ethnic and Minority Cultures as Tourist Attractions, 2015, Channel View Publications, Bristol, Buffalo, Toronto, 978-1-84541-483-2
- Enzensberger, H. M., Eine Theorie des Tourismus (in: Einzelheiten 1), 1958, Suhrkamp, Frankfurt/M., 3-518-10063-2
- Epler Wood, M., Sustainable Tourism on a finite planet, 2017, Routledge, Oxon, New York, 978-1-138-21758-4
- Friedl, H. A., Tourismusethik: Theorie und Praxis des umwelt- und sozialverträglichen Reisens, 2002, Profil Verlag, München, Wien, 3-890196530-X
- Hennig, C., Reiselust: Touristen, Tourismus und Urlaubskultur, 1997, Insel, Frankfurt/M. und Leipzig, 978-3-45816-841-6
- Herrmann, F., FAIRreisen, 2016, oekom, München, 978-3-86581-808-9
- Kramer, D., Der sanfte Tourismus - Umwelt- und Sozialverträglicher Tourismus in den Alpen, 1983, Österreichischer Bundesverlag, Wien, 3-215-04841-8
- Krippendorf, J., Die Ferienmenschen - Für ein neues Verständnis von Freizeit und Reisen, 1984, Orell Füssli Verlag, Zürich, 3-280-01481-6
- Luger, K.; Wöhler, K. (Hrsg.), Welterbe und Tourismus (Schützen und Nützen aus einer Perspektive der Nachhaltigkeit), 2008, Studienverlag, Innsbruck, Wien, Bozen, 978-3-7065-4518-1
- N.N. Equations - Equitable Tourism Options, Indigenous Peoples, Wildlife and Ecotourism, 2002, Equations, Bangalore, n. a.
- Opaschowski, H. W., Tourismus: eine systematische Einführung; Analysen und Prognosen, 2002, Leske + Budrich, Opladen, 3-8100-3216-6
- Rauschelbach, B.; Schäfer, A.; Steck, B., Cooperating for Sustainable Tourism - Kooperieren für Nachhaltigen Tourismus, 2002, Kasperek Verlag Heidelberg, 3-925064-34-6
- Schäfer, R., Tourismus und Authentizität - Zur gesellschaftlichen Organisation von Außergewöhnlichkeit, 2015, Transcript, Bielefeld, 978-3-8376-2744-2
- Spode, H., Wie die Deutschen "Reiseweltmeister" wurden - Eine Einführung in die Tourismusgeschichte, 2003, Landeszentrale für Politische Bildung Thüringen, Erfurt, 3-931426-74-2
- Steinecke, A., Internationaler Tourismus, 2014, UVK, Konstanz, 978-3-8252-4202-2
- Strasdas, W.; Rein, H. (Hrsg.), Nachhaltiger Tourismus, 2015, UVK, Konstanz, 978-3-8252-4196-4
- Urry, J., The Tourist Gaze - Leisure and Travel in Contemporary Societies, 1990, Sage Publications, London 0-8039-8182-1
- [updated 21.03.2018]

## Economic, Cultural and Tourism Geography

<b>Module name (EN):</b> Economic, Cultural and Tourism Geography
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO504
<b>Hours per semester week / Teaching method:</b> 4SU (4 hours per week)
<b>ECTS credits:</b> 5
<b>Semester:</b> 5
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b> Project (can be repeated annually)
<b>Curricular relevance:</b> DFBTO504 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 5, mandatory course BITM-580 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 5, mandatory course BITM-580 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 5, mandatory course BITM-580 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 5, mandatory course
<b>Workload:</b> 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.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>



**Module coordinator:**

Prof. Dr. Achim Schröder

**Lecturer:** Prof. Dr. Achim Schröder

[*updated 16.01.2017*]

**Learning outcomes:**

After successfully completing this module students will:

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

[*updated 17.09.2018*]

**Module content:**

Geographical issues

Space and tourism

Principles of physical geography:

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

Principles of human geography:

- Urban geography
- Cultural geography

Methods in geography

[*updated 21.03.2018*]

**Teaching methods/Media:**

- Seminaristic lecture
- Case studies
- Discussions with students

[*updated 17.09.2018*]

**Recommended or required reading:**

- Becker, Chr.; Hopfinger, H.; Steinecke, A. (Hrsg.): Geographie der Freizeit und des Tourismus. Bilanz und Ausblick, 3. Auflage, Oldenbourg, München, Wien, 2007.
  - Benckendorff, P. Lund-Durlacher, D. (Eds.) International Cases In Sustainable Travel & Tourism. Goodfellow Publishers: Oxford, latest edition.
  - Boniface; Cooper: Worldwide Destinations: The Geography of Travel and Tourism, latest edition.
  - Boniface; Cooper: Worldwide Destinations Casebook: The Geography of Travel and Tourism, latest edition.
  - Hall, C. M.; Page, S.: The Geography of Tourism and Recreation. Environment, Place and Space, Routledge, London, latest edition.
  - Institut für Länderkunde (Hrsg.) Nationalatlas Bundesrepublik Deutschland. Verschiedene Bände, Spektrum Akademischer Verlag, Heidelberg, Berlin, versch. Jahrgänge
  - Kagermeier, A.: Tourismusgeographie. UVK Lucius, Konstanz, latest edition.
  - Page, Connell: Tourism. A Modern Synthesis, latest edition.
  - Schmude, J.: Tourismusgeographie, WBG, Darmstadt, latest edition.
  - Steinecke, A.: Internationaler Tourismus, UVK Lucius, latest edition.
  - Steinecke, A.: Tourismus. (Das Geographische Seminar) Braunschweig, latest edition.
  - Strahler A. H.; Strahler, A. N.: Physische Geographie, Verlag Eugen Ulmer, UTB, latest edition.
- [updated 17.09.2018]

