

Course Handbook Leisure, Sports, Tourism Management Master

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Deputy Head of Studies	<u>Prof. Dr. Achim Schröder</u>
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Qualifikation Goals of Study Programme

Leisure, Sports, Tourism Management Master - mandatory courses (overview)

<u>Module name</u> <u>(EN)</u>	<u>Code</u>	<u>SAP-P</u>	<u>Semester</u>	<u>Hours per semester</u> <u>week /</u> <u>Teaching</u> <u>method</u>	<u>ECTS</u>	<u>Module</u> <u>coordinator</u>
<u>Framework</u> <u>Conditions in the</u> <u>Leisure, Sport and</u> <u>Tourism Industry</u>	MFSTM-230	P440-0024	2	4V	6	Dr. Birgit Pferdmenges
<u>Colloquium</u>	MFSTM-430	P440-0010	4	2V	2	Prof. Dr. Kerstin Heuwinkel
<u>Corporate</u> <u>Management</u>	MFSTM-210	P440-0031	2	4V	6	Prof. Dr. Petra Garnjost
<u>Cultural and</u> <u>Tourism</u> <u>Geography</u>	MFSTM-240	P420-0462, P440-0011	2	4V	6	Prof. Dr. Achim Schröder
<u>Empirical</u> <u>Methods in Social</u> <u>Science Research</u>	MFSTM-150	P440-0017	1	4V	6	Prof. Dr. Achim Schröder
<u>Financial</u> <u>Management and</u> <u>Project Funding</u>	MFSTM-330	P440-0004	3	4V	6	Dr. Birgit Pferdmenges
<u>Intercultural and</u> <u>Sociocultural</u> <u>Competence</u>	MFSTM-140	P440-0009	1	4V	6	Prof. Dr. Petra Garnjost
	MFSTM-350	P440-0022	3	4V	6	

<u>Module name</u> <u>(EN)</u>	<u>Code</u>	SAP-P	<u>Semester</u>	Hours per semester week / Teaching method	ECTS	Module coordinator
<u>Leisure, Sport and Tourism Management - Study Project</u>						Prof. Dr. Ralf Rockenbach
<u>Leisure, Sport and Tourism Studies</u>	MFSTM-110	P440-0007	1	4V	6	Prof. Dr. Kerstin Heuwinkel
<u>Marketing and Communication Policy</u>	MFSTM-310	P440-0013, P440-0014	3	4V	6	Prof. Dr. Achim Schröder
<u>Master Thesis</u>	MFSTM-420	T440-0015	4	-	22	Prof. Dr. Kerstin Heuwinkel
<u>Non-Profit Management</u>	MFSTM-320	P440-0019, P620-0129	3	4V	6	Prof. Dr. Kerstin Heuwinkel
<u>Project and Process Management</u>	MFSTM-130	P440-0021	1	4V	6	Prof. Dr. Ralf Rockenbach
<u>Seminar on Leisure, Sport and Tourism Management</u>	MFSTM-410	P440-0026	4	4S	6	Prof. Dr. Kerstin Heuwinkel
<u>Seminar on Sustainable Economics in the Leisure, Sport and Tourism Sectors</u>	MFSTM-250	P440-0027	2	4S	6	Prof. Dr. Kerstin Heuwinkel
<u>Stakeholders in the Leisure, Sport and Tourism Sectors</u>	MFSTM-120	P440-0001, P620-0124	1	4V	6	Prof. Dr. Achim Schröder
<u>Teaching and Learning Methodologies in the Leisure, Sport and Tourism Sectors</u>	MFSTM-340	P440-0113	3	4V	6	Prof. Dr. Ralf Rockenbach

(17 modules)

Leisure, Sports, Tourism Management Master - optional courses (overview)

<u>Module name</u> <u>(EN)</u>	<u>Code</u>	SAP-P	<u>Semester</u>	Hours per semester week / Teaching method	ECTS	Module coordinator
<u>Edutainment</u>	MFSTM-W-11		2	4V	6	Prof. Dr. Ralf Rockenbach
<u>Entrepreneurship</u>	MFSTM-W-21		2	4V	6	Prof. Dr. Petra Garnjost
<u>Event Management</u>	MFSTM-W-25	P440-0112, P620-0586	-	-	6	Prof. Dr. Ralf Rockenbach
<u>Foreign Languages</u> <u>(English)</u>	MFSTM-W-51	P440-0008, P450-0219, P450-0220	2	4V	6	Prof. Dr. Thomas Tinnefeld
<u>Health and Wellness Tourism</u>	MFSTM-W-141		2	4V	6	Prof. Dr. Kerstin Heuwinkel
<u>Mobility Management</u>	MFSTM-W71		2	4V	6	Prof. Dr. Ralf Rockenbach
<u>Quality Management</u>	MFSTM-W-91		2	4V	6	Prof. Dr. Achim Schröder
<u>Recreation and Adventure Management</u>	MFSTM-W-31	P440-0005	2	4V	6	Prof. Dr. Ralf Rockenbach
<u>Sports Management</u>	MFSTM-W-111	P440-0028, P620-0642	2	4V	6	Prof. Dr. Ralf Rockenbach

(9 modules)

Leisure, Sports, Tourism Management Master - mandatory courses

Framework Conditions in the Leisure, Sport and Tourism Industry

Module name (EN): Framework Conditions in the Leisure, Sport and Tourism Industry
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-230
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 minutes / Can be repeated semesterly) [updated 20.01.2020]
Applicability / Curricular relevance: DFMM-MFSTM-230 <u>Management Sciences, Master, ASPO 01.10.2019</u> , semester 1, optional course MFSTM-230 (P440-0024) <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u> , semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): <u>MFSTM-110</u> Leisure, Sport and Tourism Studies <u>MFSTM-120</u> Stakeholders in the Leisure, Sport and Tourism Sectors [updated 04.04.2025]
Recommended as prerequisite for:
Module coordinator: Dr. Birgit Pferdmenges

Lecturer:

Lehrbeauftragte

Dr. Birgit Pferdmenges

[updated 02.04.2025]

Learning outcomes:

Students will develop, expand and deepen their specialized and methodological knowledge about:

- the framework conditions in leisure, sports and tourism management
- the strategic planning of the topical areas of leisure, sports and tourism organizations.
- the restrictions relevant to the provision of services in these sectors (service chain in the overall system of the leisure, sports and tourism industry).
- the consideration of parameters outside the company (economic, ecological, technical, social, political, legal framework conditions)
- the consideration of internal company parameters (company goals, company philosophy and culture, leadership understanding, distribution of power between owners, management, works council, operational and structural organization, working conditions, market position and company earnings).
- the analysis of current developments, market and competition parameters in a regional, national and international context
- structural models and system management in the leisure, sports and tourism industries.

After successfully completing this module, students will:

- have gained deeper insights into the framework conditions of the leisure, sports and tourism industry and be able to apply appropriate management methods.
 - be able to deal with the advancing internationalization/Europeanization of framework conditions.
- They will be able to identify the most important (inter-) national framework conditions. They will be familiar with important (inter-) national framework conditions, as well as the negotiation and drafting of (inter-) national treaties. They will be able to use the relevant (inter-) national scientific terminology.

International and intercultural relevance:

- Study of international framework conditions in the leisure, sports and tourism industries
- Examples from international case studies with a high practical relevance (application-oriented teaching)

Practical relevance:

- Economic and political consulting in the leisure, sports and tourism sector, taking into account current/future framework conditions
- Conception of framework conditions and the application of management methods for organizations in the leisure, sports and tourism sector
- Social competence
- Guest lectures, excursions (together with students from different semesters and study programs)
- In particular management concepts and the design of framework conditions with high relevance for sustainable management in the leisure, sports and tourism sector
- Students will expand and deepen their ability to use modern presentation techniques, their project and team work skills, as well as their scientific working skills.

After successfully completing this course, students will:

- be able to analyze, explain and shape framework conditions in the leisure, sports and tourism industry.
- be able to differentiate between planning and control methods in leisure, sports and tourism management.
- be able to select, explain and apply appropriate management methods to the respective framework conditions.

[updated 17.04.2025]

Module content:

Terms and characteristics for the definition of framework conditions in leisure, sports and tourism management

Strategic planning for leisure, sports and tourism organizations

Service chain in the overall system of the leisure, sports and tourism industry

Consideration of external parameters (including economic, social, political, and legal factors)

Consideration of internal parameters (including values, goals, organization)

Analysis of developments, market and competitive parameters in a regional, national and international context

Structural models and system management in the leisure, sports and tourism industries

Conception of framework conditions for (regional) organizations in the leisure, sports and tourism sector

Project, political and economic consulting

Reflection and analysis of changes in the (global) environment and of leisure, sports and tourism organizations

Management tasks and management areas in the leisure, sports and tourism industries

(inter-) national legal framework conditions and regulations, in particular:

Travel and tourism law: package travel law, transport law (in particular air transport), including national and international regulations in contract and tort law.

Sports and event law, taking into account international aspects (in particular legal entities, sports clubs and associations, possible legal forms, liability in sports law, marketing sports rights, doping)

[updated 17.04.2025]

Teaching methods/Media:

Seminaristic lecture

Group work, exercises based on selected cases and contracts

Case studies (where appropriate, study trips)

Discussions with fellow students and third parties

On the basis of selected data material and case studies, students will learn to develop concepts independently, analyze them and reflect on them.

[updated 17.04.2025]

Recommended or required reading:

Literature:

Current literature lists will be made available to students at the beginning of the semester (exemplary references):

For the legal framework:

- Führich, Staudinger: Reiserecht; Handbuch des Pauschalreise-, Reisevermittlungs-, Reiseversicherungs- und Individualreiserechts, 2024

- Führich, Achilles-Pujol: Basiswissen Reiserecht; Grundriss des Pauschal- und Individualreiserechts 2022

- Führich E., Führich M.: Wirtschaftsprivatrecht; Bürgerliches Recht, Handelsrecht, Gesellschaftsrecht, 2022

[updated 17.04.2025]

Colloquium

Module name (EN): Colloquium
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-430
Hours per semester week / Teaching method: 2V (2 hours per week)
ECTS credits: 2
Semester: 4
Mandatory course: yes
Language of instruction: German
Assessment: Term paper with presentation (Can be repeated semesterly) A presentation must be given on the final thesis (approx. 20 minutes) [updated 20.01.2020]
Applicability / Curricular relevance: MFSTM-430 (P440-0010) <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u> , semester 4, mandatory course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 60 hours (equivalent to 2 ECTS credits). There are therefore 37.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Kerstin Heuwinkel

Lecturer:

Dozierende des Studiengangs

[updated 21.12.2023]

Learning outcomes:

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

_ present the methods used for and the core contents of their thesis in a clear and understandable manner within a given time frame,

_ integrate their own work into existing knowledge,

_ combine their findings from theory and practice in a solution-oriented way,

_ engage in a scientific discussion with a critical audience,

_ critically question their own approaches and explain the limits of their own work,

_ cultivate social interaction within a group and hold constructive discussions,

_ apply the theoretical, methodological and argumentative skills acquired during their studies,

_ analyze complex issues (networked thinking) and describe and evaluate them appropriately using the correct scientific terminology (complexity reduction and pyramid principle),

_ develop, present and supply recommendations for action, suggestions for improvement and practicable solutions,

_ be able to scientifically substantiate and formulate their research findings in writing and document key results using modern presentation techniques, as well as present them to the group (and third parties, if necessary).

_ The colloquium essentially consists of 2 parts. The first part consists of information on working scientifically. This is usually covered by the School of Business before the 4th semester. The second part (presentation on the final thesis) is the examination for the colloquium and takes place in the form of a presentation. The presentation usually takes place at the end of the 4th semester.

[updated 20.01.2020]

Module content:

The purpose of the colloquium is to support students in the preparation of their Master's thesis in the 4th semester. The colloquium takes place in the form of a block seminar where students are given the opportunity to present and discuss problems encountered while working on their thesis, as well as their approaches and solutions to those problems and the limits of their thesis to other students and their professor. In addition, they will be expected to give an overview of the professional experiences they gained from their application-oriented research project. The exchange of experiences between students and the feedback between the students and faculty are of particular importance here.

_ The colloquium will be conducted by a professor or lecturer with the corresponding examination mandate at the request of the examination board.

_ Presentation on final thesis

[updated 20.01.2020]

Teaching methods/Media:

Interactive course with intensive student participation, partner and group work, use of video and camera technology.

_ Scientific colloquium

_ Oral presentation

_ Expert discussions

[updated 20.01.2020]

Recommended or required reading:

- _ Depends on the respective topic
- _ Information on introductory literature can be found in the respective module description under "Recommended prerequisites"
- _ Hungenberg, H., Problemlösung und Kommunikation, München, latest edition
- _ Theisen, M.R., Wissenschaftliches Arbeiten, Verlag Vahlen, München, latest edition
- _ Franz, Susanne, Powerpoint, Verlag Markt und Technik, München, latest edition
- _ Guidelines for writing academic papers at the Faculty of Economics and Business Administration
- _ Specialist literature on scientific work, e.g. Kornmeier, Martin, Wissenschaftstheorie und wissenschaftliches Arbeiten - Eine Einführung für Wirtschaftswissenschaftler, 2007
- _ Minto, B., Das Pyramiden-Prinzip _ Logisches Denken und Formulieren, Econ, Düsseldorf, 1993 (Urheberin und Ex-McKinsey)

[updated 20.01.2020]

Corporate Management

Module name (EN): Corporate Management
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-210
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 minutes/can be repeated semesterly) [updated 20.01.2020]
Applicability / Curricular relevance: MFSTM-210 (P440-0031) <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u> , semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules): None.
Recommended as prerequisite for: <u>MFSTM-330</u> Financial Management and Project Funding <i>[updated 06.09.2023]</i>
Module coordinator: Prof. Dr. Petra Garnjost
Lecturer: Dozierende des Studiengangs <i>[updated 23.01.2014]</i>
Learning outcomes: In this module, strategic management is understood as the direct and indirect influence of behavior on the realization of goals derived from the superior goals of the organization, the company and the expectations of its stakeholders. After successfully completing this module, students will be able to make business decisions on the basis of corporate and environmental analyses and the structured derivation of alternatives, to implement them successfully in the company and to control success. After taking part in the _Corporate Management_ module, students will be able to, _ identify and evaluate potential and challenges with regard to the development of corporate strategies, _ understand and systematize the complexity of the strategic management of companies, _ analyze and assess the relevant framework conditions of company management, _ explain management theories and apply them to practical business examples, _ characterize and analyze corporate strategies at different levels, _ make decisions in new situations in a structured and confident manner, _ provide in-depth insights into management and leadership styles in everyday business life. <i>[updated 20.01.2020]</i>
Module content: _ This course deals with complex business management topics from the leisure, sports and tourism sector. _ Knowledge about the field of strategic management _ Dynamics of global competition _ Technical terms and theoretical framework of strategic management _ Normative corporate management _ Business environment analysis _ Market-oriented corporate management _ Resource-oriented corporate management _ Implementing strategies _ Leadership and diversity management <i>[updated 20.01.2020]</i>
Teaching methods/Media: _ Seminaristic lecture course

- _ Case studies (where appropriate, study trips)
- _ Group work
- _ Structured discussions with fellow students and third parties

[updated 20.01.2020]

Recommended or required reading:

- _ Depends on the respective topic
- _ Current literature lists will be made available to students at the beginning of the semester (exemplary references):
- Dillerup, Stoi: Unternehmensführung, 2. Aufl. 2010
- Macharzina, Wolf: Unternehmensführung, 7. Aufl. 2010
- Schreyögg: Organisation: Grundlagen moderner Organisationsgestaltung, 5. Aufl. 2008.
- Stähle: Management: Eine verhaltenswissenschaftliche Perspektive, 9. Auflage 2013.
- Welge, Al-Laham: Strategisches Management. Grundlagen - Prozess _Implementierung, 6. Aufl. 2012.
- Wheelen, Hunger: Strategic management and business policy, 9. Auflage 2004.
- Briscoe/Schuler, International Human Resource Management, London.
- Dowling/Festing/Engle, International Human Resource Management: managing people in a multinational context, Andover.
- Mendenhall/Oddou, Readings and Cases in IHRM, Cincinnati.
- Hall/Hall, Understanding cultural differences, Boston.
- Hofstede, Culture's consequences, comparing values, behaviors, institutions, and organizations across nations, Thousand Oaks.
- Scholz/Böhm, Human Resource Management in Europe _Comparative analysis and contextual understanding, Routledge.
- _ Current articles in English-language business magazines such as the Harvard Business Review

[updated 20.01.2020]

Cultural and Tourism Geography

Module name (EN): Cultural and Tourism Geography
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-240
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: yes
Language of instruction: German

Assessment:

Written composition mit presentation (class presentation) (can be repeated annually) (weighting 1:1). The written composition is a written examination of 15 to 20 pages per person. The presentation is an oral examination lasting 20 to 30 minutes per person. The use of digital and non-digital media may be required.

[updated 11.01.2024]

Applicability / Curricular relevance:

DFMM-MFSTM-240 Management Sciences, Master, ASPO 01.10.2019 , semester 1, optional course
MFSTM-240 (P420-0462, P440-0011) Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017 , semester 2, mandatory course

Workload:

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

The total student study time is 180 hours (equivalent to 6 ECTS credits).