# English 1

<b>Module name (EN):</b> English 1
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO103
<b>Hours per semester week / Teaching method:</b> 48TD (48 hours)
<b>ECTS credits:</b> 3
<b>Semester:</b> 1
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<p><b>Curricular relevance:</b>            DFBGE-002 UNKNOWN, , ASPO , mandatory course            DFBBW-144 Business Administration, Bachelor, ASPO 01.10.2013, semester 1, mandatory course            DFBGE-002 Electrical Engineering, Bachelor, ASPO 01.10.2015, mandatory course            DFBEB-103 European Civil Engineering, Bachelor, ASPO 01.10.2018, semester 1, mandatory course            DFBGM103 Mechanical Engineering, Bachelor, ASPO 01.10.2018, mandatory course            DFBTO103 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 1, mandatory course            DFBI-113 Computer Science and Web Engineering, Bachelor, ASPO 01.10.2018, semester 1, mandatory course            DFBLG103 International Logistics Management, Bachelor, ASPO 01.10.2018, semester 1, mandatory course            DFBBW-144 UNKNOWN, , ASPO , semester 1, mandatory course            DFBLG103 Logistics, Bachelor, ASPO 01.10.2009, semester 1, mandatory course            DFBLG103 Logistics, Bachelor, ASPO 01.10.2013, semester 1, mandatory course</p>
<p><b>Workload:</b>            The total student study time for this course is 90 hours.</p>

<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>
<b>Module coordinator:</b> Martine Herzhauser
<b>Lecturer:</b> Martine Herzhauser [updated 16.01.2017]
<b>Learning outcomes:</b> [still undocumented]
<b>Module content:</b> [still undocumented]
<b>Recommended or required reading:</b> [still undocumented]

## English 2

<b>Module name (EN):</b> English 2
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO203
<b>Hours per semester week / Teaching method:</b> 24TD (24 hours)
<b>ECTS credits:</b> 2
<b>Semester:</b> 2
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<p><b>Curricular relevance:</b>            DFBGE-011 UNKNOWN, , ASPO , mandatory course            DFBBW-244 Business Administration, Bachelor, ASPO 01.10.2013, semester 2, mandatory course            DFBGE-011 Electrical Engineering, Bachelor, ASPO 01.10.2015, mandatory course            DFBEB-203 European Civil Engineering, Bachelor, ASPO 01.10.2018, semester 2, mandatory course            DFBLG203 Mechanical Engineering, Bachelor, ASPO 01.10.2018, mandatory course            DFBTO203 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 2, mandatory course            DFBI-213 Computer Science and Web Engineering, Bachelor, ASPO 01.10.2018, semester 2, mandatory course            DFBLG203 International Logistics Management, Bachelor, ASPO 01.10.2018, semester 2, mandatory course            DFBBW-244 UNKNOWN, , ASPO , semester 2, mandatory course            DFBLG203 Logistics, Bachelor, ASPO 01.10.2009, semester 2, mandatory course            DFBLG203 Logistics, Bachelor, ASPO 01.10.2013, semester 2, mandatory course</p>
<p><b>Workload:</b>            The total student study time for this course is 60 hours.</p>

<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>
<b>Module coordinator:</b> Martine Herzhauser
<b>Lecturer:</b> Martine Herzhauser [updated 16.01.2017]
<b>Learning outcomes:</b> [still undocumented]
<b>Module content:</b> [still undocumented]
<b>Recommended or required reading:</b> [still undocumented]

## External accounting

<b>Module name (EN):</b> External accounting
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO306
<b>Hours per semester week / Teaching method:</b> 2V+2U (4 hours per week)
<b>ECTS credits:</b> 4
<b>Semester:</b> 3
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<b>Curricular relevance:</b> DFBBW-320 Business Administration, Bachelor, ASPO 01.10.2013, semester 3, mandatory course DFBTO306 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 3, mandatory course DFBBW-320 UNKNOWN, , ASPO , semester 3, mandatory course
<b>Workload:</b> 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 120 hours (equivalent to 4 ECTS credits). There are therefore 75 hours available for class preparation and follow-up work and exam preparation.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>
<b>Module coordinator:</b> Prof. Dr. Günter Pochmann

**Lecturer:** Prof. Dr. Günter Pochmann  
*[updated 16.01.2017]*

**Learning outcomes:**  
*[still undocumented]*

**Module content:**  
*[still undocumented]*

**Recommended or required reading:**  
*[still undocumented]*



## Financial Mathematics and Statistics

<b>Module name (EN):</b> Financial Mathematics and Statistics
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO210
<b>Hours per semester week / Teaching method:</b> 24CM+24TD (48 hours)
<b>ECTS credits:</b> 4
<b>Semester:</b> 2
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<p><b>Curricular relevance:</b>            DFBBW-224 Business Administration, Bachelor, ASPO 01.10.2009, semester 2, mandatory course            DFBBW-224 Business Administration, Bachelor, ASPO 01.10.2013, semester 2, mandatory course            DFBTO210 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 2, mandatory course            DFBLG210 International Logistics Management, Bachelor, ASPO 01.10.2018, semester 2, mandatory course            DFBBW-224 UNKNOWN, , ASPO , semester 2, mandatory course            DFBLG210 Logistics, Bachelor, ASPO 01.10.2009, semester 2, mandatory course            DFBLG210 Logistics, Bachelor, ASPO 01.10.2013, semester 2, mandatory course</p>
<p><b>Workload:</b>            The total student study time for this course is 120 hours.</p>
<p><b>Recommended prerequisites (modules):</b>            None.</p>
<p><b>Recommended as prerequisite for:</b></p>