There are therefore 135 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

MFSTM-110 Leisure, Sport and Tourism Studies

MFSTM-120 Stakeholders in the Leisure, Sport and Tourism Sectors

[updated 21.12.2023]

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

Prof. Dr. Achim Schröder

Lecturer:

Dozierende des Studiengangs

[updated 21.12.2023]

Learning outcomes:

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

assess geographical and cultural factors (i.e. location, facilities, infrastructures, special attractions, etc.) and systematically analyze their potential for use in leisure, sports and tourism,

illustrate the importance of geographical differences in nature, society and culture as driving forces in tourism and take them into account in management and marketing strategies,

independently apply knowledge and methods of cultural geography as well as leisure and tourism geography in their own analyses in order to compare and evaluate the results in group work,

document and present key results and discuss them with the group (and external parties if necessary).

[updated 11.01.2024]

Module content:

Geographical issues

Principles of physical geography

- Atmospheric events

- Ecozones of the Earth
- Processes and structures of the Earth's crust
- Landscapes
 - Basics of cultural and urban geography
- Urban development and types of cities
- Urban models
- Recreational, sports and tourism areas: structures, impacts and management strategies
- Tourism in ...
 - ... the Islamic-Oriental city
 - ... the Latin American city
 - ... the US American city etc...
- Tourism in ...
 - ... the tropics
 - ... the subtropics
 - ... in temperate zones
 - ... in the boreal and polar zones.

[updated 11.01.2024]

Teaching methods/Media:

- Seminaristic lecture
- Case studies (where appropriate, study trips)
- Group and project work (independent analysis and (poster) presentation)
- Discussions with fellow students and third parties
- Presentations and preparation of documentation/papers

[updated 11.01.2024]

Recommended or required reading:

- Becker, C. et al.: Tourismus und nachhaltige Entwicklung, Wissenschaftliche Buchgesellschaft, Darmstadt, aktuelle Auflage
- Becker, Chr.; Hopfinger, H.; Steinecke, A. (Hrsg.): Geographie der Freizeit und des Tourismus. Bilanz und Ausblick, Oldenbourg, München, Wien, aktuelle Auflage
- Benckendorff, P. Lund-Durlacher, D. (Eds.) (2013). International Cases In Sustainable Travel & Tourism. Goodfellow Publishers: Oxford.
- Bieger, T.: Tourismuslehre Ein Grundriss, Haupt, Bern u. a., aktuelle Auflage
- Bieger; Beritelli: Management von Destinationen (Lehr- und Handbücher zu Tourismus, Verkehr und Freizeit), aktuelle Auflage
- Boniface; Cooper: Worldwide Destinations: The Geography of Travel and Tourism, aktuelle Auflage
- Boniface; Cooper: Worldwide Destinations Casebook: The Geography of Travel and Tourism, aktuelle Auflage
- Gebhardt, H., Glaser, R., Radtke, U., Reuber, P., Geographie. Physische Geographie und Humangeographie, Spektrum Akademischer Verlag, aktuelle Auflage
- Hall, C. M.; Page, S.: The Geography of Tourism and Recreation. Environment, Place and Space, Routledge, London, 2006
- Hagget, P.: Geographie. Eine globale Synthese, Verlag Eugen Ulmer, UTB, aktuelle Auflage
- Heineberg, H.: Einführung in die Anthropogeographie, Humangeographie, Schöningh, Paderborn, aktuelle Auflage
- Heineberg, H.: Stadtgeographie. UTB, Aktuelle Auflage
- Institut für Länderkunde (Hrsg.) Nationalatlas Bundesrepublik Deutschland. Verschiedene Bände, Spektrum Akademischer Verlag, Heidelberg, Berlin, versch. Jahrgänge
- Kagermeier, A.: Tourismusgeographie. UVK Lucius, Konstanz, aktuelle Auflage
- Knox, P. L.; Marston, S. A.: Humangeographie, Spektrum Akademischer Verlag, Heidelberg, aktuelle Auflage
- Kiesow, G. Kulturgeschichte sehen lernen (Band 1-5), Deutsche Stiftung Denkmalschutz, aktuelle Auflage

Lichtenberger, E.: Stadtgeographie 1.- Stuttgart, aktuelle Auflage
Mancini, M.: Selling Destinations, aktuelle Auflage
Mundt, J. W. : Tourismus, aktuelle Auflage
Mundt, J.W.: Tourism and Sustainable Development, aktuelle Auflage
Page, Connell: Tourism. A modern Synthesis, aktuelle Auflage.
Schmude, J.: Tourismusgeographie, WBG, Darmstadt, aktuelle Auflage
Schultz, J.: Die Ökozonen der Erde. UTB, aktuelle Auflage
Steinecke, A.: Destinationsmanagement, aktuelle Auflage
Steinecke, A.: Internationaler Tourismus, UVK Lucius, aktuelle Auflage
Steinecke, A.: Tourismus. (Das Geographische Seminar) Braunschweig, aktuelle Auflage
Strahler A. H.; Strahler, A. N.: Physische Geographie, Verlag Eugen Ulmer, UTB, aktuelle Auflage.

[updated 11.01.2024]

Empirical Methods in Social Science Research

Module name (EN): Empirical Methods in Social Science Research
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-150
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Term paper with presentation (Can be repeated annually) [updated 20.01.2020]
Applicability / Curricular relevance: MFSTM-150 (P440-0017) <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u> , semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules):

None.

Recommended as prerequisite for:

MFSTM-250 Seminar on Sustainable Economics in the Leisure, Sport and Tourism Sectors

MFSTM-350 Leisure, Sport and Tourism Management - Study Project

MFSTM-410 Seminar on Leisure, Sport and Tourism Management

MFSTM-W-11 Edutainment

MFSTM-W-111 Sports Management

MFSTM-W-141 Health and Wellness Tourism

MFSTM-W-21 Entrepreneurship

MFSTM-W-31 Recreation and Adventure Management

MFSTM-W-91 Quality Management

MFSTM-W71 Mobility Management

[updated 20.03.2025]

Module coordinator:

Prof. Dr. Achim Schröder

Lecturer:

Dozierende des Studiengangs

[updated 21.12.2023]

Learning outcomes:

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

- _ demonstrate the importance of empirical social research in the fields of leisure, sports and tourism management.
- _ explain and apply theoretical scientific principles.
- _ transfer problems from the fields of leisure, sports and tourism management (resp. cultural management), alone or in a team, into a research design and then implement it using the methods, techniques and methods they have learned.
- _ be able to prepare and analyze data independently, document key results and convey them to the group (as well as to external parties, if necessary) in a presentation.

[updated 20.01.2020]

Module content:

Lecture

- _ Objectives and procedure of empirical social research (research process)
- _ Scientific theoretical basics (definitions, hypotheses, theories and laws, explanation and naive falsification, empirical significance of theories)
- _ Concept specification, operationalization and measurement (scales, quality criteria, indexing and scaling)
- _ Research design and types of research
- _ Non-random sampling
- _ Data collection techniques (interviewing, observation, content analysis, non-reactive measurement techniques)
- _ Data preparation and analysis
- _ Interpretation and publication

Seminar on focus area:

_Students will get the chance to apply the content conveyed in the lecture to a task or problem from the field of leisure, sports and tourism management (resp. cultural management).

[updated 20.01.2020]

Teaching methods/Media:

- _ Lecture and seminar
- _ Case studies
- _ Role playing
- _ Group and project work (concept development and presentation)
- _ Discussions with fellow students and third parties
- _ Presentations and preparation of documentation/papers

Students will learn to develop and implement research concepts, as well as present their results based on independently conducted studies.

[updated 20.01.2020]

Recommended or required reading:

- _ Atteslander, P., Methoden der empirischen Sozialforschung. Erich Schmidt Verlag, Berlin, latest edition
- _ Fantapié Altobelli, Claudia: Marktforschung : Methoden, Anwendungen, Praxisbeispiele, UVK/Lucius, latest edition
- _ Fantapié Altobelli, Claudia; Hoffmann, Sascha: Grundlagen der Marktforschung, UVK/Lucius, München, latest edition
- _ Flick, U., Qualitative Sozialforschung: Eine Einführung, rororo, 2007
- _ Koch, Jörg: Marktforschung. Grundlagen und praktische Anwendung, Oldenbourg, München, latest edition
- _ Schnell/Hill/Esner: Methoden der empirischen Sozialforschung, Oldenbourg, München, latest edition
- _ Seitz, Erwin; Meyer, Wolfgang: Tourismusmarktforschung, Vahlen, München, latest edition
- _ Przyborski, A., Wohlrab-Sahr, M.: Qualitative Sozialforschung: Ein Arbeitsbuch, Oldenbourg, latest edition

[updated 20.01.2020]

Financial Management and Project Funding

Module name (EN): Financial Management and Project Funding
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-330
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 3

Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 minutes / Can be repeated semesterly) <i>[updated 30.10.2023]</i>
Applicability / Curricular relevance: MFSTM-330 (P440-0004) <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u> , semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): <u>MFSTM-120</u> Stakeholders in the Leisure, Sport and Tourism Sectors <u>MFSTM-210</u> Corporate Management <i>[updated 06.09.2023]</i>
Recommended as prerequisite for:
Module coordinator: Dr. Birgit Pferdmenges
Lecturer: Dozierende des Studiengangs <i>[updated 06.09.2023]</i>
Learning outcomes: After successfully completing this module, students will be able to: - place financial management in its scientific context, explain relationships between investment and financing, and assign organizations in the leisure, sports, and tourism industries to the three-sector model. - apply in-depth knowledge in selected areas of financial management to theoretical and practical problems in the for-profit sector using their broad basic knowledge and design solutions independently (in particular, assessing the financial situation of organizations, determining capital requirements and ways of meeting capital requirements, investment appraisal, financial planning for start-ups). - discuss the change from cameralistics to double-entry accounting in the public sector, identify the problem associated with Baumol's cost disease, and describe how the European Central Bank's interest rate policy works and its effects on the financing of organizations, especially foundations.

- reflect on the special features within the nonprofit sector, including tax and nonprofit law, and reflect on alternative funding sources and new forms of fundraising in a dynamic (funding) environment and discuss them using practical examples.

- give a presentation on the possibilities of state tourism and sports funding, explain the structure and content of a funding application and prepare a funding application for simple practical examples.

[updated 30.10.2023]

Module content:

The basics

Classification of financial management in the context of accounting and financial management

Relationship between investment and financing

Three-sector model and allocation of appropriate forms of financing in each case

Financial management

Financial management objectives (profitability, liquidity, security, independence, ethical aspects)

Investment calculation (static and dynamic methods)

Key performance indicator systems

Systematizing forms of financing (equity/external financing, internal/external financing, duration of capital provision)

Provision of equity capital, debt capital, mezzanine capital (esp. through capital increase, IPO, business angels, private equity and venture capital, supplier credit, customer down payment, factoring, leasing, bank loans)

Start-up financing (business plan, typical sources of finance), financial life cycle of companies.

Financial planning (cash flow, cash flow statement, capital requirements planning, liquidity planning)

Corporate crises, insolvency proceedings

Special features of financial management in the public sector

Cameralistics and double-entry accounting

Baumol's cost disease

The ECB's interest rate policy and its impact on foundations

Special features of financial management in the third sector

Typical financial partners, tax and non-profit law, spheres of tax-privileged corporations

Nonprofit accountability and ways to implement it

Participatory pricing mechanisms (Pay what you want, Pay as you stay)

Sponsorship and donations (donor pyramid/life cycle)

Other fundraising options: e.g., capital campaigns, memberships, matching funds, guerrilla fundraising, cause-related fundraising, fundraising runs, crowdfunding

Funding

Funding from public funds (local, state, federal, EU), e.g. tourism promotion and sports promotion at the various levels

Funding from foundations

Funding applications: Forms of financing, application procedure

[updated 30.10.2023]

Teaching methods/Media:

Lecture with group and project work, discussions with students

[updated 20.01.2020]

Recommended or required reading:

Current literature lists will be made available to students at the beginning of the semester.

Selected recommended sources include:

Bächstädt, K.-H. (2016). Non-Profit-Organisationen: Finanzierung und Fundraising, in: Kredit & Rating Praxis, 42. Jg, Heft 3, S. 16-20.

Bieg, H., Kußmaul, H., Waschbusch, G. (2023). Finanzierung. 4. Auflage. München: Vahlen.

Bieg, H., Kußmaul, H., Waschbusch, G. (2016). Investition. 3. Auflage. München: Vahlen.

Brealy, R.A. et al. (2022). Principles of Corporate Finance. 14. Edition. Boston: McGraw-Hill.

Gerlach-March, R., Pöllmann, L. (2019). Kulturfinanzierung, 2. Auflage, Wiesbaden: Springer.

Gerpott, T. (2017). Pay-What-Yout-Want pricing: An Integrative Review of the empirical research literature, in: Management Science Letters, Vol. 7, Issue 1, pp. 35-62.

Helmig, B., Boenigk, S. (2020). Nonprofit-Management. 2. Auflage. München: Vahlen.

Hurlebaus, A. (2013). Grundsätze ordnungsgemäßer kommunaler Rechnungslegung und ihre Auslegung im Hinblick auf die Bewertung kommunaler Sachanlagen. Wiesbaden: Springer.

Perridon, L., Steiner, M., Rathgeber, A. (2022). Finanzwirtschaft der Unternehmung. 18. Auflage. München: Vahlen.

Prätsch, J., Schikorra, U., Ludwig, E. (2012). Finanzmanagement. 4. Auflage. Berlin: Springer.

Nufer, G., Rützel, F. (2016). Best Practices im Sportsponsoring. NACHSPIELZEIT - die Schriftenreihe des Deutschen Instituts für Sportmarketing, Ausgabe 7.

Urselmann, M. (2023). Fundraising: professionelle Mittelbeschaffung für gemeinwohlorientierte Organisationen. 8. Auflage. Wiesbaden: Springer.

Vilain, M. (2006). Finanzierungslehre für Nonprofit-Organisationen. Wiesbaden: VS Verlag für Sozialwissenschaften.

Vilain, M. (2016). Finanzierung von Nonprofit-Organisationen im Wandel, in: Zimmer, A., Hallmann, Th. (Hrsg.). Nonprofit-Organisationen vor neuen Herausforderungen. Wiesbaden: Springer, S. 331-362.

www.bmwi.de

www.bundesfinanzministerium.de

[updated 30.10.2023]

Intercultural and Sociocultural Competence

Module name (EN): Intercultural and Sociocultural Competence
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-140
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 1
Mandatory course: yes
Language of instruction: German

Assessment:

Term paper with presentation (Can be repeated annually)

[updated 20.01.2020]

Applicability / Curricular relevance:

MFSTM-140 (P440-0009) Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017 , semester 1, mandatory course

Workload:

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

The total student study time is 180 hours (equivalent to 6 ECTS credits).

There are therefore 135 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:

MFSTM-W-11 Edutainment

MFSTM-W-111 Sports Management

MFSTM-W-141 Health and Wellness Tourism

MFSTM-W-21 Entrepreneurship

MFSTM-W-25 Event Management

MFSTM-W-31 Recreation and Adventure Management

MFSTM-W-91 Quality Management

MFSTM-W71 Mobility Management

[updated 07.09.2023]

Module coordinator:

Prof. Dr. Petra Garnjost

Lecturer:

Prof. Dr. Petra Garnjost

Prof. Dr. Kerstin Heuwinkel

Dozierende des Studiengangs

[updated 18.06.2025]

Learning outcomes:

After successfully completing this module, students will: _

_ be able to explain the specifics of selected national cultures with regard to history, national culture, economic situation and leisure, sports and touristic highlights

_ have deeper insight into the management style and Dos+Don'ts in the everyday business life of selected national cultures

_ be able to research information on selected national cultures independently and evaluate it according to predefined criteria

_ be able to work in a group successfully and independently in a goal-oriented manner and within a specific time limit. This includes the independent distribution of work packages within the group, their preparation by the respective group members and a group presentation. This also includes resolving any conflicts that

might arise within the group or escalating them to the lecturers, where necessary.

_ Students will be able to write a paper (where possible) in English, taking into account scientific principles and deliver a presentation (where possible) in English within a specified timeframe.

[updated 20.01.2020]

Module content:

_ This course deals with complex topics from the field of intercultural and sociocultural skills in the context of leisure, sports and tourism management. Students will work on subtasks individually and/or in groups.

_ Knowledge from the field of cultural research, by, for example, participating in an (inter) national summer academy in cooperation with partner universities.

_ Interdisciplinary course covering the history and culture of a country, as well as its core data on leisure, sports and tourism and the influence of the above on management styles and practices in everyday business life on the basis of current topics (partly supplemented by excursions)

_ Structured discussions, exercises and workshops

_ Structured project work in a team

_ Written composition and presentation of results using modern presentation techniques.

_ Cultural behavior patterns and their impact on (inter-) national leisure, sports and tourism management

_ Intercultural cooperation in mixed teams, conflict resolution in teams and leadership skills

_ Diversity Management

[updated 20.01.2020]

Teaching methods/Media:

_ Seminaristic lecture course

_ Case studies (where appropriate, study trip)

_ Group work

_ Structured discussions with fellow students and third parties

_ Presentations and preparation of documentation/papers

[updated 20.01.2020]

Recommended or required reading:

_ Depends on the respective topic

_ Current literature lists will be made available to students at the beginning of the semester (exemplary references):

- Briscoe/Schuler, International Human Resource Management, London.

- Dowling/Festing/Engle, International Human Resource Management: managing people in a multinational context, Andover.

- Mendenhall/Oddou, Readings and Cases in IHRM, Cincinnati.

- Hall/Hall, Understanding cultural differences, Boston.

- Hofstede, Culture's consequences, comparing values, behaviors, institutions, and organizations across nations, Thousand Oaks.

- Scholz/Böhm, Human Resource Management in Europe _Comparative analysis and contextual understanding, Routledge.

_ Current articles in English-language business magazines such as the Harvard Business Review

[updated 20.01.2020]

Leisure, Sport and Tourism Management - Study Project

Module name (EN): Leisure, Sport and Tourism Management - Study Project
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-350
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 3
Mandatory course: yes
Language of instruction: German
Assessment: Project work (Can be repeated annually) [updated 20.01.2020]
Applicability / Curricular relevance: MFSTM-350 (P440-0022) <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u> , semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): <u>MFSTM-110</u> Leisure, Sport and Tourism Studies <u>MFSTM-120</u> Stakeholders in the Leisure, Sport and Tourism Sectors <u>MFSTM-130</u> Project and Process Management <u>MFSTM-150</u> Empirical Methods in Social Science Research [updated 21.12.2023]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Ralf Rockenbauch

Lecturer:

Dozierende des Studiengangs

[updated 21.12.2023]

Learning outcomes:

After successfully completing this module, students will:

- _ be able to work independently or in groups on a complex task/topic from the fields of leisure, sports and tourism management systematically using scientific methods,
- _ be able to apply and have deepened their knowledge about project and process management,
- _ be able to independently gather, select and evaluate information,
- _ be able to document the results of their project work using modern presentation techniques and present those results to the group (as well as to external parties, if necessary).

[updated 20.01.2020]

Module content:

- _ This course deals with the complex topic of leisure, sports and tourism management. Students will work on subtasks individually and/or in groups.
- _ Project definition
- _ Project implementation
- _ Project presentation and documentation

[updated 20.01.2020]

Teaching methods/Media:

- _ Seminaristic lecture course
- _ SOL _ Self-organized learning
- _ SRL _ Self-regulated learning
- _ Case studies (where appropriate, study trip)
- _ Role playing
- _ Group and project work (concept development and presentation)
- _ Discussions with fellow students and third parties
- _ Presentations and preparation of documentation/papers

[updated 20.01.2020]

Recommended or required reading:

- _ Depends on the respective topic
- _ Information on introductory literature can be found in the respective module description under "Recommended prerequisites" (in particular, project management and empirical social research methods).

[updated 20.01.2020]

Leisure, Sport and Tourism Studies

Module name (EN): Leisure, Sport and Tourism Studies

Degree programme: Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017

Module code: MFSTM-110
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 minutes/can be repeated semesterly) [updated 20.01.2020]
Applicability / Curricular relevance: DFMM-MFSTM-110 <u>Management Sciences, Master, ASPO 01.10.2019</u> , semester 1, optional course MFSTM-110 (P440-0007) <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u> , semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: <u>MFSTM-230</u> Framework Conditions in the Leisure, Sport and Tourism Industry <u>MFSTM-240</u> Cultural and Tourism Geography <u>MFSTM-250</u> Seminar on Sustainable Economics in the Leisure, Sport and Tourism Sectors <u>MFSTM-350</u> Leisure, Sport and Tourism Management - Study Project <u>MFSTM-410</u> Seminar on Leisure, Sport and Tourism Management <u>MFSTM-W-11</u> Edutainment <u>MFSTM-W-111</u> Sports Management <u>MFSTM-W-141</u> Health and Wellness Tourism <u>MFSTM-W-21</u> Entrepreneurship <u>MFSTM-W-25</u> Event Management <u>MFSTM-W-31</u> Recreation and Adventure Management <u>MFSTM-W-91</u> Quality Management <u>MFSTM-W71</u> Mobility Management [updated 04.04.2025]
Module coordinator: Prof. Dr. Kerstin Heuwinkel

Lecturer:

Dozierende des Studiengangs

[updated 05.12.2023]

Learning outcomes:

Students will develop, expand and deepen their specialized and methodological knowledge about:

- _ the relevant concepts, characteristics and approaches of leisure, sports and tourism studies.
- _ leisure, sports and tourism sciences as interdisciplinary sciences.
- _ the essential areas of lifestyle research (in particular leisure, sports, tourism).
- _ the analysis of the behavior, wishes and needs of people in work, leisure, sports and tourism (especially from an economic perspective)
- _ scientifically-based activities in the analysis, evaluation, reflection, development and implementation of recommendations for management (evaluation, preparing expert reports, economic and political consulting, contract research, as well as lectures, seminars and teaching)

After successfully completing this module, students will:

- _ have gained deeper insights into leisure, sports and tourism studies and be able to apply scientific methods in these areas.

International and intercultural relevance:

- _ International approaches in leisure, sports and tourism studies
- _ Examples from international research projects with a high practical relevance (application-oriented teaching)

Practical relevance:

- _ Science-based economic and political consulting in the leisure, sports and tourism sector
- _ (Economic) and scientific methods in the leisure, sports and tourism sector
- _ Social competence:
- _ Guest lectures, excursions (together with students from different semesters and study programs)
- _ In particular, management concepts and scientific methods with high relevance for sustainable management in the leisure, sports and tourism sector
- _ Students will expand and deepen their ability to use modern presentation techniques, their project and team work skills, as well as scientific working skills.

After successfully completing this module, students will:

- _ be able to understand and analyze scientific issues and special aspects of leisure, sports and tourism science, as well as be able to plan and explain them in planning models.
- _ be able to apply planning and control methods in leisure, sports and tourism science (strategic planning and operative implementation)
- _ be able to describe, develop, plan and design application-oriented research and consulting processes in the leisure, sports and tourism sector.
- _ be able to cooperate and evaluate within the framework of knowledge and project management (project focus/definition, planning, project structuring, prioritization/derivation/analysis, activity planning, implementation, success control).
- _ be able to classify leisure, sports and tourism science into the general science system and differentiate the sub-areas of the above-mentioned scientific fields.

[updated 20.01.2020]

Module content:

- _ be familiar with concepts, characteristics and approaches from leisure, sports and tourism studies.
- _ Lifestyle research (in particular leisure, sports, tourism)
- _ Economic/scientific analysis of the behavior, wishes and needs of people in work, leisure, sports and tourism
- _ Knowledge and project management in applied research and consulting
- _ Bionics and modern consumer theory in leisure, sports and tourism management
- _ Conception of (regional) organizations in the leisure, sports and tourism sector
- _ Project, political and economic consulting

- _ In-depth basics for the analysis and management of leisure, sports and tourism organizations
- _ Reflection and analysis of changes in the (global) environment and of leisure, sports and tourism organizations
- _ Current methods and theoretical foundations of knowledge management and the importance of reporting
- _ Contents, methods, potentials and the limits of quality management
- _ Strategic control for leisure, sports and tourism organizations
- _ Analysis of methods for controlling leisure, sports and tourism organizations (e.g. balanced scorecard, EFQM model)
- _ Innovation management, futurology, methods for developing mission statements, creativity techniques, as well as trend and s research (e.g. Delphi method, scenario technique, strength-weakness profiles) in leisure, sports and tourism organizations

[updated 20.01.2020]

Teaching methods/Media:

Literature:

- _ Current literature lists will be made available to students at the beginning of the semester (exemplary references):
- _ Bieger, T., Tourismuslehre _ Ein Grundriss, Haupt, Bern u. a., latest edition
- _ Bieger, T., Keller, P., (Hrsg.), Managing Change in Tourism: Creating Opportunities - Overcoming Obstacles, Berlin, latest e
- _ Bowdin, G., Allen, J., O'Toole, W., Harris, R., & Mc Donnell, I., Events Management, Great Britain: Elsevier, latest edition
- _ Böventer, E. von, Ökonomische Theorie des Tourismus, Campus, Frankfurt, latest edition
- _ Breidenbach, R., Freizeitwirtschaft und Tourismus, latest edition
- _ Brähmig, K., (2011), Ausschuss für Tourismus, Deutscher Bundestag, Stellungnahme Freizeitparks, http://www.bundestag.de/bundestag/ausschuesse17/a20/anhörungen/anhörung_freizeitparks/Stellungnahmen/Stellungnahme
- _ 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
- _ Csikszentmihalyi, M.: Das Flow-Erlebnis. Stuttgart 1993
- _ Csikszentmihalyi, M./Jackson, S.A.: Flow im Sport. München 2000
- _ FdSnow, Fachzeitschrift für den Skisport, Freunde des Skisports im Deutschen Skiverband
- _ Forsberg, K. et all, (2000), Visualizing Project Management, A model for business and technical success, Second Edition, John Wiley and Sons Inc.
- _ Freyer, W., Sport-Marketing: Modernes Marketing-Management für die Sportwirtschaft, Berlin, latest edition
- _ Freyer, W., Tourismus-Marketing, Oldenbourg, München, latest edition
- _ Freyer, W. (Hrsg.), Tourismus: Einführung in die Fremdenverkehrsökonomie, latest edition
- _ Green Champions in Sport and Environment, Guide to environmentally-sound large sporting events, German Federal Ministry of Environment, Nature Conservation and Nuclear Safety, German Olympic Sports Confederation, Berlin, 2007
- _ Haedrich, G., Kaspar, C. u. a. (Hrsg.), Tourismus-Management, 3. Auflage, de Gruyter, Berlin u. a., 1998
- _ Hayes, N., Saving Sailing, Crickhollow, Milwaukee, 2009, How _ and more importantly _ why? A provocative argument and a plan _ sure to appeal to sailors everywhere _ for the revival of family sailing and quality uses of free time for rewarding interge pastimes, lifelong hobbies, and free-time pursuits.
- _ Hobel, B. and Schütte, S. (2006), Projektmanagement, Wiesbaden, Betriebswirtschaftlicher Verlag Gabler
- _ Hofstede, G.; Interkulturelle Zusammenarbeit. Kulturen - Organisationen - Management, Wiesbaden 1993
- _ Holloway, C., The business of tourism, 7. Auflage, Pearson Education, London, 2006
- _ Hoye, R., Sport management: principles and applications, 2. Auflage, Elsevier, Amsterdam u. a., 2009
- _ 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
- _ Institut für Mobilitätsforschung (Hrsg.), Erlebniswelten und Tourismus, Springer, Berlin, 2004
- _ Letzner, V., Tourismusökonomie _ Volkswirtschaftliche Aspekte rund ums Reisen, Oldenbourg, München, 2010
- _ Neumann, P.: Das Wagnis im Sport. Schorndorf 1999
- _ Nufer, G., Bühler, A., (Hrsg.), Management und Marketing im Sport _ Betriebswirtschaftliche Grundlagen und Anwendungen der Sportökonomie, Berlin, latest edition
- _ 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., Freizeitwirtschaft - Die Leitökonomie der Zukunft. Zukunft. Bildung. Lebensqualität, 2007
- _ 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

[updated 20.01.2020]

Recommended or required reading:

[still undocumented]

Marketing and Communication Policy

Module name (EN): Marketing and Communication Policy
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-310
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 3
Mandatory course: yes
Language of instruction: German
Assessment: Written exam and project (60 minutes/Weighting 1:1/Can be repeated annually) [updated 20.01.2020]
Applicability / Curricular relevance: MFSTM-310 (P440-0013, P440-0014) <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u> , semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:

Module coordinator:
Prof. Dr. Achim Schröder

Lecturer:
Dozierende des Studiengangs

[updated 21.12.2023]

Learning outcomes:

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

- _ demonstrate a basic understanding of marketing and its place in the business context of leisure, sports and tourism,
- _ name the tasks and functions of marketing,
- _ critically examine marketing activities with regard to society,
- _ identify marketing mix instruments (product, price, communication, distribution and process policy) and relate them to sector-specific characteristics of the service sector,
- _ explain the special importance of a communication policy for the field of leisure, sports and tourism,
- _ be able to demonstrate and apply a deeper understanding of communication policy and its instruments,
- _ be able to develop, document and present a communication mix for a specific question/problem on the basis of the methods and instruments conveyed in the lecture.

[updated 20.01.2020]

Module content:

"Marketing and Communication Policy" lecture

- _ Basic concepts of marketing and the classification of marketing in the corporate context of leisure, sports and tourism
- _ Critical assessment of the impact of marketing on society

- _ Principles of consumer behavior
- _ Market segmentation methods, transnational target groups
- _ Creative fields within the marketing mix: product policy, communication policy, pricing policy, distribution policy, process policy in the service sector
- _ Psychological theories on the influence of communication
- _ The communication mix
- _ Advertising, product placement and sales promotion
- _ Public relations (internal and external PR)
- _ Trade fairs and exhibitions
- _ Sponsoring
- _ Event marketing
- _ Budgeting
- _ Media planning
- _ Measuring the communication effect

Seminar on focus area:

- _ Students will get the chance to apply the content conveyed in the lecture to a task or problem from the field of leisure, sports and tourism management (resp. cultural management).

[updated 20.01.2020]

Teaching methods/Media:

- _ Seminaristic lecture course

- _ Role playing
- _ Group and project work (concept development and presentation)
- _ Discussions with fellow students and third parties
- _ Presentations and preparation of documentation/papers

[updated 20.01.2020]

Recommended or required reading:

- _ Bruhn, Manfred: Marketing. Grundlagen für Studium und Praxis, Gabler, Wiesbaden, latest edition
- _ Freyer, W.: Tourismus-Marketing, München: Oldenbourg, latest edition
- _ Fuchs, W., Unger, F.: Management der Marketing-Kommunikation, Springer, latest edition
- _ Kotler, P. et al: Grundlagen des Marketing. München: Pearson Studium, latest edition
- _ Kroeber-Riel, W., Weinberg, P., Gröppel-Klein, A.: Konsumentenverhalten, München, Vahlen, latest edition
- _ Meffert, H. et al.: Marketing. Grundlagen marktorientierter Unternehmensführung. Wiesbaden: Gabler, latest edition
- _ Meffert, Heribert et al.: Internationales Marketing-Management, Kohlhammer, Stuttgart, latest edition
- _ Meffert, Manfred; Bruhn, Manfred: Dienstleistungsmarketing: Grundlagen -Konzepte _ Methoden, Gabler, Wiesbaden, latest edition

[updated 20.01.2020]

Master Thesis

Module name (EN): Master Thesis
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-420
Hours per semester week / Teaching method: -
ECTS credits: 22
Semester: 4
Mandatory course: yes
Language of instruction: German
Assessment: The Master thesis is a special type of examination. It should show that students are able to work independently on a subject-related question corresponding to their qualification level using scientific methods within a specified period of time. [updated 19.05.2025]
Applicability / Curricular relevance:

MFSTM-420 (T440-0015) <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u> , semester 4, mandatory course
Workload: The total student study time for this course is 660 hours.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Kerstin Heuwinkel
Lecturer: Dozierende des Studiengangs <i>[updated 21.12.2023]</i>
Learning outcomes: After successfully completing this module, students will be able to do the following within the given period: work on their research approaches in the field of leisure, sports and tourism management using scientific methods, independently gather, evaluate and use information in a targeted manner, create and independently test their own working hypotheses, apply the theoretical, methodological and argumentative skills acquired during their studies, analyze complex issues (networked thinking) and describe and evaluate them appropriately using the correct scientific terminology (complexity reduction and pyramid principle), develop, present and supply recommendations for action, suggestions for improvement and practicable solutions, scientifically substantiate and formulate their research findings in writing and document key results using modern presentation techniques, as well as present them to the group (and third parties, if necessary), <i>[updated 30.10.2023]</i>
Module content: The Master's thesis is a special type of examination. The Master's thesis is based on carefully selected study content or main areas of study that must be agreed upon between the student and his/her thesis supervisor. Students have 20 weeks to write their thesis. With regard to content, the thesis should deal with a complex topic from the field of leisure, sports and tourism management. <i>[updated 19.05.2025]</i>
Teaching methods/Media: Supervised self-organized scientific work <i>[updated 30.10.2023]</i>
Recommended or required reading: Depends on the respective topic

Information on introductory literature can be found in the respective module description under

Recommended prerequisites

Guidelines for writing academic papers from the Faculty of Economics and Business Administration

Specialist literature on scientific work, e.g. Kornmeier, Martin, Wissenschaftstheorie und wissenschaftliches Arbeiten - Eine Einführung für Wirtschaftswissenschaftler, 2007

Minto, B., Das Pyramiden-Prinzip Logisches Denken und Formulieren, Econ, Düsseldorf, 1993 (Urheberin und Ex-McKinsey)

[updated 30.10.2023]

Non-Profit Management

Module name (EN): Non-Profit Management
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-320
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 3
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 minutes/can be repeated semesterly) [updated 20.01.2020]
Applicability / Curricular relevance: DFMM-MFSTM-320 <u>Management Sciences, Master, ASPO 01.10.2019</u> , semester 1, optional course MFSTM-320 (P440-0019, P620-0129) <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u> , semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Kerstin Heuwinkel

Lecturer:

Dozierende des Studiengangs

[updated 23.01.2014]

Learning outcomes:

Learning outcomes/skills:

Students will develop, expand and deepen their specialized and methodological skills with regard to the following:

- _ Basics of non-profit management with special consideration given to tourism organizations and networks, as well as leisure and sports organizations
- _ Managing non-profit organizations in the leisure, sports and tourism sectors
- _ Economic and social dimensions in non-profit management, in particular with regard to developments and perspectives in the leisure, sports and tourism sectors
- _ Theoretical concepts about the nature, meaning and structure of non-profit organizations
- _ Excurses: Integration of philanthropic thoughts, civil society, motivation theories, the role of employees, donor behavior
- _ Possibilities and limits of strategic planning and operational implementation in non-profit management in the leisure, sports and tourism sectors
- _ Special characteristics of marketing non-profit organizations in the leisure, sports and tourism sectors
- _ Design (-ability) of non-profit organizations in the leisure, sports and tourism sectors and their practical fields of activity

After successfully completing this module, students will:

- _ have gained insights into the non-profit sector and understand its particularities.
- _ be able to analyze and present specific problems in non-profit organizations.
- _ have developed a multisector understanding of not-for-profit economic behavior.