<b>Module coordinator:</b> Marius Marchal
<b>Lecturer:</b> Marius Marchal <i>[updated 16.01.2017]</i>
<b>Learning outcomes:</b> <i>[still undocumented]</i>
<b>Module content:</b> <i>[still undocumented]</i>
<b>Recommended or required reading:</b> <i>[still undocumented]</i>

## Financial management and investments

<b>Module name (EN):</b> Financial management and investments
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO211
<b>Hours per semester week / Teaching method:</b> 12CM+12TD (24 hours)
<b>ECTS credits:</b> 1,5
<b>Semester:</b> 2
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<b>Curricular relevance:</b> DFBBW-234 Business Administration, Bachelor, ASPO 01.10.2013, semester 2, mandatory course DFBTO211 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 2, mandatory course DFBBW-234 UNKNOWN, , ASPO , semester 2, mandatory course
<b>Workload:</b> The total student study time for this course is 45 hours.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>
<b>Module coordinator:</b> Alina Simion

**Lecturer:** Alina Simion  
*[updated 16.01.2017]*

**Learning outcomes:**  
*[still undocumented]*

**Module content:**  
*[still undocumented]*

**Recommended or required reading:**  
*[still undocumented]*

# French 1

<b>Module name (EN):</b> French 1
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO102
<b>Hours per semester week / Teaching method:</b> 48TD (48 hours)
<b>ECTS credits:</b> 4
<b>Semester:</b> 1
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<p><b>Curricular relevance:</b>            DFBGE-087 UNKNOWN, , ASPO , mandatory course            DFBBW-142 Business Administration, Bachelor, ASPO 01.10.2013, semester 1, mandatory course            DFBGE-087 Electrical Engineering, Bachelor, ASPO 01.10.2015, mandatory course            DFBEB-107 European Civil Engineering, Bachelor, ASPO 01.10.2018, semester 1, mandatory course            DFBGM102 Mechanical Engineering, Bachelor, ASPO 01.10.2018, mandatory course            DFBTO102 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 1, mandatory course            DFBI-112 Computer Science and Web Engineering, Bachelor, ASPO 01.10.2018, semester 1, mandatory course            DFBLG102 International Logistics Management, Bachelor, ASPO 01.10.2018, semester 1, mandatory course            DFBBW-142 UNKNOWN, , ASPO , semester 1, mandatory course            DFBLG102 Logistics, Bachelor, ASPO 01.10.2013, semester 1, mandatory course</p>
<p><b>Workload:</b>            The total student study time for this course is 120 hours.</p>

<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>
<b>Module coordinator:</b> Martine Herzhauser
<b>Lecturer:</b> Martine Herzhauser [updated 16.01.2017]
<b>Learning outcomes:</b> [still undocumented]
<b>Module content:</b> [still undocumented]
<b>Recommended or required reading:</b> [still undocumented]

## French 2

<b>Module name (EN):</b> French 2
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO202
<b>Hours per semester week / Teaching method:</b> 48TD (48 hours)
<b>ECTS credits:</b> 4
<b>Semester:</b> 2
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<p><b>Curricular relevance:</b>            DFBGE-201 UNKNOWN, , ASPO , mandatory course            DFBBW-242 Business Administration, Bachelor, ASPO 01.10.2009, semester 2, mandatory course            DFBBW-242 Business Administration, Bachelor, ASPO 01.10.2013, semester 2, mandatory course            DFBGE-201 Electrical Engineering, Bachelor, ASPO 01.10.2015, mandatory course            DFBEB-206 European Civil Engineering, Bachelor, ASPO 01.10.2018, semester 2, mandatory course            DFBGM202 Mechanical Engineering, Bachelor, ASPO 01.10.2018, mandatory course            DFBTO202 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 2, mandatory course            DFBI-212 Computer Science and Web Engineering, Bachelor, ASPO 01.10.2018, semester 2, mandatory course            DFBLG202 International Logistics Management, Bachelor, ASPO 01.10.2018, semester 2, mandatory course            DFBBW-242 UNKNOWN, , ASPO , semester 2, mandatory course            DFBLG202 Logistics, Bachelor, ASPO 01.10.2013, semester 2, mandatory course</p>
<p><b>Workload:</b>            The total student study time for this course is 120 hours.</p>

<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>
<b>Module coordinator:</b> Martine Herzhauser
<b>Lecturer:</b> Martine Herzhauser [updated 16.01.2017]
<b>Learning outcomes:</b> [still undocumented]
<b>Module content:</b> [still undocumented]
<b>Recommended or required reading:</b> [still undocumented]



# German 1

<b>Module name (EN):</b> German 1
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO101
<b>Hours per semester week / Teaching method:</b> 48TD (48 hours)
<b>ECTS credits:</b> 4
<b>Semester:</b> 1
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<p><b>Curricular relevance:</b>            DFBGE-086 UNKNOWN, , ASPO , mandatory course            DFBBW-140 Business Administration, Bachelor, ASPO 01.10.2013, semester 1, mandatory course            DFBGE-086 Electrical Engineering, Bachelor, ASPO 01.10.2015, mandatory course            DFBEB-106 European Civil Engineering, Bachelor, ASPO 01.10.2018, semester 1, mandatory course            DFBGM101 Mechanical Engineering, Bachelor, ASPO 01.10.2018, mandatory course            DFBTO101 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 1, mandatory course            DFBI-111 Computer Science and Web Engineering, Bachelor, ASPO 01.10.2018, semester 1, mandatory course            DFBLG101 International Logistics Management, Bachelor, ASPO 01.10.2018, semester 1, mandatory course            DFBBW-140 UNKNOWN, , ASPO , semester 1, mandatory course            DFBLG101 Logistics, Bachelor, ASPO 01.10.2013, semester 1, mandatory course</p>
<p><b>Workload:</b>            The total student study time for this course is 120 hours.</p>

<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>
<b>Module coordinator:</b> Martine Herzhauser
<b>Lecturer:</b> Martine Herzhauser <i>[updated 16.01.2017]</i>
<b>Learning outcomes:</b> <i>[still undocumented]</i>
<b>Module content:</b> <i>[still undocumented]</i>
<b>Recommended or required reading:</b> <i>[still undocumented]</i>

## German 2

<b>Module name (EN):</b> German 2
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO201
<b>Hours per semester week / Teaching method:</b> 48TD (48 hours)
<b>ECTS credits:</b> 4
<b>Semester:</b> 2
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<p><b>Curricular relevance:</b>            DFBGE-200 UNKNOWN, , ASPO , mandatory course            DFBBW-240 Business Administration, Bachelor, ASPO 01.10.2013, semester 2, mandatory course            DFBGE-200 Electrical Engineering, Bachelor, ASPO 01.10.2015, mandatory course            DFBEB-205 European Civil Engineering, Bachelor, ASPO 01.10.2018, semester 2, mandatory course            DFBGM201 Mechanical Engineering, Bachelor, ASPO 01.10.2018, mandatory course            DFBTO201 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 2, mandatory course            DFBI-211 Computer Science and Web Engineering, Bachelor, ASPO 01.10.2018, semester 2, mandatory course            DFBLG201 International Logistics Management, Bachelor, ASPO 01.10.2018, semester 2, mandatory course            DFBBW-240 UNKNOWN, , ASPO , semester 2, mandatory course            DFBLG201 Logistics, Bachelor, ASPO 01.10.2013, semester 2, mandatory course</p>
<p><b>Workload:</b>            The total student study time for this course is 120 hours.</p>

<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>
<b>Module coordinator:</b> Martine Herzhauser
<b>Lecturer:</b> Martine Herzhauser [updated 16.01.2017]
<b>Learning outcomes:</b> [still undocumented]
<b>Module content:</b> [still undocumented]
<b>Recommended or required reading:</b> [still undocumented]

## German 3

<b>Module name (EN):</b> German 3
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO301
<b>Hours per semester week / Teaching method:</b> 4U (4 hours per week)
<b>ECTS credits:</b> 4
<b>Semester:</b> 3
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<b>Curricular relevance:</b> DFBBW-340 Business Administration, Bachelor, ASPO 01.10.2013, semester 3, mandatory course DFBTO301 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 3, mandatory course DFBLG301 International Logistics Management, Bachelor, ASPO 01.10.2018, semester 3, mandatory course DFBBW-340 UNKNOWN, , ASPO , semester 3, mandatory course DFBLG301 Logistics, Bachelor, ASPO 01.10.2013, semester 3, mandatory course
<b>Workload:</b> 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 120 hours (equivalent to 4 ECTS credits). There are therefore 75 hours available for class preparation and follow-up work and exam preparation.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>

<b>Module coordinator:</b> Prof. Dr. Thomas Tinnefeld
<b>Lecturer:</b> wechselnde Dozenten [updated 13.03.2017]
<b>Learning outcomes:</b> [still undocumented]
<b>Module content:</b> [still undocumented]
<b>Recommended or required reading:</b> [still undocumented]

## German 4

<b>Module name (EN):</b> German 4
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO401
<b>Hours per semester week / Teaching method:</b> 4U (4 hours per week)
<b>ECTS credits:</b> 4
<b>Semester:</b> 4
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<b>Curricular relevance:</b> DFBBW-440 Business Administration, Bachelor, ASPO 01.10.2013, semester 4, mandatory course DFBTO401 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 4, mandatory course DFBLG401 International Logistics Management, Bachelor, ASPO 01.10.2018, semester 4, mandatory course DFBBW-440 UNKNOWN, , ASPO , semester 4, mandatory course DFBLG401 Logistics, Bachelor, ASPO 01.10.2013, semester 4, mandatory course
<b>Workload:</b> 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 120 hours (equivalent to 4 ECTS credits). There are therefore 75 hours available for class preparation and follow-up work and exam preparation.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>

<b>Module coordinator:</b> Prof. Dr. Thomas Tinnefeld
<b>Lecturer:</b> wechselnde Dozenten [updated 13.03.2017]
<b>Learning outcomes:</b> [still undocumented]
<b>Module content:</b> [still undocumented]
<b>Recommended or required reading:</b> [still undocumented]