International and intercultural relevance

- _ Students will become familiar with international companies and organizations in the non-profit sector
- _ We will use examples from international non-profit organizations and networks
- _ Students will receive an introduction to the reality of professional practice in non-profit management

Practical professional relevance:

- _ Management and policy concepts in the non-profit sector
- _ Business and economic methods in the non-profit sector
- _ Students will acquire social competence
- _ Projects, guest lectures, excursions (together with students from different semesters and study programs)
- _ Management concepts and methods with high relevance for the non-profit sector
- _ Students will expand and deepen their ability to use modern presentation techniques, their project and teamwork skills, as well as scientific working skills.

After successfully completing this module, students will:

- _ be able to understand and analyze the problems and special characteristics of non-profit management and map them in planning models.
- _ be able to apply planning and control methods in non-profit management.
- _ be able to describe, develop, plan and design processes in non-profit management.
- _ be able to plan, implement and control strategies and concepts in non-profit management.

- _ be able to cooperate and evaluate within the framework of project management (project focus/definition, planning, project structuring, prioritization/derivation/analysis, activity planning, implementation, success control).
- _ be able to apply specialist and methodological knowledge from process management to the introduction of control processes.
- _ be able to communicate more efficiently (pyramid principle) and interact with third parties and groups
- _ be able to apply specialist and methodological knowledge with regard to motivation and teamwork (improvement of leadership skills, such as initiative, team skills, integration, delegation, conflict and assertiveness skills, self-confidence, willingness to take responsibility and risks)

[updated 20.01.2020]

Module content:

- _ Basics of non-profit management: concepts, its significance, classification in business administration, current state of research and teaching
- _ History, development, theories and examples of non-profit management in the leisure, sports and tourism sector
- _ Non-profit governance and leadership: development of comprehensive and individual management concepts
- _ Personnel management: basics and special aspects in non-profit organizations
- _ Non-profit marketing: theoretical foundations and case studies, customer integration
- _ Fundraising management: transaction-oriented versus relationship fundraising
- _ Basics of financial management in non-profit organizations
- _ Partnerships: significance, concepts and development of (intersector) partnerships in the non-profit sector

[updated 20.01.2020]

Teaching methods/Media:

- _ Seminaristic lecture course
- ___ SOL _ Self-organized learning
- _ _SRL _ Self-regulated learning_
- _ Case studies (where appropriate, study trip)
- _ Role playing
- _ Group and project work (concept development and presentation)
- _ Discussions with fellow students and third parties
- _ Presentations and preparation of documentation/papers

On the basis of selected data material and case studies, students will learn to develop concepts independently, implement and reflect on them.

[updated 20.01.2020]

Recommended or required reading:

- _ Andreasen, A.R./Kotler, P.: Strategic Management for Nonprofit Organizations, New Jersey, latest edition
- _ Anheiner, H.K.: Nonprofit Organizations. Theory, Management, Policy, London, 2005
- _ Backhaus, K./Voeth, M.: Industriegütermarketing, München, latest edition
- _ Backhaus-Maul, H./Biedermann, C./Nährlich, S./Polterauer, J. (Hrsg.): Corporate Citizenship in Deutschland. Gesellschaftliches Engagement von Unternehmen. Bilanz und Perspektiven, Wiesbaden, 2. A., 2010
- _ Badelt, C./Meyer, M./Simsa, R. (Hrsg.): Handbuch der Nonprofit Organisationen. Strukturen und Management, Stuttgart, 4. A., 2007

- _ Baums, T. (Hrsg.): Bericht der Regierungskommission Corporate Governance. Unternehmensführung _ Unternehmenskontrolle _ Modernisierung des Aktienrechts, Köln, 2001
- _ Becker, J.: Marketing-Konzeption, München, 9. A., 2009
- _ Bruhn, M.: Marketing für Nonprofit-Organisationen. Grundlagen _ Konzepte _ Instrumente, Stuttgart, 2. A., 2011
- _ Bruhn, M./Michalski, S. (Hrsg.): Marketing als Managementprozess, Zürich, 3. A., 2009
- _ Buber, R./Faschig, H.: Leitbilder in Nonprofit Organisationen. Entwicklung und Umsetzung, Wien, 1999
- _ Burnett, K.: Relationship Fundraising _ A Donor Based Approach to the Business of Raising Money, San Francisco, 2. A., 2002
- _ Deutsches Zentralinstitut für soziale Fragen (DZI) (Hrsg.): Spendenbericht Deutschland 2010. Daten und Analysen zum Spendenverhalten in Deutschland, Berlin, 2010
- _ DiMaggio, P.J./Anheiner, H.K.: The Sociology of Nonprofit Organizations, in: Annual Review of Sociology, Vol. 16, pp 137-159
- _ Drucker, P.F.: Managing the Nonprofit Organization, London, 1990
- _ Gesellschaft für Konsumforschung (GfK) (Hrsg.): GfK CharityScope. Available online
- _ Helmig, B./Boenigk, S.: Nonprofit Management, München, 2012
- _ Helmig, B./Purtschert, R. (Hrsg.): Nonprofit-Management, Wiesbaden, 2. A., 2006
- _ Homburg, C./Krohmer, H.: Marketingmanagement, Wiesbaden, 2009
- _ Kotler, P./Roberto, N./Lee, N.: Social Marketing, Thousand Oaks, 2. A., 2002
- _ Langer, A./Schröer, A. (Hrsg.): Professionalisierung im Nonprofit Management, Bern, 2011
- _ Meier, A.: Informationsmanagement für NPOs, NGOs et.al., Heidelberg, 2006
- _ Oechsler, W.A.: Personal und Arbeit, München, 9. A., 2011
- _ Pfaffenzeller, H.: Die Governance von Nonprofit-Organisationen, Available online.
- _ Regierungskommission Corporate Governance Kodex (Hrsg.): Deutscher Corporate Governance Kodex, latest edition, available online
- _ Salzman, J.: Making the News: A guide for Nonprofits and Activists, Boulder, 1998
- _ Sargeant, A.: Marketing Management for Nonprofit Organizations, Oxford, 3. A., 2009
- _ Sargeant, A.: Fundraising Management, New York, 2. A., 2010
- _ Saxton, J.: Gimme, gimme, gimme, available online
- _ Schwarz, P.: Organisation in Nonprofit Organisationen, Grundlagen, Strukturen, Bern, 2005
- _ Schwarz, P.: Management-Prozesse und _ Systeme in Nonprofit Organisationen, Bern, 2006
- _ Siebart, P.: Corporate Governance von Nonprofit Organisationen _ Ausgewählte Aspekte der Organisation und Führung, Bern, 2006
- _ Tiebel, C.: Management in Non Profit Organisationen, München, 2006
- _ Zimmer, A./Priller, E.: Gemeinnützige Organisationen im gesellschaftlichen Wandel, Wiesbaden, 2. A., 2007

[updated 20.01.2020]

Project and Process Management

Module name (EN): Project and Process Management
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-130
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6

Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Project work (Repeated annually) [updated 20.01.2020]
Applicability / Curricular relevance: MFSTM-130 (P440-0021) <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u> , semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: <u>MFSTM-350</u> Leisure, Sport and Tourism Management - Study Project <u>MFSTM-W-11</u> Edutainment <u>MFSTM-W-111</u> Sports Management <u>MFSTM-W-141</u> Health and Wellness Tourism <u>MFSTM-W-21</u> Entrepreneurship <u>MFSTM-W-25</u> Event Management <u>MFSTM-W-31</u> Recreation and Adventure Management <u>MFSTM-W-91</u> Quality Management <u>MFSTM-W71</u> Mobility Management [updated 21.12.2023]
Module coordinator: Prof. Dr. Ralf Rockenbach
Lecturer: Dozierende des Studiengangs [updated 21.12.2023]
Learning outcomes: The goal of this module is to teach the basics of project management with special regard to the problems and specifics of the leisure, sports or tourism sector. Professional skills:

After successfully completing this module, students will have comprehensive knowledge of the concept, development, meaning, scope and methods of project management and process modeling.

Methodological skills:

Students will be able to identify and transfer theoretical approaches and methods and use them to solve selected project tasks, in particular from the fields of leisure, sports and tourism. Students will be familiar with the methods of process modeling and be able to transfer these to project work. They will have improved their ability to think in a structured and transdisciplinary manner.

Social skills:

Students will have improved their knowledge with regard to interaction, communication, motivation and moderation in teams. They will have strengthened their ability to empathize, communicate, negotiate and argue.

After successfully completing this module, students will be able to put project management methods into practice.

Overall goals after successfully completing this module:

- _ As a project manager or manager, students will be able to handle the technical, organizational and human aspects of a complex project correctly. They will be familiar with and understand the project management process and be able to identify risks to project success. They will be able to identify miscommunication at an early stage, prevent it and, if necessary, avert it using structured risk and expectation management. The students will be able to organize teamwork within the project and comprehend the social psychological processes taking place there. Furthermore, they will be able to think, argue and act in a team-oriented manner and handle and resolve conflicts within the framework of professional escalation management at a low escalation level.
- _ Students will be familiar with the special problems associated with projects in the leisure, sports and tourism sectors.

[updated 20.01.2020]

Module content:

- _ Introduction to and principles of project management
- _ Process models (sequential, iterative, agile)
- Project definition
- _ Project planning, precedence diagram model
- _ Structure, process, capacity, deadline and cost planning
- _ Risk management
- _ Project structure plan
- _ Realistic planning
- _ Project execution
- _ Project phases, milestones
- _ Project controlling
- _ Setting up and leading project teams
- _ Project communication and management
- _ Measuring progress
- _ Solving problems
- _ Escalation process
- _ Requirements management
- _ Negotiating
- _ Time management
- _ IT support
- _ MS Project

- _ Modeling processes, vulnerability analysis, optimization
- _ Modeling tools

[updated 20.01.2020]

Teaching methods/Media:

- _ Lecture with integrated tutorial, tasks in small groups, computer-aided process modeling
- _ Project work in a team
- _ Documentation and presentation of the project's progress and its results
- _ Presentations, videos, role playing, documents, magazines, books, Internet research

On the basis of selected data material and case studies, students will learn to develop concepts independently, analyze them and reflect on them.

[updated 20.01.2020]

Recommended or required reading:

_ Current literature lists will be made available to students at the beginning of the semester (exemplary references):

- Andler, N.: Tools für Projektmanagement, Workshops und Consulting: Kompendium der wichtigsten Techniken und Methoden, Publicis, Erlangen, 2009.
- Antons, K.: Praxis der Gruppendynamik. Übungen und Techniken. 6. Aufl., Göttingen u. a.: Hogrefe, 1996.
- Bohnic, T.: Grundlagen des Projektmanagements: Methoden, Techniken und Tools für Projektleiter, Gabler, Stuttgart, 2010.
- Bohnic, T.: Projektmanagement: Softskills für Projektleiter, Gabler, Stuttgart, 2010.
- Pichler, R.: Scrum - Agiles Projektmanagement erfolgreich einsetzen, d.punkt, 2007
- Verzuh, E.: The Fast Forward MBA in Project Management, 3. Aufl., Wiley, Hoboken, 2008

[updated 20.01.2020]

Seminar on Leisure, Sport and Tourism Management

Module name (EN): Seminar on Leisure, Sport and Tourism Management
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-410
Hours per semester week / Teaching method: 4S (4 hours per week)
ECTS credits: 6
Semester: 4
Mandatory course: yes
Language of instruction: German

Assessment: Written composition with presentation (can be repeated annually) [updated 21.12.2023]
Applicability / Curricular relevance: MFSTM-410 (P440-0026) <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u> , semester 4, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): <u>MFSTM-110</u> Leisure, Sport and Tourism Studies <u>MFSTM-150</u> Empirical Methods in Social Science Research <u>MFSTM-250</u> Seminar on Sustainable Economics in the Leisure, Sport and Tourism Sectors [updated 20.03.2025]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Kerstin Heuwinkel
Lecturer: Dozierende des Studiengangs [updated 20.03.2025]
Learning outcomes: After successfully completing this module, students will be able to: - analyze a chosen scientific problem from leisure, sports, tourism science, link it to a theory and explain it, - describe, develop, plan and design processes of application-oriented research and consulting in the leisure, sports, tourism economy, - express themselves logically, rationally, and persuasively in oral and written forms, - scientifically substantiate and formulate their research findings in writing and document key results using modern presentation techniques, as well as present them to the group (and third parties, if necessary), [updated 30.10.2023]
Module content: This course deals with the complex topic of leisure, sports and tourism management. The overall theme will be defined at the beginning of the course. Examples from the past years were "Innovation in Leisure, Sports, Tourism", "Women and Leisure, Sports, Tourism" and Niches in Leisure, Sports, Tourism.

[updated 30.10.2023]

Teaching methods/Media:

Seminar
Case studies (where appropriate, study trips, for example to the ITB in Berlin)
Group work
Discussions with fellow students and third parties
Presentations and preparation of documentation/papers

[updated 30.10.2023]

Recommended or required reading:

Depends on the respective topic

You can find links etc. in the Moodle course

[updated 30.10.2023]

Seminar on Sustainable Economics in the Leisure, Sport and Tourism Sectors

Module name (EN): Seminar on Sustainable Economics in the Leisure, Sport and Tourism Sectors
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-250
Hours per semester week / Teaching method: 4S (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: yes
Language of instruction: German
Assessment: Term paper with presentation (Can be repeated annually) [updated 20.01.2020]
Applicability / Curricular relevance:

DFMM-MFSTM-250 Management Sciences, Master, ASPO 01.10.2019 , semester 1, optional course
MFSTM-250 (P440-0027) Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017 , semester 2, mandatory course

Workload:

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

The total student study time is 180 hours (equivalent to 6 ECTS credits).

There are therefore 135 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

MFSTM-110 Leisure, Sport and Tourism Studies

MFSTM-120 Stakeholders in the Leisure, Sport and Tourism Sectors

MFSTM-150 Empirical Methods in Social Science Research

[updated 20.03.2025]

Recommended as prerequisite for:

MFSTM-410 Seminar on Leisure, Sport and Tourism Management

[updated 20.03.2025]

Module coordinator:

Prof. Dr. Kerstin Heuwinkel

Lecturer:

Dozierende des Studiengangs

[updated 20.03.2025]

Learning outcomes:

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

- work independently or in groups on a complex topic from the field of sustainable leisure, sports, tourism economics using scientific methods,
- identify and abstract problems related to environmental, economic and social sustainability across a wide range of settings, some with new and/or unknown influencing variables, in order to solve them in a holistic manner.
- independently identify the interactions between sustainability and the economic, political, social and legal framework of the leisure, sport, tourism economy
- obtain and evaluate data and information from sustainability reports and use them in a targeted manner,
- scientifically substantiate and formulate their research findings in writing and document key results using modern presentation techniques, as well as present them to the group (and third parties, if necessary),

[updated 30.10.2023]

Module content:

In terms of content, the module deals with the complex field of sustainable leisure, sports, tourism economics. The subject of sustainability will be concretized first with regard to economic, ecological and socio-cultural aspects. In addition to the qualitative analysis, concrete problems will be described quantitatively and solutions will be developed (problem-based learning) which should make a measurable

difference.

Problem areas are addressed by students working individually and/or in groups.

Examples of problem areas include:

- Waste management at music events
- Fast fashion
- Accessible sporting events
- Food waste in the catering industry
- Elephant tourism and animal rights

[updated 30.10.2023]

Teaching methods/Media:

- Seminar
- Case studies (if applicable, excursions and summer school with students from abroad)
- Group work
- Discussions with fellow students and third parties
- Presentations and preparation of documentation/papers

[updated 30.10.2023]

Recommended or required reading:

Brinkmann, D., & Freericks, R. (2020). Lebensqualität durch Nachhaltigkeit? Analysen-Perspektiven-Projekte 2. Bremer Freizeitkongress.
Goodwin, H. (2016). Responsible Tourism: Using Tourism for Sustainable Development. Goodfellow.
Goodwin, H. (2011). Taking Responsibility for Tourism. Goodfellow
GSTC (2019). GSTC Destination Criteria: with Performance indicators and SDGs [On-line]. Verfügbar unter <https://www.gstcouncil.org/wp-content/uploads/GSTC-Destination-Criteria-v2.0-with-SDGs.pdf>.
Heuwinkel, K. (2023). Tourismussoziologie. UTB
Lemke, W. (2014). Nachhaltigkeit im Sport für eine bessere Welt. CSR und Sportmanagement: Jenseits von Sieg und Niederlage: Sport als gesellschaftliche Aufgabe verstehen und umsetzen, 3-14.
Strasdas, W.; Rein, H. (2017)(Hrsg.). Nachhaltiger Tourismus. UVK.

Depends on the respective topic

Links to websites, guidelines and tools can be found in the Moodle folder.

[updated 30.10.2023]

Stakeholders in the Leisure, Sport and Tourism Sectors

Module name (EN): Stakeholders in the Leisure, Sport and Tourism Sectors
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-120
Hours per semester week / Teaching method: 4V (4 hours per week)

ECTS credits: 6
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 min. / Can be repeated semesterly) <i>[updated 20.01.2020]</i>
Applicability / Curricular relevance: DFMM-MFSTM-120 <u>Management Sciences, Master, ASPO 01.10.2019</u> , semester 1, optional course MFSTM-120 (P440-0001, P620-0124) <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u> , semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: <u>MFSTM-230</u> Framework Conditions in the Leisure, Sport and Tourism Industry <u>MFSTM-240</u> Cultural and Tourism Geography <u>MFSTM-250</u> Seminar on Sustainable Economics in the Leisure, Sport and Tourism Sectors <u>MFSTM-330</u> Financial Management and Project Funding <u>MFSTM-350</u> Leisure, Sport and Tourism Management - Study Project <u>MFSTM-W-11</u> Edutainment <u>MFSTM-W-111</u> Sports Management <u>MFSTM-W-141</u> Health and Wellness Tourism <u>MFSTM-W-21</u> Entrepreneurship <u>MFSTM-W-25</u> Event Management <u>MFSTM-W-31</u> Recreation and Adventure Management <u>MFSTM-W-91</u> Quality Management <u>MFSTM-W71</u> Mobility Management <i>[updated 04.04.2025]</i>
Module coordinator: Prof. Dr. Achim Schröder
Lecturer: Dozierende des Studiengangs

[updated 05.12.2023]

Learning outcomes:

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

- _ explain the economic importance of the leisure, sports and tourism industries at home and abroad,
- _ identify key players in the leisure, sports and tourism industry, as well as their offers and concepts,
- _ identify the connections between the current market situation of the leisure, sports and tourism industry and its essential framework conditions,
- _ describe current developments and predict future developments, as well as derive their significance for the leisure, sports and tourism industries,
- _ work in a team or alone to prepare a well-founded market analysis for individual segments of the leisure, sports and tourism industry and document the key results of the study, as well as communicate them to the group in a presentation.

[updated 20.01.2020]

Module content:

- _ Influencing factors and framework conditions in the leisure, sports and tourism industries
- _ Current market situation and trends among players in the leisure, sports and tourism industries
- Hotels and restaurants
- Travel agencies and tour operators
- Means of transport and infrastructure providers
- Museums (open-air and local history museums, art and technology museums)
- Castles, palaces, antiquities
- Botanical and zoological gardens
- Concert halls and theaters
- Event organizers
- Sports arenas and halls, sports infrastructure providers (mountain railways and marinas),
- Theme and amusement parks
- Theme worlds and brand lands, factory outlets and shopping malls, urban entertainment centers
- Wellness, medical wellness and swimming pools
- Holiday and camping parks
- Cinema and audio-visual organizers (e.g. multiplex cinemas)
- Amusement companies
- _ Future perspectives

[updated 20.01.2020]

Teaching methods/Media:

- _ Seminaristic lecture course
- _ Case studies (where appropriate, study trips)
- _ Group work (concept development and presentation)
- _ Discussions with fellow students and third parties
- _ Presentations and preparation of documentation/papers

On the basis of selected data material and case studies, students will learn to develop concepts independently, implement and reflect on them.

[updated 20.01.2020]

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, latest edition
- _ Breidenbach, R., Freizeitwirtschaft und Tourismus, latest edition
- _ Dettmer, H. (Hrsg.), Tourismus-Marketing-Management, Oldenbourg, München, 1999
- _ Freyer, W. (Hrsg.), Tourismus: Einführung in die Fremdenverkehrsökonomie, latest edition
- _ Opaschowski, H.W., Freizeitwirtschaft - Die Leitökonomie der Zukunft. Zukunft. Bildung. Lebensqualität, 2007
- _ Page, J.P.; Connell, J.: Tourism. A Modern Synthesis, latest edition
- _ Schulz, A., Berg, W., Gardini, M. A., Kirstges, T., Eisenstein, B., Grundlagen des Tourismus. Lehrbuch in 5 Modulen, Oldenbourg, München, latest edition
- _ 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

[updated 20.01.2020]

Teaching and Learning Methodologies in the Leisure, Sport and Tourism Sectors

Module name (EN): Teaching and Learning Methodologies in the Leisure, Sport and Tourism Sectors
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-340
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 3
Mandatory course: yes
Language of instruction: German
Assessment: Term paper with presentation (Can be repeated annually) [updated 20.01.2020]
Applicability / Curricular relevance: MFSTM-340 (P440-0113) <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u> , semester 3, mandatory course
Workload:

60 class hours (= 45 clock hours) over a 15-week period.
The total student study time is 180 hours (equivalent to 6 ECTS credits).
There are therefore 135 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

None.

Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Ralf Rockenbach

Lecturer:

Dozierende des Studiengangs

[updated 21.12.2023]

Learning outcomes:

After successfully completing this module, students will:

- be able to work independently or in groups on a complex topic from the field of leisure, sports, tourism and didactics using (economic) scientific methods,
- be able to independently gather, evaluate and use information in a targeted manner,
- be able to provide (economic) scientific evidence for their findings and formulate them in writing, as well as to document central results using modern presentation techniques and present them to the group (as well as to external parties, if necessary).

Students will be able to follow current discussions on leisure, sports and tourism education and be able to reflect critically on publications from relevant scientific sub-disciplines, as well as use them for their studies.

They will be able to plan, conduct and implement sports and health-related programs (motor and methodological-didactic skills).

Students will be able to assess performance and development, learning and training successes and changes in behavior using appropriate diagnostic procedures (diagnostic skills).

They will be able to carry out pedagogical-economic analyses in the leisure, sports, tourism sector (economic-pedagogical competence).

They will have mastered conversation and coaching techniques, as well as conflict and stress management techniques (communication skills).

[updated 11.10.2021]

Module content:

Module content:

In terms of content, this course deals with a complex topics from the field of leisure, sports, tourism and didactics - in particular with the following areas of pedagogical-economic analysis:

- Adventure-oriented pedagogy in leisure, sports and tourism
- Participants will be familiar with basic terms, concepts and practical fields of classical leisure, sports, tourism, adventure and experiential education, including museum education and experience-oriented didactics.
- They will be able to apply and reflect on these experiential educational approaches in leisure, sports and tourism management.

This module deals with theoretical concepts, mission statements and practical fields of experience-oriented

pedagogy:

- Adventure and experiential pedagogy in leisure, sports and tourism: experiencing things and learning in nature, therapy and integration
- Cultural and museum pedagogy: learning about cultural and museum environments through aesthetically representational learning in organizations in the leisure, sports and tourism sector (science museums, sports museums, cultural museums, adventure education centers etc.)
- Experience-oriented didactics: developing the senses, self-directed and self-organized learning

Processes and their management within the framework of adventure and experience-oriented offers: subjective experience, emotions, social dynamics, problem solving, reflection and transfer potential between work, leisure, sports and tourism.

(Framework) conditions and forms of pedagogical practice (nature sports activities, play and adventure pedagogy in urban areas, pedagogical events in museums, designing fields of experience for the senses, adventure and adventure sports and tourism).

Integration of experience-oriented pedagogical approaches in various areas in leisure, sports, tourism and cultural work in city districts and in trips for children, young people, families and senior citizens, as well as generationally appropriate offers.

Creating spaces for making experiences

- Students will be familiar with the range of possibilities for creating experiential spaces in leisure, sports and tourism and will be able to develop didactic concepts for these stagings. Furthermore, students will be able to independently plan the processes required to stage such experiential spaces and work together with other disciplines (architecture, design, media design, engineering, medicine, sports science, geography, economics, etc.) in designing adventure worlds, museums, theme hotels, wellness facilities, tours and travel, meetings, conferences, incentives and events. They will be able to critically assess the quality of such stagings and be familiar with analysis instruments for evaluating these spaces.
- Methodology and didactics of guiding tours

This module looks into the increasing importance of staged spaces in regional, national, international, local and mobile offers in leisure, sports and tourism with regard to experience, entertainment and education (edutainment) in particular:

- Staging knowledge in theme worlds, museums, meetings, conferences, incentives and events, exhibitions in private, public, real and virtual spaces
- Staging events in leisure, sports, tourism, transport, gastronomy and the hotel industry with regard to emotional and aesthetic experiential spaces
- Staging spaces for relaxation and recreation in the wellness and health field
- The use of staging techniques within the framework of cultural and theater work
- Cross-disciplinary staging techniques
- The creation of staging concepts in cooperation with other associated trades
- For the examination, students will develop their own concept for an experience-oriented pedagogy offer from the leisure, sports and tourism sector, including creating a space for their concept and presenting it using suitable media.

Students will have in-depth knowledge about sports education and didactics, including anthropological and philosophical aspects of sports education decisions,

- Intra- and extraportive perspectives of meaning, methodological decisions,
- Students will be able to differentiate and reflect on methodological models with regard to their applicability in teaching practice in general and for specific target groups

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[updated 11.10.2021]

Teaching methods/Media:

Seminar

SOL - Self-organized learning

SRL - Self-regulated learning

Case studies (where appropriate, study trips)

Role playing

Group work (concept development and presentation)
Discussions with fellow students and third parties
Presentations and preparation of documentation/papers

On the basis of selected data material and case studies, students will learn to develop concepts independently, analyze them and reflect on them.

[updated 11.10.2021]

Recommended or required reading:

Literature:

- Depends on the respective topic
Information on introductory literature can be found in the respective module description under Recommended prerequisites
Current literature lists will be made available to students at the beginning of the semester (exemplary references):
- H. Hahn, H. J. Kagelmann (Hrsg.): Tourismuspsychologie und Tourismussoziologie. Ein Handbuch zur Tourismuswissenschaft. 1993.
 - Walter Hunziker: Gegenwartsaufgaben der modernen Fremdenverkehrswissenschaft. In: "Jahrbuch für Fremdenverkehr. 2 1954.
 - Kramer, Lutz: Reisen und Alltag. Beiträge zur kulturwissenschaftlichen Tourismusforschung.
 - Hansruedi Müller: Freizeit und Tourismus. Eine Einführung in Theorie und Politik. 9. erweiterte und aktualisierte Fassung. Forschungsinstitut für Freizeit und Tourismus der Universität Bern, Bern 2002.
 - Hasso Spode: Prolegomena zu einer Historischen Anthropologie des Tourismus. In C. Cantauw: Arbeit, Freizeit, Reisen. Die feinen Unterschiede im Alltag.
 - Hasso Spode: Tourismusgeschichte als Forschungsgegenstand . In: Tourismus und Entwicklung im Alpenraum, Innsbruck 2003.
 - Voyage. Jahrbuch für Reise- und Tourismusforschung. 1997-2011.
 - Bachleitner, Kagelmann, Keul (Hrsg.): Der durchschaute Tourist. Arbeiten zur Tourismusforschung.
 - Müllermeister: Zivilisation und Mobilität. Der Beitrag der Kulturanthropologie zur Tourismuswissenschaft. In: Bensberger Protokolle. 1998.
 - Freyer: Tourismus-Ökonomie oder Ökonomie des Tourismus. In: Fischer, Laesser: Theorie und Praxis der Tourismus und Verkehrswirtschaft im Wertewandel.
 - Harald A. Friedl: Tourismsethik. Theorie und Praxis des umwelt- und sozialverträglichen Reisens. München, Wien, Profil Verlag, 2002.
 - Harald A. Friedl: Kybernetische Tourismsethik: Zukunftsweisendes Instrument des nachhaltigen Tourismusmanagements? In: Egger, R.; Herdin, T. (Hg.) (2007). Tourismus. Herausforderung. Zukunft. Salzburg: Lit-Verlag, pp. 561-586, Salzburg.
 - Kulinat: Tourismusnachfrage: Motive und Theorie. In: Becker, Hopfinger, Steinecke: Geographie der Freizeit und des Tourismus.
 - K. H. Wöhler: Sozialwissenschaftliche Tourismusforschung im vorparadigmatischen Zustand. In: Bachleitner, Kagelmann, Keul: Der durchschaute Tourist. 1998.
 - Reinhold Popp, Marianne Schwab, Pädagogik der Freizeit, Hohengehren, 2003
 - Birgit Grauvogel, Tourismuspädagogik, Geograph. Ges. Trier in Zus.arbeit mit der Fachgruppe Geographie der Univ. Trier, 1994
 - John Dattilo, Leisure education program planning: a systematic approach, Venture Publishing, 2008
 - Claus Finger, Brigitte Gayler, Animation im Urlaub: Handbuch für Planer und Praktiker, Oldenbourg Verlag, 2003
 - Csikszentmihalyi, M.: Das Flow-Erlebnis. Stuttgart 1993
 - Csikszentmihalyi, M./Jackson, S.A.: Flow im Sport. München 2000
 - FdSnow, Fachzeitschrift für den Skisport, Freunde des Skisports im Deutschen Skiverband
 - Forsberg, K. et all, (2000), Visualizing Project Management, A model for business and technical success, Second Edition, John Wiley and Sons Inc.

- Freyer, W., Sport-Marketing: Modernes Marketing-Management für die Sportwirtschaft, Berlin, latest edition
- Freyer, W., Tourismus-Marketing, Oldenbourg, München, latest edition
- 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
- Haedrich, G., Kaspar, C. u. a. (Hrsg.), Tourismus-Management, 3. Auflage, de Gruyter, Berlin u. a., 1998
- 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.
- Hobel, B. and Schütte, S. (2006), Projektmanagement, Wiesbaden, Betriebswirtschaftlicher Verlag Gabler
- Hofstede, G.; Interkulturelle Zusammenarbeit. Kulturen - Organisationen - Management, Wiesbaden 1993
- Holloway, C., The business of tourism, 7. Auflage, Pearson Education, London, 2006
- Hoyer, R., Sport management: principles and applications, 2. Auflage, Elsevier, Amsterdam u. a., 2009
- Hoyle, L., Event marketing how to successfully promote events, festivals, conventions and expositions, Wiley, New York, latest edition

[updated 11.10.2021]

Leisure, Sports, Tourism Management Master - optional courses

Edutainment

Module name (EN): Edutainment
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-W-11
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: no
Language of instruction: German
Assessment: Project work (Can be repeated annually)
[updated 20.01.2020]
Applicability / Curricular relevance:

MFSTM-W-11 Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017 , semester 2, optional course, general subject

Workload:

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

The total student study time is 180 hours (equivalent to 6 ECTS credits).

There are therefore 135 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

MFSTM-110 Leisure, Sport and Tourism Studies

MFSTM-120 Stakeholders in the Leisure, Sport and Tourism Sectors

MFSTM-130 Project and Process Management

MFSTM-140 Intercultural and Sociocultural Competence

MFSTM-150 Empirical Methods in Social Science Research

[updated 23.01.2014]

Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Ralf Rockenbach

Lecturer:

Dozierende des Studiengangs

[updated 23.01.2014]

Learning outcomes:

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

- _ work independently or in groups on a complex topic from the field of (further) education, upbringing, entertainment, pedagogy, leisure, sports, tourism and didactics using scientific methods,
- _ independently gather, evaluate and use information in a targeted manner,
- _ scientifically substantiate and formulate their research findings in writing and document key results using modern presentation techniques, as well as present them to the group (and third parties, if necessary),
- _ develop concepts in the field of edutainment (education + entertainment) in the leisure, sports and tourism sector, individually or in a group (as well as with third parties, if necessary) and implement them,
- _ document the key results of their project and communicate them in a presentation to the group (as well as to third parties, if necessary).

Students will be able to follow current discussions on leisure, sports and tourism science in the field of edutainment and be able to critically reflect on publications from relevant scientific sub-disciplines, as well as use them for their studies.

- _ They will be able to plan, conduct and implement educational, sports and health-related programs (motor and methodological-didactic skills).
- _ Students will be able to assess the (further) development of abilities and skills, performance and development, learning and training successes and changes in behavior using appropriate diagnostic procedures (diagnostic skills).
- _ They will have mastered conversation and coaching techniques, as well as conflict and stress management techniques (communication skills).

Module content:

Module content:

_ This course deals with complex topics from the field of (further) education, pedagogy, leisure, sports, tourism and didactics, with the following areas in particular:

_ Differentiation of (further) education, child development, entertainment, pedagogy, leisure, sports, tourism and didactics

_ Adventure-oriented pedagogy in leisure, sports and tourism

- Participants will be familiar with basic terms, concepts and practical fields of classical leisure, sports, tourism, adventure and experiential education, including museum education and experience-oriented didactics.

- They will be able to apply and reflect on these experiential educational approaches in leisure, sports and tourism management.

_ This module deals with theoretical concepts, mission statements and practical fields of experience-oriented pedagogy in event management and the entertainment field:

- Adventure and experiential pedagogy in leisure, sports and tourism: experiencing things and learning in nature, therapy and integration

- Cultural and museum pedagogy: learning about cultural and museum environments through aesthetically representational learning in organizations in the leisure, sports and tourism sector (science museums, sports museums, cultural museums, adventure education centers etc.)