# Hotel Management

<b>Module name (EN):</b> Hotel Management
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO-W-03
<b>Hours per semester week / Teaching method:</b> 4SU (4 hours per week)
<b>ECTS credits:</b> 5
<b>Semester:</b> 5
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b> Project (can be repeated annually)
<b>Curricular relevance:</b> DFBTO-W-03 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 5, mandatory course BITM-W-04 International Tourism-Management, Bachelor, ASPO 01.10.2013, optional course BITM-W-04 International Tourism-Management, Bachelor, ASPO 01.10.2015, optional course BITM-W-04 International Tourism-Management, Bachelor, ASPO 01.10.2017, optional course BITM-W-04 International Tourism-Management, Bachelor, ASPO 01.10.2020, optional course
<b>Workload:</b> 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.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>

**Module coordinator:**

Prof. Dr. Achim Schröder

**Lecturer:** Prof. Dr. Achim Schröder

[*updated 16.01.2017*]

**Learning outcomes:**

After successfully completing this module students will:

- be able to define basic concepts and terms from the hotel business/industry,
- be able to characterize bidding structures and product concepts in the international hotel industry,
- be able to illustrate the interrelationships in hotel management between business and real estate,
- be able to 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]

## Information technology 2

<b>Module name (EN):</b> Information technology 2
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO209
<b>Hours per semester week / Teaching method:</b> 24CM+24TD (48 hours)
<b>ECTS credits:</b> 4
<b>Semester:</b> 2
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<b>Curricular relevance:</b> DFBBW-222 Business Administration, Bachelor, ASPO 01.10.2013, semester 2, mandatory course DFBTO209 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 2, mandatory course DFBBW-222 UNKNOWN, , ASPO , semester 2, mandatory course
<b>Workload:</b> The total student study time for this course is 120 hours.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>
<b>Module coordinator:</b> Alina Simion

**Lecturer:** Alina Simion  
*[updated 16.01.2017]*

**Learning outcomes:**  
*[still undocumented]*

**Module content:**  
*[still undocumented]*

**Recommended or required reading:**  
*[still undocumented]*

## Information, Communication and Reservation Systems

<b>Module name (EN):</b> Information, Communication and Reservation Systems
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO506
<b>Hours per semester week / Teaching method:</b> 4VF (4 hours per week)
<b>ECTS credits:</b> 5
<b>Semester:</b> 5
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b> Written exam + presentation (60 minutes / Weighting 1:1 / Can be repeated annually)
<b>Curricular relevance:</b> DFBTO506 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 5, mandatory course BITM-530 International Tourism-Management, Bachelor, ASPO 01.10.2013, semester 5, mandatory course BITM-530 International Tourism-Management, Bachelor, ASPO 01.10.2015, semester 5, mandatory course BITM-530 International Tourism-Management, Bachelor, ASPO 01.10.2017, semester 5, mandatory course
<b>Workload:</b> 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.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>

**Module coordinator:**

Prof. Dr. Achim Schröder

**Lecturer:** Prof. Dr. Achim Schröder

[updated 16.01.2017]

**Learning outcomes:**

After successfully completing this module students will be able to:

- characterize tourism as an information business and express the importance of information and communication in tourism,
- illustrate the basic principles of information management by tourism service providers, as well as tour operators and travel agents,
- describe essential information, communication and reservation systems in tourism and familiarize themselves with basic use cases,
- assess the consequences of current trends and future developments for tourism,
- derive concepts and criteria for the evaluation of information, communication and reservation systems in order to analyze them systematically,
- develop a concept for a specific issue or problem within a team, organize its implementation and communicate the results of the project in a presentation.

[updated 17.09.2018]

**Module content:**

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

[updated 17.09.2018]

**Teaching methods/Media:**

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

[updated 17.09.2018]

**Recommended or required reading:**

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

[updated 17.09.2018]



# Intercultural Management 1

<b>Module name (EN):</b> Intercultural Management 1
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO104
<b>Hours per semester week / Teaching method:</b> 24TD (24 hours)
<b>ECTS credits:</b> 2
<b>Semester:</b> 1
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<p><b>Curricular relevance:</b>            DFBGE-003 UNKNOWN, , ASPO , semester 1, mandatory course            DFBBW-110 Business Administration, Bachelor, ASPO 01.10.2009, semester 1, mandatory course            DFBBW-110 Business Administration, Bachelor, ASPO 01.10.2013, semester 1, mandatory course            DFBGE-003 Electrical Engineering, Bachelor, ASPO 01.10.2015, semester 1, mandatory course            DFBEB-104 European Civil Engineering, Bachelor, ASPO 01.10.2018, semester 1, mandatory course            DFBGGM104 Mechanical Engineering, Bachelor, ASPO 01.10.2018, mandatory course            DFBTO104 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 1, mandatory course            DFBI-114 Computer Science and Web Engineering, Bachelor, ASPO 01.10.2018, semester 1, mandatory course            DFBLG104 International Logistics Management, Bachelor, ASPO 01.10.2018, semester 1, mandatory course            DFBBW-110 UNKNOWN, , ASPO , semester 1, mandatory course            DFBLG104 Logistics, Bachelor, ASPO 01.10.2009, semester 1, mandatory course            DFBLG104 Logistics, Bachelor, ASPO 01.10.2013, semester 1, mandatory course</p>
<b>Workload:</b> The total student study time for this course is 60 hours.