- Experience-oriented didactics: developing the senses, self-directed and self-organized learning

_ Processes and their management within the framework of adventure and experience-oriented offers: subjective experience, emotions, social dynamics, problem solving, reflection and transfer potential between work, leisure, sports and tourism.

_ (Framework) conditions and forms of pedagogical practice (nature sports activities, play and adventure pedagogy in urban areas, pedagogical events in museums, designing fields of experience for the senses, adventure and adventure sports and tourism).

_ Integration of experience-oriented pedagogical approaches in various areas in leisure, sports, tourism and cultural work in city districts and in trips for children, young people, families and senior citizens, as well as generationally appropriate offers.

_ Creating spaces for experience

- Students will be familiar with the range of possibilities for creating experiential spaces in leisure, sports and tourism and will be able to develop didactic concepts for these stagings. Furthermore, students will be able to independently plan the processes required to stage such experiential spaces and work together with other disciplines (architecture, design, media design, engineering, medicine, sports science, geography, economics, etc.) in designing adventure worlds, museums, theme hotels, wellness facilities, tours and travel, meetings, conferences, incentives and events. They will be able to critically assess the quality of such stagings and be familiar with analysis instruments for evaluating these spaces.

- Methodology and didactics of guiding tours

_ This module looks into the increasing importance of staged spaces in regional, national, international, local and mobile offers in leisure, sports and tourism with regard to experience, entertainment and education (edutainment) in particular:

- Staging knowledge in theme worlds, museums, meetings, conferences, incentives and events, exhibitions in private, public, real and virtual spaces

- Staging events in leisure, sports, tourism, transport, gastronomy and the hotel industry with regard to emotional and aesthetic experiential spaces

- Staging spaces for relaxation and recreation in the wellness and health field

- The use of staging techniques within the framework of cultural and theater work

- Cross-disciplinary staging techniques

- The creation of staging concepts in cooperation with other associated trades

- For the examination, students will develop their own concept for an experience-oriented pedagogy offer

from the leisure, sports and tourism sector, including creating a space for their concept and presenting it using suitable media.

_ Students will have in-depth knowledge about sports education and didactics, including anthropological and philosophical aspects of sports education decisions.

[updated 20.01.2020]

Teaching methods/Media:

- _ Seminaristic lecture course
- _ SOL _ Self-organized learning
- _ SRL _ Self-regulated learning
- _ Case studies (where appropriate, study trip)
- _ Role playing
- _ Group work (concept development, as well as presentation and, if necessary, implementation)
- _ Discussions with fellow students and third parties
- _ Presentations and preparation of documentation/papers

On the basis of selected data material and case studies, students will learn to develop concepts independently, analyze and implement them and reflect on them.

[updated 20.01.2020]

Recommended or required reading:

Literature:

- _ Depends on the respective topic
- _ Information on introductory literature can be found in the respective module description under "Recommended prerequisites"
- _ Current literature lists will be made available to students at the beginning of the semester (exemplary references):
 - H. Hahn, H. J. Kagelmann (Hrsg.): Tourismuspsychologie und Tourismussoziologie. Ein Handbuch zur Tourismuswissenschaft. 1993.
 - Walter Hunziker: Gegenwartsaufgaben der modernen Fremdenverkehrswissenschaft. In: "Jahrbuch für Fremdenverkehr. 2 1954.
 - Kramer, Lutz: Reisen und Alltag. Beiträge zur kulturwissenschaftlichen Tourismusforschung.
 - Hansruedi Müller: Freizeit und Tourismus. Eine Einführung in Theorie und Politik. 9. erweiterte und aktualisierte Fassung. Forschungsinstitut für Freizeit und Tourismus der Universität Bern, Bern 2002.
 - Hasso Spode: Prolegomena zu einer Historischen Anthropologie des Tourismus. In C. Cantauw: Arbeit, Freizeit, Reisen. Die feinen Unterschiede im Alltag.
 - Hasso Spode: Tourismusgeschichte als Forschungsgegenstand . In: Tourismus und Entwicklung im Alpenraum, Innsbruck 2003.
 - Voyage. Jahrbuch für Reise- und Tourismusforschung. 1997-2011.
 - Bachleitner, Kagelmann, Keul (Hrsg.): Der durchschaute Tourist. Arbeiten zur Tourismusforschung.
 - Müllermeister: Zivilisation und Mobilität. Der Beitrag der Kulturanthropologie zur Tourismuswissenschaft. In: Bensberger Protokolle. 1998.
 - Freyer: Tourismus-Ökonomie oder Ökonomie des Tourismus. In: Fischer, Laesser: Theorie und Praxis der Tourismus und Verkehrswirtschaft im Wertewandel.
 - Harald A. Friedl: Tourismsethik. Theorie und Praxis des umwelt- und sozialverträglichen Reisens. München, Wien, Profil Verlag, 2002.
 - Harald A. Friedl: Kybernetische Tourismsethik: Zukunftsweisendes Instrument des nachhaltigen Tourismusmanagements? In: Egger, R.; Herdin, T. (Hg.) (2007). Tourismus. Herausforderung. Zukunft. Salzburg: Lit-Verlag, pp. 561-586, Salzburg.
 - Kulinat: Tourismusnachfrage: Motive und Theorie. In: Becker, Hopfinger, Steinecke: Geographie der Freizeit und des Tourismus.

- K. H. Wöhler: Sozialwissenschaftliche Tourismusforschung im vorparadigmatischen Zustand. In: Bachleitner, Kagelmann, Keul: Der durchschaute Tourist. 1998.
- Reinhold Popp, Marianne Schwab, Pädagogik der Freizeit, Hohengehren, 2003
- Birgit Grauvogel, Tourismuspädagogik, Geograph. Ges. Trier in Zus.arbeit mit der Fachgruppe Geographie der Univ. Trier, 1994
- John Dattilo, Leisure education program planning: a systematic approach, Venture Publishing, 2008
- Claus Finger, Brigitte Gayler, Animation im Urlaub: Handbuch für Planer und Praktiker, Oldenbourg Verlag, 2003
- Csikszentmihalyi, M.: Das Flow-Erlebnis. Stuttgart 1993
- Csikszentmihalyi, M./Jackson, S.A.: Flow im Sport. München 2000
- FdSnow, Fachzeitschrift für den Skisport, Freunde des Skisports im Deutschen Skiverband
- Forsberg, K. et al, (2000), Visualizing Project Management, A model for business and technical success, Second Edition, John Wiley and Sons Inc.
- Freyer, W., Sport-Marketing: Modernes Marketing-Management für die Sportwirtschaft, Berlin, latest edition
- Freyer, W., Tourismus-Marketing, Oldenbourg, München, latest edition
- 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
- Haedrich, G., Kaspar, C. u. a. (Hrsg.), Tourismus-Management, 3. Auflage, de Gruyter, Berlin u. a., 1998
- 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.
- Hobel, B. and Schütte, S. (2006), Projektmanagement, Wiesbaden, Betriebswirtschaftlicher Verlag Gabler
- Hofstede, G.; Interkulturelle Zusammenarbeit. Kulturen - Organisationen - Management, Wiesbaden 1993
- Holloway, C., The business of tourism, 7. Auflage, Pearson Education, London, 2006
- Hoye, R., Sport management: principles and applications, 2. Auflage, Elsevier, Amsterdam u. a., 2009
- Hoyle, L., Event mark

[updated 20.01.2020]

Entrepreneurship

Module name (EN): Entrepreneurship
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-W-21
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: no
Language of instruction: German

Assessment: Project work (Can be repeated annually) <i>[updated 20.01.2020]</i>
Applicability / Curricular relevance: MFSTM-W-21 <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u> , semester 2, optional course, general subject
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): <u>MFSTM-110</u> Leisure, Sport and Tourism Studies <u>MFSTM-120</u> Stakeholders in the Leisure, Sport and Tourism Sectors <u>MFSTM-130</u> Project and Process Management <u>MFSTM-140</u> Intercultural and Sociocultural Competence <u>MFSTM-150</u> Empirical Methods in Social Science Research <i>[updated 23.01.2014]</i>
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Petra Garnjost
Lecturer: Dozierende des Studiengangs <i>[updated 23.01.2014]</i>
Learning outcomes: After successfully completing this module, students will: _ understand the basic terms and concepts of entrepreneurial thinking and actions. _ be familiar with the success factors of start-ups in tourism. _ have a basic understanding of the structure of a business plan. _ be able to use creativity techniques to develop start-up ideas in tourism. _ be familiar with the steps necessary to progress from an initial business idea to a start-up concept. _ be able to develop a start-up idea from the idea to a concept and use self-organizing methods for this purpose. _ be able to present their business concept in a business plan using oral presentation techniques. <i>[updated 20.01.2020]</i>
Module content: _ Entrepreneurial thinking and action

- _ Successful tourism start-ups
- _ Franchise concepts in tourism
- _ Using creativity techniques to generate start-up ideas
- _ Structure of a business plan
- _ Evaluating business plans
- _ Creating a business plan

[updated 20.01.2020]

Teaching methods/Media:

- _ Seminaristic lecture course
- _ Case studies (where appropriate, study trips)
- _ Group work
- _ Structured discussions with fellow students and third parties
- _ Project work
- _ (developing a business idea, as well as a business plan)

[updated 20.01.2020]

Recommended or required reading:

- _ Depends on the respective topic
- _ Current literature lists will be made available to students at the beginning of the semester (exemplary references):
- Ateljevic, J.; Page, S.J.(edt.): Tourism and Entrepreneurship: International Perspectives, Advances in Tourism Research, 2009.
- Lee-Ross, D.; Lashley, C.: Entrepreneurship and Small Business Management in the Hospitality Industry, Butterworth-Heinemann, 2009.
- Siller von Linde, H.: Entrepreneurship und Tourismus: Unternehmerisches Denken und Erfolgskonzepte aus der Praxis, 2010
- Kussmaul, Business-Plan
- McKinsey & Company: Planen, gründen, wachsen: Mit dem professionellen Businessplan zum Erfolg, 2010.
- Oehlich, M: Betriebswirtschaftslehre: Eine Einführung am Business-Plan, 2010.
- _ Current articles in English-language business magazines such as the Harvard Business Review

[updated 20.01.2020]

Event Management

Module name (EN): Event Management
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-W-25
Hours per semester week / Teaching method: -
ECTS credits: 6

Semester: according to optional course list
Mandatory course: no
Language of instruction: German
Assessment: Project work [updated 20.01.2020]
Applicability / Curricular relevance: DFMM-MFSTM-W-25 <u>Management Sciences, Master, ASPO 01.10.2019</u> , semester 1, optional course, general subject MFSTM-W-25 (P440-0112, P620-0586) <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u> , optional course, general subject
Workload: The total student study time for this course is 180 hours.
Recommended prerequisites (modules): <u>MFSTM-110</u> Leisure, Sport and Tourism Studies <u>MFSTM-120</u> Stakeholders in the Leisure, Sport and Tourism Sectors <u>MFSTM-130</u> Project and Process Management <u>MFSTM-140</u> Intercultural and Sociocultural Competence [updated 07.09.2023]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Ralf Rockenbauch
Lecturer: Prof. Dr. Ralf Rockenbauch [updated 02.11.2016]
Learning outcomes: [still undocumented]
Module content: [still undocumented]
Recommended or required reading:

[still undocumented]

Foreign Languages (English)

Module name (EN): Foreign Languages (English)
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-W-51
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: no
Language of instruction: English
Assessment: Project work (Can be repeated annually) [updated 20.01.2020]
Applicability / Curricular relevance: MFSTM-W-51 (P440-0008, P450-0219, P450-0220) <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u> , semester 2, optional course, general subject
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Thomas Tinnefeld
Lecturer: Dozierende des Studiengangs [updated 24.01.2014]

Learning outcomes:

After successfully completing this module, students will be able to: use the four basic language skills intensively

- give longer, more in-depth presentations in the foreign language
- lead complex, multi-level discussions
- use a functional vocabulary for discussions
- independently maintain and expand their own foreign language vocabulary
- solve complex problems in the leisure, sports and tourism industry in the foreign language

In addition, students will be able to master intercultural relevant problem situations.

This module encourages the intellectual integration of the intercultural experiences gained by the students, as well as their knowledge about the country and foreign languages.

[updated 20.01.2020]

Module content:

Exercises for speaking ad-lib in the foreign language taking into account different registers

Register-specific writing exercises

Role-playing and simulations

Use of technical grammar

Use of and mutual exchange about the intercultural experience gained during the students' internship abroad, as well as their knowledge about the country and foreign languages.

- _ Use of the multimedia computer language laboratory

[updated 20.01.2020]

Teaching methods/Media:

- Use of a wide range of multimedia: television and video, radio, magazines and newspapers, computer-based interactivity

- _ Partner work, group work and role playing
- _ Presentations and short talks by students
- _ Presentations by the lecturer
- _ Discussions
- _ Internet research
- _ The goal is to enable authentic foreign language communication within the teaching environment.

[updated 20.01.2020]

Recommended or required reading:

- _ Depends on the respective topic

_ Information on introductory literature can be found in the respective module description under "Recommended prerequisites"

_ Current literature lists will be made available to students at the beginning of the semester (exemplary references):

- Teaching materials compiled by the lecturer
- Articles from renowned newspapers and magazines from the target language countries
- Individually tailored vocabulary and grammar exercises for the target audience
- Internet resources

[updated 20.01.2020]

Health and Wellness Tourism

Module name (EN): Health and Wellness Tourism
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-W-141
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: no
Language of instruction: German
Assessment: Project work (Can be repeated annually) [updated 20.01.2020]
Applicability / Curricular relevance: MFSTM-W-141 <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u> , semester 2, optional course, general subject
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): <u>MFSTM-110</u> Leisure, Sport and Tourism Studies <u>MFSTM-120</u> Stakeholders in the Leisure, Sport and Tourism Sectors <u>MFSTM-130</u> Project and Process Management <u>MFSTM-140</u> Intercultural and Sociocultural Competence <u>MFSTM-150</u> Empirical Methods in Social Science Research [updated 24.01.2014]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Kerstin Heuwinkel

Lecturer:

Dozierende des Studiengangs

[updated 24.01.2014]

Learning outcomes:

Learning outcomes/skills:

Students will develop, expand and deepen their specialized and methodological knowledge on:

- _ the terminology, dimensions and concepts of wellness and health tourism in Germany, Europe and worldwide,
- _ health market phenomena with regard to social transformations and tourism trends,
- _ economic, political, sociological and psychological theories that allow a better understanding of health tourism and the actors involved,
- _ methodical and empirical procedures for analyzing relevant aspects,
- _ evaluation, benchmarking and quality in wellness and health tourism,
- _ analyzing and designing of products and services in wellness and health tourism,
- _ legal framework,
- _ special aspects of forming cross-sector networks,
- _ marketing and distributing health tourism offers

After successfully completing this module, students will:

- _ have gained insights into the business perspective of wellness and health tourism,
- _ be able to analyze and present specific business management questions related to health tourism,
- _ have developed a cross-sectoral understanding of economic behavior.

International and intercultural relevance:

- _ Dealing with international companies and organizations in wellness and health tourism
- _ Analyzing international health tourism flows
- _ Use of examples from international organizations and networks
- _ Introduction to the reality of professional practice in health and wellness management

Practical relevance:

- _ Management and policy concepts in health and wellness tourism
- _ Business and economic methods in health and wellness tourism
- _ Social competence skills
- _ Projects, guest lectures, excursions (together with students from different semesters and study programs)
- _ Management concepts and methods
- _ Students will expand and deepen their ability to use modern presentation techniques, their project and team work skills, as well as their scientific working skills.

After successfully completing this module, students will:

- _ be able to understand and analyze the business management problems and special characteristics of health and wellness tourism and map them in planning models.
- _ be able to apply planning and control methods in health and wellness tourism.
- _ be able to describe, develop, plan and design business management processes in health and wellness tourism.
- _ be able to plan, implement and control strategies and concepts in health and wellness tourism.
- _ be able to apply specialist and methodological knowledge from process management to the introduction of control processes.
- _ be able to communicate more efficiently (pyramid principle) and interact with third parties and groups

_ be able to apply specialist and methodological knowledge with regard to motivation and teamwork (improvement of leadership skills, such as initiative, team skills, integration, delegation, conflict and assertiveness skills, self-confidence, willingness to take responsibility and risks)

[updated 20.01.2020]

Module content:

- _ Basic concepts and contexts of health and wellness tourism
- _ Social, political and economic contexts
- _ Internationalization
- _ Cross-sector cooperation: Status Quo
- _ Players in health and wellness tourism in Germany, Europe and worldwide
- _ Structures and offers in wellness and health tourism in Germany, Europe and worldwide
- _ Analyzing and designing offers in health and wellness tourism
- _ Planning marketing tools for health and wellness tourism strategically
- _ Marketing and distribution
- _ Sustainability in health and wellness tourism

[updated 20.01.2020]

Teaching methods/Media:

- _ Seminaristic lecture course
- __ SOL _ Self-organized learning
- __ SRL _ Self-regulated learning
- _ Case studies (where appropriate, study trip)
- _ Discussions with fellow students and third parties
- _ Short presentations

On the basis of selected data material and case studies, students will learn to develop concepts independently, implement and reflect on them.

[updated 20.01.2020]

Recommended or required reading:

- _ Berg, W.: Gesundheitstourismus und Wellness-tourismus, 2008.
- _ Ebel, B. et. al.: Einwerbung und Betreuung internationaler Patienten, Tagungsband zur 2. Konferenz Medizintourismus, Sankt Augustin 16./17.09.2009.
- _ Heuwinkel, K.: Reisen der Gesundheit zuliebe, 2011.
- _ Heuwinkel, K.: HealthTourMobil - Ansatz zur Etablierung eines branchenübergreifenden Medizintourismus. In: Ebel, 2009.
- _ Heuwinkel, K.: eHealth and Tourism. In: Hein, A., Thoben, W., Appelrath, H., Jensch, P. (Eds.): European Conference on eHealth 2007, Lecture Notes in Informatics, Volume P-118, 2007.
- _ Juszczak, J.: Internationale Patienten in deutschen Kliniken: Ansätze zur Vermarktung von Gesundheitsdienstleistungen im Ausland. Sankt Augustin, 2007.
- _ Marsek, P., Sharpe, F.: Medical Tourism. 2009.
- _ Roland Berger: E-Health. Wachstumsperspektiven für die Telekommunikationsbranche, 2009.
- _ Rulle, M.: Der Gesundheitstourismus in Europa - Entwicklungstendenzen und Diversifikationsstrategien, 2008.
- _ WHO: Ottawa-Charta zur Gesundheitsförderung, 1986.
- _ WTO: Concepts, definitions and classifications for tourism statistics , 1995.
- _ Gesundheitsberichterstattung des Bundes: www.gbe-bund.de

[updated 20.01.2020]

Mobility Management

Module name (EN): Mobility Management
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-W71
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: no
Language of instruction: German
Assessment: Project work (Can be repeated annually) [updated 20.01.2020]
Applicability / Curricular relevance: MFSTM-W71 <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u> , semester 2, optional course, general subject
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): <u>MFSTM-110</u> Leisure, Sport and Tourism Studies <u>MFSTM-120</u> Stakeholders in the Leisure, Sport and Tourism Sectors <u>MFSTM-130</u> Project and Process Management <u>MFSTM-140</u> Intercultural and Sociocultural Competence <u>MFSTM-150</u> Empirical Methods in Social Science Research [updated 24.01.2014]
Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Ralf Rockenbach

Lecturer:

Dozierende des Studiengangs

[updated 24.01.2014]

Learning outcomes:

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

- _ work independently or in groups on a complex topic from the field of mobility management using scientific methods,
- _ be able to independently procure, evaluate and use information in a targeted manner,
- _ be able to scientifically substantiate and formulate their research findings in writing and document key results using modern presentation techniques, as well as present them to the group (and third parties, if necessary).
- _ be able to develop concepts in the field of mobility management individually or in a group (as well as with third parties, if necessary) and implement them,
- _ be able to document the key results of their project and communicate them in a presentation to the group (as well as to third parties, if necessary).

Students will be able to follow current discussions on transport science and be able to critically reflect on publications from relevant scientific sub-disciplines, as well as use them for their studies.

- _ They will be able to plan, conduct and implement transport science offers (methodological-didactic skills).
- _ They will be able to evaluate methods for traffic simulation (diagnostic competence).
- _ They will have mastered conversation and coaching techniques, as well as conflict and stress management techniques (communication skills).

Students will develop, expand and deepen their basic knowledge about:

- _ the economic dimensions in the context of leisure, sports, tourism, mobility and transport, particularly with regard to the interrelationships in the supply management of mobility/transport service companies.
- _ modern consumption theory approaches in the context of mobility and transport.
- _ the special aspects of marketing mobility/transport services.
- _ the strategic marketing of mobility/transport service companies.
- _ marketing mix instruments (product, price, communication and distribution policy) in a regional, national and international context.
- _ the special aspects of the transport sector.
- _ market structures, market participants in the transport sector (suppliers, customers, organizations).
- _ traffic simulations (traffic generation, distribution, rerouting, selecting a transport mode) and the strategic planning of marketing instruments for mobility/transport service providers.
- _ Design (-ability) of international mobility consulting

After successfully completing this module, students will:

- _ have deepened their insights into the management of mobility/transport services and will be able to analyze and present procedural and structural organizational issues in transport industry organizations (organizational change; special features of international transport organizations)
- _ With this background, they will be able to further develop and establish the structures of corresponding organizations.

International and intercultural relevance:

- _ Working with (inter-) national mobility/transport service companies
- _ Examples from international organizations and companies in the mobility/transport service segment

Practical relevance:

- _ Management and policy concepts in the non-profit sector
- _ Business and economic methods in the mobility/transport service sector
- _ Social competence

- _ Projects, guest lectures, excursions (together with students from different semesters and study programs)
- _ In particular, management concepts and methods in the context of mobility and transport with a high relevance for sustainable mobility management

- _ Students will expand and deepen their ability to use modern presentation techniques, their project and team work skills, as well as their scientific working skills.
- _ Projects, events, guest lectures, excursions (together with students from different semesters and study programs)
- _ In particular, adventure and experiential education management concepts and methods with high relevance for the sustainable recreation industry

Students will expand and deepen their ability to use modern presentation techniques, their project and team work skills, as well as their scientific working skills.

After successfully completing this module, students will:

- _ be able to understanding and analyze service-oriented issues and special features in the mobility/transport service sector and map them in planning models
- _ be able to apply basic planning and control methods in mobility/transport service management (planning marketing instruments strategically and operational implementation in projects)
- _ be able to describe, develop, plan and design basic service-specific processes in mobility/transport service management,
- _ be able to plan, implement and control basic service-oriented strategies and concepts in mobility/transport service management (process policy within the marketing mix in mobility/transport service management)
- _ be able to cooperate and evaluate within the framework of project management (focus/project definition, planning, structuring a project, prioritizing/deriving analyses, planning activities, implementation, success control)
- _ be able to apply basic process management skills to establish control processes
- _ be able to communicate more efficiently (pyramid principle) and interact with external parties and groups
- _ be able to apply motivation techniques and work in teams

[updated 20.01.2020]

Module content:

Module content:

- _ This course deals with topics and projects from the field of mobility management, with the following areas in particular:

- _ Developments and perspectives in the transport sector
- _ Mobility motives/mobility research (fun vs. functional vs. experiential mobility etc.)
- _ Position on mobility management and transport science
- _ In-depth study of the interrelationships and problems in the transport sector
- _ Transport performance indicators
- _ Economic approaches, in particular, of modern consumption theory in transport
- _ Transport policy

- _ Makers, objectives and instruments of transport policy
- _ Transport management
- _ In-depth study of the operational characteristics of the following transport modes: railways, bicycles, air transport, motorized individual transport, shipping
- _ Planning processes and tools for planning services in public transport companies, from traffic simulations to timetables (traffic generation, distribution, reallocation, selecting means of transport, network graphics, rotation planning)
- _ Portfolio management of mobility/transport service providers (network management DB and air; vehicles

and infrastructure)

- _ Traffic simulations (traffic origin, distribution, re-routing, selecting a means of transport)
- _ The strategic marketing of mobility/transport service providers
- _ Sustainable mobility management
- _ Marketing mix instruments (product, price, communication, distribution and process policy) in (inter-) national, as well as inter and intramodal contexts
- _ Modern consumption theory approaches in transport

The module structure helps students develop key competencies such as presentation skills, delegation and teamwork skills, conceptual interdisciplinary and creative thinking, and the ability to implement concepts operationally.

Students will work on subtasks individually and/or in groups.

[updated 20.01.2020]

Teaching methods/Media:

- _ Seminaristic lecture course
- _ SOL _ Self-organized learning
- _ _SRL _ Self-regulated learning_
- _ Case studies (where appropriate, study trip)
- _ Role playing
- _ Group work (concept development, as well as presentation and, if necessary, implementation)
- _ Discussions with fellow students and third parties
- _ Presentations and preparation of documentation/papers

On the basis of selected data material and case studies, students will learn to develop concepts independently, analyze and implement them and reflect on them.

[updated 20.01.2020]

Recommended or required reading:

- _ Depends on the respective topic
- _ Information on introductory literature can be found in the respective module description under "Recommended prerequisites"
- _ Current literature lists will be made available to students at the beginning of the semester (exemplary references):
- Meffert, H. (Hrsg.), Verkehrsdienstleistungsmarketing, Gabler, Wiesbaden, 2000
- Mobilitätsberatung _ Neue Lösungsstrategien im Konfliktfeld Verkehr, Tagungsband zur Mobilitätsberaterkonferenz 1994, Graz, 1994
- Rockenbach, Ralf, Verkehrskonzeptionen für die Zukunft unter besonderer Berücksichtigung des Fahrradverkehrs _ Eine ökonomisch-politische Analyse, Lang, Frankfurt, 1996
- Rockenbach, R., Roth, J., Grundlagen zur Integration des Radverkehrs in die zukünftigen Verkehrskonzeptionen in Mainz, Georg-Forster-Institut Mainz, 1997
- Sterzenbach, R., Conrady, R., Luftverkehr, latest edition, Oldenbourg, München
- Diederich, H., Verkehrsbetriebslehre, Gabler, Wiesbaden, 1977
- Diederich, H., Verkehrsbetriebslehre, in: Handwörterbuch der Betriebswirtschaft, W. Wittmann et al. (Hrsg.), 5. Aufl., Stuttgart, pp. 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 raum- zeitlicher 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
- International Transport:
- Managing Change in Tourism: Creating Opportunities - Overcoming Obstacles, Thomas Bieger, Peter Keller (Herausgeber), Berlin, latest edition
- For more see: http://www.alexandria.unisg.ch/Publikationen/Zitation/Thomas_Bieger
- Institut für Mobilitätsforschung (Hrsg.), Erlebnisswelten und Tourismus, Springer, Berlin, 2004

Furthermore, project-specific introductory literature in relevant (foreign) languages will be announced in the course of the lecture.

[updated 20.01.2020]

Quality Management

Module name (EN): Quality Management
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-W-91
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: no
Language of instruction: German
Assessment: Project work (Can be repeated annually) [updated 20.01.2020]
Applicability / Curricular relevance: MFSTM-W-91 <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u> , semester 2, optional course, general subject
Workload:

60 class hours (= 45 clock hours) over a 15-week period.
The total student study time is 180 hours (equivalent to 6 ECTS credits).
There are therefore 135 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

MFSTM-110 Leisure, Sport and Tourism Studies
MFSTM-120 Stakeholders in the Leisure, Sport and Tourism Sectors
MFSTM-130 Project and Process Management
MFSTM-140 Intercultural and Sociocultural Competence
MFSTM-150 Empirical Methods in Social Science Research

[updated 24.01.2014]

Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Achim Schröder

Lecturer:

Dozierende des Studiengangs

[updated 24.01.2014]

Learning outcomes:

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

- _ explain the significance and special features of quality management and service quality in the fields of leisure, sports and tourism management,
- _ characterize and compare different types of and approaches to quality management,
- _ develop quality criteria for products and services in the leisure, sports and tourism sectors within a team (and, if necessary, with third parties) in order to develop a quality management concept based on these criteria,
- _ document the key results of their project and communicate them in a presentation to the group (as well as to third parties, if necessary).

[updated 20.01.2020]

Module content:

- _ The importance of quality in the leisure, sports and tourism sector
- _ Principles of quality management
- _ Quality types and quality levels
- _ Quality management approaches, certificates and seals of quality
- _ Analyzing and measuring service quality
- _ Planning, implementing and controlling quality management
- _ Quality management as a management task
- _ Complaint management
- _ Case studies from different segments in leisure, sports and tourism

[updated 20.01.2020]

Teaching methods/Media:

- _ Seminaristic lecture course
- _ Case studies (where appropriate, study trip)
- _ Role playing
- _ Group and project work (concept development and presentation)
- _ Discussions with fellow students and third parties
- _ Presentations and preparation of documentation/papers

[updated 20.01.2020]

Recommended or required reading:

- _ Bruhn, Manfred: Qualitätsmanagement für Dienstleistungen: Grundlagen, Konzepte, Methoden, Berlin, 2011
- _ Eckhoff, Manon: Qualität und Qualifizierung im Tourismus: Anforderungen an ein ganzheitliches Qualitäts- und Qualifizierungssystem in einer Destination (Schriftenreihe des IMT; 2), München, 2007
- _ Kandampully, Jay: Service Quality Management in Hospitality, Tourism, and Leisure, 2001
- _ Müller, Hansruedi: Qualitätsorientiertes Tourismus-Management: Wege zu einer kontinuierlichen Weiterentwicklung, Bern, 2004
- _ Pechlaner, Harald (Hrsg.): Qualitätsmanagement im Tourismus: Kundenorientierung, Kundenbindung und Kundenzufriedenheit (Management und Unternehmenskultur; 15), Wien, 2006
- _ Pompl, Wilhelm; Lieb, Manfred G. (Hrsg.): Qualitätsmanagement im Tourismus, München [u.a.], 1997
- _ Romeiß-Stracke, Felizitas: Service-Qualität im Tourismus: Grundsätze und Gebrauchsanweisungen für die touristische Praxis, München, 1995
- _ Weiermair, Klaus; Pikkemaat, Birgit (Hrsg.): Qualitätszeichen im Tourismus: Vermarktung und Wahrnehmung von Leistungen (Schriften zu Tourismus und Freizeit; 3), Berlin, 2004

[updated 20.01.2020]

Recreation and Adventure Management

Module name (EN): Recreation and Adventure Management
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-W-31
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: no
Language of instruction: German
Assessment: Project work (Can be repeated annually)

[updated 20.01.2020]

Applicability / Curricular relevance:

DFMM-MFSTM-W-31 Management Sciences, Master, ASPO 01.10.2019 , semester 1, optional course, general subject

MFSTM-W-31 (P440-0005) Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017 , semester 2, optional course, general subject

Workload:

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

The total student study time is 180 hours (equivalent to 6 ECTS credits).

There are therefore 135 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

MFSTM-110 Leisure, Sport and Tourism Studies

MFSTM-120 Stakeholders in the Leisure, Sport and Tourism Sectors

MFSTM-130 Project and Process Management

MFSTM-140 Intercultural and Sociocultural Competence

MFSTM-150 Empirical Methods in Social Science Research

[updated 07.09.2023]

Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Ralf Rockenbach

Lecturer:

Dozierende des Studiengangs

[updated 23.01.2014]

Learning outcomes:

Learning outcomes/skills:

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

work independently or in groups on a complex topic from the field of recreation and adventure management using scientific methods,

independently gather, evaluate and use information in a targeted manner,

scientifically substantiate and formulate their research findings in writing and document key results using modern presentation techniques, as well as present them to the group (and third parties, if necessary),

be able to develop concepts in the field of recreation and adventure management individually or in a group (as well as with third parties, if necessary) and implement them,

document the key results of their project and communicate them in a presentation to the group (as well as to third parties, if necessary).

Students will be able to follow current discussions on leisure, sports and tourism science in the field of recreation and adventure management and be able to critically reflect on publications from relevant scientific sub-disciplines, as well as use them for their studies.

They will be able to plan, conduct and implement recreation and tourism-related programs (motor and methodological-didactic skills).

Students will be able to assess abilities and skills, performance and development, learning and training successes and changes in behavior using appropriate diagnostic procedures (diagnostic skills).

They will have mastered conversation and coaching techniques, as well as conflict and stress management techniques (communication skills).

Students will develop, expand and deepen their basic knowledge about:

- the economic dimensions in the leisure, sports and tourism sector, especially with regard to the developments and perspectives in this sector.

- modern consumption theory approaches in the leisure, sports and tourism sector in regions (local recreation).

- the special aspects of marketing adventure and experiential educational offers.

- the strategic marketing of leisure, sports, tourism businesses and adventure agencies.

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

- the special aspects of the leisure, sports and tourism sector in the field of experience marketing.

- market structures, market participants in the leisure, sports and tourism sector (suppliers, customers, organizations).

After successfully completing this module, students will:

- have deepened their insights into the recreation and adventure management of tourism organizations and will be able to analyze and present procedural and structural organizational issues from organizations in the recreation industry (organizational change; special aspects of international tourism organizations)

- With this background, they will be able to further develop and establish the structures of corresponding organizations.

International and intercultural relevance:

- Working with (inter-) national recreation companies and adventure agencies

- Examples from international organizations and companies in the recreation and adventure segment

Practical relevance:

- Management and policy concepts in the recreation industry

- Business and economic methods in the recreation industry

- Social competence

Projects, events, guest lectures, excursions (together with students from different semesters and study programs)

In particular, adventure and experiential education management concepts and methods with high relevance for the sustainable recreation industry

Students will expand and deepen their ability to use modern presentation techniques, their project and team work skills, as well as their scientific working skills.

After successfully completing this module, students will:

- be able to understand and analyze service-oriented questions and special aspects of the recreation industry and then map them in planning models.