<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>
<b>Module coordinator:</b> Martine Herzhauser
<b>Lecturer:</b> Martine Herzhauser [updated 16.01.2017]
<b>Learning outcomes:</b> [still undocumented]
<b>Module content:</b> [still undocumented]
<b>Recommended or required reading:</b> [still undocumented]

## Intercultural Management 2

<b>Module name (EN):</b> Intercultural Management 2
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO204
<b>Hours per semester week / Teaching method:</b> 24TD (24 hours)
<b>ECTS credits:</b> 2
<b>Semester:</b> 2
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<p><b>Curricular relevance:</b>            DFBGE-202 UNKNOWN, , ASPO , semester 2, mandatory course            DFBBW-250 Business Administration, Bachelor, ASPO 01.10.2009, semester 2, mandatory course            DFBBW-250 Business Administration, Bachelor, ASPO 01.10.2013, semester 2, mandatory course            DFBGE-202 Electrical Engineering, Bachelor, ASPO 01.10.2015, semester 2, mandatory course            DFBEB-207 European Civil Engineering, Bachelor, ASPO 01.10.2018, semester 2, mandatory course            DFBLGM204 Mechanical Engineering, Bachelor, ASPO 01.10.2018, mandatory course            DFBTO204 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 2, mandatory course            DFBI-214 Computer Science and Web Engineering, Bachelor, ASPO 01.10.2018, semester 2, mandatory course            DFBLG204 International Logistics Management, Bachelor, ASPO 01.10.2018, semester 2, mandatory course            DFBBW-250 UNKNOWN, , ASPO , semester 2, mandatory course            DFBLG204 Logistics, Bachelor, ASPO 01.10.2013, semester 2, mandatory course</p>
<p><b>Workload:</b>            The total student study time for this course is 60 hours.</p>

<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>
<b>Module coordinator:</b> Martine Herzhauser
<b>Lecturer:</b> Martine Herzhauser [updated 16.01.2017]
<b>Learning outcomes:</b> [still undocumented]
<b>Module content:</b> [still undocumented]
<b>Recommended or required reading:</b> [still undocumented]

## Intercultural management 3

<b>Module name (EN):</b> Intercultural management 3
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO304
<b>Hours per semester week / Teaching method:</b> 1V (1 hour per week)
<b>ECTS credits:</b> 1
<b>Semester:</b> 3
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<b>Curricular relevance:</b> DFBBW-350 Business Administration, Bachelor, ASPO 01.10.2013, semester 3, mandatory course DFBTO304 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 3, mandatory course DFBLG304 International Logistics Management, Bachelor, ASPO 01.10.2018, semester 3, mandatory course DFBBW-350 UNKNOWN, , ASPO , semester 3, mandatory course DFBLG304 Logistics, Bachelor, ASPO 01.10.2013, semester 3, mandatory course
<b>Workload:</b> 15 class hours (= 11.25 clock hours) over a 15-week period. The total student study time is 30 hours (equivalent to 1 ECTS credits). There are therefore 18.75 hours available for class preparation and follow-up work and exam preparation.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>

<b>Module coordinator:</b> Prof. Dr. Stefanie Jensen
<b>Lecturer:</b> Prof. Dr. Stefanie Jensen <i>[updated 16.01.2017]</i>
<b>Learning outcomes:</b> <i>[still undocumented]</i>
<b>Module content:</b> <i>[still undocumented]</i>
<b>Recommended or required reading:</b> <i>[still undocumented]</i>

## Introduction to Business Administration

<b>Module name (EN):</b> Introduction to Business Administration
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO105
<b>Hours per semester week / Teaching method:</b> 12CM+12TD (24 hours)
<b>ECTS credits:</b> 2
<b>Semester:</b> 1
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<p><b>Curricular relevance:</b>            DFBGE-088 UNKNOWN, , ASPO , mandatory course            DFBBW-150 Business Administration, Bachelor, ASPO 01.10.2009, semester 1, mandatory course            DFBBW-150 Business Administration, Bachelor, ASPO 01.10.2013, semester 1, mandatory course            DFBGE-088 Electrical Engineering, Bachelor, ASPO 01.10.2015, mandatory course            DFBEB-108 European Civil Engineering, Bachelor, ASPO 01.10.2018, semester 1, mandatory course            DFBGM105 Mechanical Engineering, Bachelor, ASPO 01.10.2018, mandatory course            DFBTO105 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 1, mandatory course            DFBI-115 Computer Science and Web Engineering, Bachelor, ASPO 01.10.2018, semester 1, mandatory course            DFBLG105 International Logistics Management, Bachelor, ASPO 01.10.2018, semester 1, mandatory course            DFBBW-150 UNKNOWN, , ASPO , semester 1, mandatory course            DFBLG105 Logistics, Bachelor, ASPO 01.10.2009, semester 1, mandatory course            DFBLG105 Logistics, Bachelor, ASPO 01.10.2013, semester 1, mandatory course</p>
<b>Workload:</b> The total student study time for this course is 60 hours.

<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>
<b>Module coordinator:</b> Alina Simion
<b>Lecturer:</b> Alina Simion [updated 16.01.2017]
<b>Learning outcomes:</b> [still undocumented]
<b>Module content:</b> [still undocumented]
<b>Recommended or required reading:</b> [still undocumented]



## Introduction to logistics

<b>Module name (EN):</b> Introduction to logistics
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO212
<b>Hours per semester week / Teaching method:</b> 12CM+12TD (24 hours)
<b>ECTS credits:</b> 1,5
<b>Semester:</b> 2
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<b>Curricular relevance:</b> DFBBW-232 Business Administration, Bachelor, ASPO 01.10.2013, semester 2, mandatory course DFBTO212 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 2, mandatory course DFBBW-232 UNKNOWN, , ASPO , semester 2, mandatory course
<b>Workload:</b> The total student study time for this course is 45 hours.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>
<b>Module coordinator:</b> Alina Simion

**Lecturer:** Alina Simion  
*[updated 16.01.2017]*

**Learning outcomes:**  
*[still undocumented]*

**Module content:**  
*[still undocumented]*

**Recommended or required reading:**  
*[still undocumented]*

# MICE Management

<b>Module name (EN):</b> MICE Management
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO-W-05
<b>Hours per semester week / Teaching method:</b> 4SU (4 hours per week)
<b>ECTS credits:</b> 5
<b>Semester:</b> 4
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b> Project (can be repeated annually)
<b>Curricular relevance:</b> DFBTO-W-05 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 4, mandatory 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
<b>Workload:</b> 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.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>
<b>Module coordinator:</b> Prof. Dr. Ralf Rockenbauch
<b>Lecturer:</b> Prof. Dr. Ralf Rockenbauch [updated 16.01.2017]

**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](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]

# Macroeconomics 1

<b>Module name (EN):</b> Macroeconomics 1
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO106
<b>Hours per semester week / Teaching method:</b> 12CM+12TD (24 hours)
<b>ECTS credits:</b> 2
<b>Semester:</b> 1
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<b>Curricular relevance:</b> DFBBW-112 Business Administration, Bachelor, ASPO 01.10.2013, semester 1, mandatory course DFBTO106 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 1, mandatory course DFBBW-112 UNKNOWN, , ASPO , semester 1, mandatory course
<b>Workload:</b> The total student study time for this course is 60 hours.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b> DFBTO-W-13 Foreign Trade and Payments [updated 09.11.2017]
<b>Module coordinator:</b> Alina Simion

**Lecturer:** Alina Simion  
*[updated 16.01.2017]*

**Learning outcomes:**  
*[still undocumented]*

**Module content:**  
*[still undocumented]*

**Recommended or required reading:**  
*[still undocumented]*

## Macroeconomics 2

<b>Module name (EN):</b> Macroeconomics 2
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO205
<b>Hours per semester week / Teaching method:</b> 12CM+12TD (24 hours)
<b>ECTS credits:</b> 2
<b>Semester:</b> 2
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<b>Curricular relevance:</b> DFBBW-211 Business Administration, Bachelor, ASPO 01.10.2013, semester 2, mandatory course DFBTO205 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 2, mandatory course DFBLG205 International Logistics Management, Bachelor, ASPO 01.10.2018, semester 2, mandatory course DFBBW-211 UNKNOWN, , ASPO , semester 2, mandatory course DFBLG205 Logistics, Bachelor, ASPO 01.10.2013, semester 2, mandatory course
<b>Workload:</b> The total student study time for this course is 60 hours.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b> DFBTO-W-13 Foreign Trade and Payments [updated 09.11.2017]



<b>Module coordinator:</b> Daniel Sirguy
<b>Lecturer:</b> Daniel Sirguy [updated 16.01.2017]
<b>Learning outcomes:</b> [still undocumented]
<b>Module content:</b> [still undocumented]
<b>Recommended or required reading:</b> [still undocumented]

# Management in the Tourism Industry

<b>Module name (EN):</b> Management in the Tourism Industry
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO307
<b>Hours per semester week / Teaching method:</b> 4VU+4S (8 hours per week)
<b>ECTS credits:</b> 10
<b>Semester:</b> 3
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b> Project (can be repeated annually)
<b>Curricular relevance:</b> 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)
<b>Workload:</b> 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.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>
<b>Module coordinator:</b> Prof. Dr. Ralf Rockenbauch
<b>Lecturer:</b> Prof. Dr. Ralf Rockenbauch <i>[updated 16.01.2017]</i>

**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]

# Mathematics

<b>Module name (EN):</b> Mathematics
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO109
<b>Hours per semester week / Teaching method:</b> 24CM+24TD (48 hours)
<b>ECTS credits:</b> 4
<b>Semester:</b> 1
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b>
<p><b>Curricular relevance:</b>            DFBBW-122 Business Administration, Bachelor, ASPO 01.10.2009, semester 1, mandatory course            DFBBW-122 Business Administration, Bachelor, ASPO 01.10.2013, semester 1, mandatory course            DFBTO109 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 1, mandatory course            DFBLG109 International Logistics Management, Bachelor, ASPO 01.10.2018, semester 1, mandatory course            DFBBW-122 UNKNOWN, , ASPO , semester 1, mandatory course            DFLG131 Logistics, Bachelor, ASPO 01.10.2009, semester 1, mandatory course, course inactive since 20.03.2015            DFBLG109 Logistics, Bachelor, ASPO 01.10.2013, semester 1, mandatory course</p>
<p><b>Workload:</b>            The total student study time for this course is 120 hours.</p>
<p><b>Recommended prerequisites (modules):</b>            None.</p>
<b>Recommended as prerequisite for:</b>

<b>Module coordinator:</b> Marius Marchal
<b>Lecturer:</b> Marius Marchal <i>[updated 16.01.2017]</i>
<b>Learning outcomes:</b> <i>[still undocumented]</i>
<b>Module content:</b> <i>[still undocumented]</i>
<b>Recommended or required reading:</b> <i>[still undocumented]</i>