- be able to apply in-depth knowledge about planning and control methods in recreation and adventure management (planning marketing instruments strategically, as well as operational implementation)

[updated 23.02.2024]

Module content:

Module content:

This course deals with topics and projects from the field of recreation and adventure management, with the following areas in particular:

- Developments and perspectives of the recreation industry
- Event marketing
- Approaches of modern consumption theory in recreation and adventure management in regions (local recreation)
- Advanced scientific and methodological knowledge in recreation and adventure management
- Strategic marketing of recreation business and adventure agencies
- Marketing mix instruments (product, price, communication and distribution policy) in a regional, national and international context
- Differentiation of recreational offers
- Adventure-oriented offers and projects in leisure, sports and tourism
- The module covers the practical development and implementation of projects in adventure and event management:
 - Processes and their management within the framework of adventure and experience-oriented offers: subjective experience, emotions, social dynamics, problem solving, reflection and transfer potential between work, leisure, sports and tourism.
 - (Framework) conditions and forms of pedagogical practice (nature sports activities, play and adventure pedagogy in urban areas, pedagogical events in museums, designing fields of experience for the senses, adventure and adventure sports and tourism).
 - Integration of experience-oriented approaches in various areas in leisure, sports, tourism
 - Creating spaces for making experiences
- Students will be able to analyze, design and evaluate experience spaces - together with other disciplines (architecture, design, media design, engineering, medicine, sports science, geography, economics, etc.).
- The module discusses the increasing importance of staged worlds of experience and offers in adventure sports / tourism - in particular:
 - Staging incentives and events
 - Staging events in leisure, sports, tourism, transport
 - Cross-disciplinary staging techniques
 - Creating staging concepts in cooperation with other associated trades
- As part of the examination, students will be expected to develop their own concept for an offer in the recreation and adventure sports/tourism field, present it in a presentation using suitable media and, if necessary, implement it.
- Students have in-depth knowledge about recreation and adventure sports/tourism, including:
 - Intra- and extraportive perspectives of meaning, methodological decisions,
 - Analysis of team building models and models for the (re-)integration of individuals (with regard to the feasibility of the models),

The module structure helps students develop key competencies such as presentation skills, delegation and teamwork skills, conceptual interdisciplinary and creative thinking, and the ability to implement concepts operationally.

Students will work on subtasks individually and/or in groups.

[updated 23.02.2024]

Teaching methods/Media:

- Seminaristic lecture
- SOL - Self-organized learning
- SRL - Self-regulated learning
- Case studies (where appropriate, study trips)
- Role playing

Group work (independent concept development and presentation, as well as in certain cases, realization)
Discussions with fellow students and third parties
Presentations and preparation of documentation/papers

On the basis of selected data material and case studies, students will learn to develop concepts independently, analyze and implement them and reflect on them.

[updated 23.02.2024]

Recommended or required reading:

- Depends on the respective topic
Information on introductory literature can be found in the respective module description under Recommended prerequisites
Current literature lists will be made available to students at the beginning of the semester (exemplary references):
- Bischof, R., Event-Marketing Emotionale Erlebniswelten schaffen, Zielgruppen nachhaltig binden, Berlin, aktuellste Auflage
 - Csikszentmihalyi, M./Jackson, S.A.: Flow im Sport. München 2000
 - Csikszentmihalyi, M.: Das Flow-Erlebnis. Stuttgart 1993
 - FdSnow, Fachzeitschrift für den Skisport, Freunde des Skisports im Deutschen Skiverband
 - Finger, Claus, Gayler, Brigitte, Animation im Urlaub: Handbuch für Planer und Praktiker, Oldenbourg Verlag, 2003
 - Forsberg, K. et al., (2000), Visualizing Project Management, A model for business and technical success, Second Edition, John Wiley and Sons Inc.
 - Freyer, W., Sport-Marketing: Modernes Marketing-Management für die Sportwirtschaft, Berlin, aktuellste Auflage
 - Freyer, W., Tourismus-Marketing, Oldenbourg, München, aktuellste Auflage
 - Grauvogel, Birgit, Tourismuspädagogik, Geograph. Ges. Trier in Zus.arbeit mit der Fachgruppe Geographie der Univ. Trier, 1994
 - 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.
 - Hoyer, R., Sport management: principles and applications, 2. Auflage, Elsevier, Amsterdam u. a., 2009
 - Institut für Mobilitätsforschung (Hrsg.), Erlebniswelten und Tourismus, Springer, Berlin, 2004
 - John Dattilo, Leisure education program planning: a systematic approach, Venture Publishing, 2008
 - Letzner, V., Tourismusökonomie Volkswirtschaftliche Aspekte rund ums Reisen, Oldenbourg, München, 2010
 - Managing Change in Tourism: Creating Opportunities - Overcoming Obstacles, Thomas Bieger, Peter Keller (Herausgeber), Berlin, aktuellste Auflage (weitere siehe: http://www.alexandria.unisg.ch/Publikationen/Zitation/Thomas_Bieger)
 - Neumann, P.: Das Wagnis im Sport. Schorndorf 1999
 - Nufer, G., Bühler, A., (Hrsg.), Management und Marketing im Sport Berlin, aktuellste Auflage (weitere siehe: <http://homepages.uni-tuebingen.de/gerd.nufer/index.html>)
 - Opaschowski, H., Das gekaufte Paradies, Germa Press, Hamburg, latest edition
 - Opaschowski, H., Tourismus, Leske und Budrich, Opladen, latest edition
 - Opaschowski, H.W.: Deutschland 2020. Wie wir morgen leben Prognosen der Wissenschaft. Wiesbaden 2006
 - Opaschowski, H.W.: Freizeitökonomie Marketing von Erlebniswelten. Opladen 1995
 - Opaschowski, H.W.: Xtrem Der kalkulierte Wahnsinn. Hamburg 2000
 - Reinhold Popp, Marianne Schwab, Pädagogik der Freizeit, Hohengehren, 2003
 - Schilling, J., Planung von Ferienlagern und Freizeiten, München, 1981
 - Schulze, G.: Die Erlebnisgesellschaft, Kulturosoziologie der Gegenwart Frankfurt 1995

- Steinecke, A. (Hrsg.), Erlebnis- und Konsumwelten, Oldenbourg, München, 2000
- Wopp, Ch.: Entwicklungen und Perspektiven des Freizeitsports. Meyer & Meyer, Aachen 1995
- 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
- Haedrich, G., Kaspar, C. u. a. (Hrsg.), Tourismus-Management, 3. Auflage, de Gruyter, Berlin u. a., 1998
- Hobel, B. and Schütte, S. (2006), Projektmanagement, Wiesbaden, Betriebswirtschaftlicher Verlag Gabler
- Holloway, C., The business of tourism, 7. Auflage, Pearson Education, London, 2006
- Hoyle, L., Event marketing how to successfully promote events, festivals, conventions and expositions, Wiley, New York, aktuellste Auflage
- Hungenberg, H., Problemlösung und Kommunikation, München, aktuellste Auflage
- Drina Kunkel, Als Animateur ins Ausland: Gästebetreuung zwischen Traum und Wirklichkeit ; Jobs, Bewerbung, Tipps und Adressen, Ausbildung in Tourismus & Freizeit ; [Hotels, Campingplätze, Clubanlagen, Kreuzfahrtschiffe ; Bewerbung

[updated 23.02.2024]

Sports Management

Module name (EN): Sports Management
Degree programme: <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u>
Module code: MFSTM-W-111
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: no
Language of instruction: German
Assessment: Project work (Can be repeated annually) [updated 20.01.2020]
Applicability / Curricular relevance: DFMM-MFSTM-W-111 <u>Management Sciences, Master, ASPO 01.10.2019</u> , semester 1, optional course, general subject MFSTM-W-111 (P440-0028, P620-0642) <u>Leisure, Sports, Tourism Management, Master, ASPO 01.04.2017</u> , semester 2, optional course, general subject
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits).

There are therefore 135 hours available for class preparation and follow-up work and exam preparation.

Recommended prerequisites (modules):

MFSTM-110 Leisure, Sport and Tourism Studies

MFSTM-120 Stakeholders in the Leisure, Sport and Tourism Sectors

MFSTM-130 Project and Process Management

MFSTM-140 Intercultural and Sociocultural Competence

MFSTM-150 Empirical Methods in Social Science Research

[updated 07.09.2023]

Recommended as prerequisite for:

Module coordinator:

Prof. Dr. Ralf Rockenbach

Lecturer:

Dozierende des Studiengangs

[updated 24.01.2014]

Learning outcomes:

Learning outcomes/skills:

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

- work independently or in groups on a complex topic from the field of sports management using scientific methods,

- independently gather, evaluate and use information in a targeted manner,

- scientifically substantiate and formulate their research findings in writing and document key results using modern presentation techniques, as well as present them to the group (and third parties, if necessary),

- develop concepts for the field of sports individually or in a group (as well as with third parties, if necessary) and implement them,

- document the key results of their project and communicate them in a presentation to the group (as well as to third parties, if necessary).

Students will be able to follow current discussions on sports science and be able to critically reflect on publications from relevant scientific sub-disciplines, as well as use them for their studies.

They will be able to plan, organize and carry out sport programs for recreation, mass sports, prevention, rehabilitation and competitive sports (motor and methodological-didactic skills).

Students will be able to assess abilities and skills, performance and development, learning and training successes and changes in behavior using appropriate diagnostic procedures (diagnostic skills).

They will have mastered conversation and coaching techniques, as well as conflict and stress management techniques (communication skills).

Students will develop, expand and deepen their basic knowledge about:

- the economic dimensions in the sports sector, especially with regard to the developments and perspectives in this area.

- modern consumption theory approaches in the context of sports management.

- the special aspects of marketing educational sports offers.

- the strategic marketing of organizations in the leisure and sports sector.

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

the special aspects of the leisure, sports and tourism sector in the field of sports and experience marketing. market structures, market participants in the leisure, sports and tourism sector (suppliers, customers, organizations).

After successfully completing this module, students will:

have deepened their insights into the sports management of organizations in the sports sector and will be able to analyze and present procedural and structural organizational issues in the sports and leisure industry (organizational change; special features of international sport organizations).

With this background, they will be able to further develop and establish the structures of corresponding organizations.

International and intercultural relevance:

Working with (inter-) national sports and leisure companies

Examples from international organizations and companies in the sports and leisure segment

Practical relevance:

Management and policy concepts in the sports and leisure industry

Business and economic methods in the sports and leisure industry

Social competence

Projects, events, guest lectures, excursions (together with students from different semesters and study programs)

In particular, sports science-based management concepts and methods with high relevance for the sustainable sport and leisure industry

Students will expand and deepen their ability to use modern presentation techniques, their project and team work skills, as well as their scientific working skills.

After successfully completing this module, students will:

be able to understand and analyze service-oriented questions and special aspects of the sports and leisure industry and then map them in planning models.

be able to apply in-depth knowledge about planning and control methods in sports and leisure management (planning marketing instruments strategically, as well as operational implementation)

be able to describe, develop, plan and design service-specific processes in sports and leisure management.

be able to plan service-oriented strategies and concepts in sports and leisure management.

[updated 23.02.2024]

Module content:

This module deals with topics and projects from the field of sports science, sports and leisure management, with the following areas in particular:

Developments in and perspectives of the sports and leisure industry

Sports and event marketing

Modern consumption theory approaches in sports and leisure management

Advanced scientific and methodological knowledge in sports and leisure management

The strategic marketing of sports and leisure facilities

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

Differentiation of sport and leisure offers

Adventure-oriented offers and projects in leisure, sports and tourism

The module covers the practical development and implementation of sport projects.

Processes and their management within the framework of sports, adventure and experience-oriented offers: subjective experience, emotions, social dynamics, problem solving, reflection and transfer potential between work, leisure, sports and tourism.

(Framework) conditions and forms of sports science practice (nature sports activities, play and adventure pedagogy in urban areas, designing fields of experience for the senses, adventure and adventure sports and tourism).

Integration of sports and experience-oriented approaches in various areas in leisure, sports, tourism

Creating spaces for sports experiences

- Students will be able to analyze, design and evaluate spaces for sports experiences - together with other disciplines (architecture, design, media design, engineering, medicine, sports science, geography, economics, etc.).

The module discusses the increasing importance of staged worlds of experience and offers in sports - in particular:

- Staging incentives and events in sports
- Staging events in leisure, sports, tourism
- Cross-disciplinary staging techniques
- Creating staging concepts in cooperation with other associated trades
- As part of the examination, students will be expected to develop their own concept for an offer in the field of sports, present it in a presentation using suitable media and, if necessary, implement it.

The will students have in-depth knowledge about sports science and sports management, including:

- Intra- and extraspersive perspectives of meaning, methodological decisions,
- The analysis of team building models and models for the (re-)integration of individuals (with regard to the feasibility of the models),
- Recreational and popular sports
- Competitive sports
- Organization in the sports sector
- Preventative and rehabilitation sports
- Sport sociology and psychology
- Training theory
- Developments and perspectives in sports and the sports industry
- Sports and tourism
- Sports marketing
- Modern consumption theory approaches in sports and sport management
- Basics of sports management
- Strategic marketing of organizations in the sports sector
- Marketing mix instruments (product, price, communication and distribution policy) in a regional, national and international context

The module structure helps students develop key competencies such as presentation skills, delegation and teamwork skills, conceptual interdisciplinary and creative thinking, and the ability to implement concepts operationally.

Students will work on subtasks individually and/or in groups.

[updated 23.02.2024]

Teaching methods/Media:

Seminaristic lecture

SOL - Self-organized learning

SRL - Self-regulated learning

Case studies (where appropriate, study trips)

Role playing

Group work (independent concept development and presentation, as well as in certain cases, realization)

Discussions with fellow students and third parties

Presentations and preparation of documentation/papers

On the basis of selected data material and case studies, students will learn to develop concepts independently, analyze and implement them and reflect on them.

[updated 23.02.2024]

Recommended or required reading:

Literature:

Depends on the respective topic

Information on introductory literature can be found in the respective module description under

Recommended prerequisites

Current literature lists will be made available to students at the beginning of the semester (exemplary references):

- Bischof, R., Event-Marketing Emotionale Erlebniswelten schaffen, Zielgruppen nachhaltig binden, Berlin, aktuellste Auflage
- Csikszentmihalyi, M./Jackson, S.A.: Flow im Sport. München 2000
- Csikszentmihalyi, M.: Das Flow-Erlebnis. Stuttgart 1993
- FdSnow, Fachzeitschrift für den Skisport, Freunde des Skisports im Deutschen Skiverband
- Finger, Claus, Gayler, Brigitte, Animation im Urlaub: Handbuch für Planer und Praktiker, Oldenbourg Verlag, 2003
- Forsberg, K. et all, (2000), Visualizing Project Management, A model for business and technical success, Second Edition, John Wiley and Sons Inc.
- Freyer, W., Sport-Marketing: Modernes Marketing-Management für die Sportwirtschaft, Berlin, aktuellste Auflage
- 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.
- Hoyer, R., Sport management: principles and applications, 2. Auflage, Elsevier, Amsterdam u. a., 2009
- Institut für Mobilitätsforschung (Hrsg.), Erlebniswelten und Tourismus, Springer, Berlin, 2004
- John Dattilo, Leisure education program planning: a systematic approach, Venture Publishing, 2008
- Letzner, V., Tourismusökonomie Volkswirtschaftliche Aspekte rund ums Reisen, Oldenbourg, München, 2010
- Managing Change in Tourism: Creating Opportunities - Overcoming Obstacles, Thomas Bieger, Peter Keller (Herausgeber), Berlin, aktuellste Auflage (weitere siehe: http://www.alexandria.unisg.ch/Publikationen/Zitation/Thomas_Bieger)
- Neumann, P.: Das Wagnis im Sport. Schorndorf 1999
- Nufer, G., Bühler, A., (Hrsg.), Management und Marketing im Sport Berlin, aktuellste Auflage (weitere siehe: <http://homepages.uni-tuebingen.de/gerd.nufer/index.html>)
- Opaschowski, H., Das gekaufte Paradies, Germa Press, Hamburg, latest edition
- Opaschowski, H., Tourismus, Leske und Budrich, Opladen, latest edition
- Opaschowski, H.W.: Deutschland 2020. Wie wir morgen leben Prognosen der Wissenschaft. Wiesbaden 2006
- Opaschowski, H.W.: Freizeitökonomie Marketing von Erlebniswelten. Opladen 1995
- Opaschowski, H.W.: Xtrem Der kalkulierte Wahnsinn. Hamburg 2000
- Reinhold Popp, Marianne Schwab, Pädagogik der Freizeit, Hohengehren, 2003
- Schilling, J., Planung von Ferienlagern und Freizeiten, München, 1981
- Schulze, G.: Die Erlebnisgesellschaft, Kultursoziologie der Gegenwart Frankfurt 1995
- Steinecke, A. (Hrsg.), Erlebnis- und Konsumwelten, Oldenbourg, München, 2000
- Wopp, Ch.: Entwicklungen und Perspektiven des Freizeitsports. Meyer & Meyer, Aachen 1995
- 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
- Haedrich, G., Kaspar, C. u. a. (Hrsg.), Tourismus-Management, 3. Auflage, de Gruyter, Berlin u. a., 1998

- Hobel, B. and Schütte, S. (2006), Projektmanagement, Wiesbaden, Betriebswirtschaftlicher Verlag Gabler
- Holloway, C., The business of tourism, 7. Auflage, Pearson Education, London, 2006
- Hoyle, L., Event marketing how to successfully promote events, festivals, conventions and expositions, Wiley, New York, aktuellste Auflage
- Hungenberg, H., Problemlösung und Kommunikation, München, aktuellste Auflage
- Drina Kunkel, Als Animateur ins Ausland: Gästebetreuung zwischen Traum und Wirklichkeit ; Jobs, Bewerbung, Tipps und Adressen, Ausbildung in Tourismus & Freizeit ; [Hotels, Campingplätze, Clubanlagen, Kreuzfahrtschiffe ; Bewerbung, Fakten, Strategien, Tipps und Adressen ; Saison 2005], 2004
- Herold, H., und C., Selbstorganisiertes Lernen in Schule und Beruf, 2013

[updated 23.02.2024]