# Mobility Management

<b>Module name (EN):</b> Mobility Management
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO-W-06
<b>Hours per semester week / Teaching method:</b> 4SU (4 hours per week)
<b>ECTS credits:</b> 5
<b>Semester:</b> 5
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b> Project (can be repeated annually)
<b>Curricular relevance:</b> DFBTO-W-06 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 5, mandatory course BITM-W-08 International Tourism-Management, Bachelor, ASPO 01.10.2013, optional course BITM-W-08 International Tourism-Management, Bachelor, ASPO 01.10.2015, optional course BITM-W-08 International Tourism-Management, Bachelor, ASPO 01.10.2017, optional course BITM-W-08 International Tourism-Management, Bachelor, ASPO 01.10.2020, optional course
<b>Workload:</b> 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.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>
<b>Module coordinator:</b> Prof. Dr. Ralf Rockenbauch
<b>Lecturer:</b> Prof. Dr. Ralf Rockenbauch [updated 16.01.2017]



**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](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

<b>Module name (EN):</b> Recreation, Sports and Adventure Management
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO-W-02
<b>Hours per semester week / Teaching method:</b> 4SU (4 hours per week)
<b>ECTS credits:</b> 5
<b>Semester:</b> 4
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b> Project (can be repeated annually)
<b>Curricular relevance:</b> DFBTO-W-02 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 4, mandatory 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
<b>Workload:</b> 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.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>
<b>Module coordinator:</b> Prof. Dr. Ralf Rockenbauch
<b>Lecturer:</b> Prof. Dr. Ralf Rockenbauch <i>[updated 16.01.2017]</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](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

<b>Module name (EN):</b> Tourism Sociology and Psychology
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO-W-08
<b>Hours per semester week / Teaching method:</b> 4SU (4 hours per week)
<b>ECTS credits:</b> 5
<b>Semester:</b> 5
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b> Project (can be repeated annually)
<b>Curricular relevance:</b> DFBTO-W-08 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 5, mandatory 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
<b>Workload:</b> 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.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>
<b>Module coordinator:</b> Prof. Dr. Kerstin Heuwinkel
<b>Lecturer:</b> Prof. Dr. Kerstin Heuwinkel [updated 16.01.2017]

**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

<b>Module name (EN):</b> Tourist Travel Management
<b>Degree programme:</b> International Tourism Management, Bachelor, ASPO 01.10.2018
<b>Module code:</b> DFBTO-W-07
<b>Hours per semester week / Teaching method:</b> 4SU (4 hours per week)
<b>ECTS credits:</b> 5
<b>Semester:</b> 4
<b>Mandatory course:</b> yes
<b>Language of instruction:</b> German
<b>Assessment:</b> Project (can be repeated annually)
<b>Curricular relevance:</b> DFBTO-W-07 International Tourism Management, Bachelor, ASPO 01.10.2018, semester 4, mandatory course BITM-W-09 International Tourism-Management, Bachelor, ASPO 01.10.2013, optional course BITM-W-09 International Tourism-Management, Bachelor, ASPO 01.10.2015, optional course BITM-W-09 International Tourism-Management, Bachelor, ASPO 01.10.2017, optional course BITM-W-09 International Tourism-Management, Bachelor, ASPO 01.10.2020, optional course Suitable for exchange students (learning agreement)
<b>Workload:</b> 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.
<b>Recommended prerequisites (modules):</b> None.
<b>Recommended as prerequisite for:</b>

**Module coordinator:**

Prof. Dr. Achim Schröder

**Lecturer:** Prof. Dr. Achim Schröder

[updated 16.01.2017]

**Learning outcomes:**

After successfully completing this module students will be able to:

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

[updated 17.09.2018]

**Module content:**

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

[updated 21.03.2018]

**Teaching methods/Media:**

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

[updated 21.03.2018]

**Recommended or required reading:**

- Bastian, H., Born, K. (Hrsg.), Der integrierte Touristikonzern, Oldenbourg, München, latest edition
  - Bieger, T., Tourismuslehre. Ein Grundriss, Haupt, Bern u. a., latest edition
  - Dörnberg et al.: Reiseveranstalter-Management, Oldenbourg, München, latest edition
  - Forschungsgemeinschaft Urlaub und Reisen (F.U.R.): Reiseanalyse, latest edition
  - Freyer, W.: Tourismus. Einführung in die Fremdenverkehrsökonomie, Oldenbourg, München, latest edition
  - Freyer, W.: Tourismus-Marketing. Marktorientiertes Management im Mikro- und Makrobereich der Tourismuswirtschaft, München, latest edition
  - Haedrich, G., Kaspar, C. u. a. (Hrsg.), Tourismus-Management, de Gruyter, Berlin u. a., latest edition
  - Kirig, A., Eckes, S., Tourismusreport, Zukunftsinstitut 2014
  - Kirstges, T.: Grundlagen des Reisemittler- und Reiseveranstaltermanagements: Marktüberblick, Geschäftsmodelle, Marketingmanagement, rechtliche Grundlagen, Oldenbourg, München, latest edition
  - Lohmann, M. et al., Urlaubsreisetrends 2025. Entwicklung der touristischen Nachfrage im Quellmarkt Deutschland. Die Reiseanalyse Trendstudie, 2014
  - Mundt, J. W.: Reiseveranstaltung. Lehr- und Handbuch, Oldenbourg, München, Wien, latest edition
  - Schmeer-Sturm, M.L, Reiseleitung und Gästeführung, München, 2012
  - Schneider, O.: Die Ferienmacher \_ eine gründliche und grundsätzliche Betrachtung über das Jahrhundert des Tourismus, TourCon, 2001
  - Voigt, P.: Internationales Reiseveranstalter-Management, München, Oldenbourg, 2012
- [updated 21.03.2018]

# **International Tourism Management - optional courses**