

Module Handbook

Programme

Tourism Management
(Bachelor)

Faculty

Applied Economics (School of Management)
The Deggendorf Institute of Technology

Examination Regulations

TM-B-WS09

Contents

MODULE T-01 STATISTICAL AND MATHEMATICAL APPLICATIONS.....	3
MODULE T-02 ECONOMICS AND ECONOMICS OF RECREATION.....	9
MODULE T-03 ACCOUNTING.....	12
MODULE T-04 INFORMATION TECHNOLOGY.....	16
MODULE T-05 FUNDAMENTALS OF TOURISM (SUPPLY, DEMAND)	19
MODULE T-06 LAW.....	22
MODULE T-07 FUNCTIONS OF BUSINESS ADMINISTRATION	25
MODULE T-08 PRINCIPLES OF TOURISM MANAGEMENT	30
MODULE T-09 CASE STUDY PROJECTS IN TOURISM MANAGEMENT	33
MODULE T-10 BUSINESS MANAGEMENT	35
MODULE T-11 SPECIALISED MANDATORY ELECTIVE MODULE (FWP)	38
MODULE T-12 IT-SUPPORTED TOURISM MARKET RESEARCH	43
MODULE T-13 TRAVEL TECHNOLOGY AND KNOWLEDGE MANAGEMENT	45
MODULE T-14 CONTROLLING AND TAXATION IN TOURISM	
MANAGEMENT.....	50
MODULE T-15 LANGUAGE OF TOURISM	53
MODULE T-16 EL ESPANOL DE LOS NEGOCIOS TURISTICOS	55
MODULE T-17 REGIONAL STUDIES OF THE ANGLOPHONE WORLD	58
MODULE T-18 INTRODUCCION AL MUNDO HISPANOHABLANTE.....	60
MODULE T-19 TOURISM DEVELOPMENT AND TOURISM POLICY	62
MODULE T-20 INTERCULTURAL COMPETENCE	64
MODULE T-21 BUSINESS PLAN SEMINAR	67
MODULE T-22 GENERAL STUDIES MANDATORY ELECTIVE (AWP)	69
MODULE T-23 PROJECT WORK	71

MODULE T-24 BACHELOR THESIS	73
MODULE T-25 HOSPITALITY MANAGEMENT	75
MODULE T-26 TOURISM MARKETING	78
MODULE T-27 DESTINATION MANAGEMENT	81
MODULE T-28 FINANCIAL AND RISK MANAGEMENT IN TOURISM COMPANIES	84
MODULE T-29 MEDICAL AND HEALTH TOURISM	87
MODULE T-30 PRACTICAL SEMESTER (INTERNSHIP)	90

Module T-01 Statistical and Mathematical Applications

Module No.	T-01
Module Head	Prof. Dr. Johannes Grabmeier
Major Field	-
Course Number and Course Name	T1101 Mathematics T1102 Statistics
Instructors	Prof. Dr. Dr. Heribert Popp LB Dr. Stefan Hagl
Semester	1
Length of Module	1 Semester
Module Frequency	annual
Status in Curriculum	mandatory
Level	undergraduate
SWS	6.0
ECTS	8.0
Workload	Class Time: 90 Hours Self-Study inc. Virtual Teaching: 150 Hours Total: 240 Hours
Language of Instruction	German

Learning Outcomes

In this module, Mathematics and Statistics courses convey both the respective analytical concepts and their application in business problems, along with specific problems in tourism. The following learning outcomes should be achieved:

- Students acquire the necessary fundamental knowledge of mathematics (Analysis, Lineal Algebra and Financial Mathematics) to manage a modern business in the tourist industry. Furthermore, they gain an overview of mathematical analytical and working methods in the field of economics, particularly through real examples from the tourism sector.
- Students acquire formal and mathematical competence so that they are in a position to describe problems formally and concretely.
- Students are able to apply their mathematical knowledge to successfully solve formal problems.
- Mathematic calculations with EXCEL are discussed with real examples. A mathematical perspective and working methods are introduced.
- Students acquire an understanding of the basic principles of descriptive and inferential statistics, particularly concerning their application in the fields of business and tourism.
- Student are able to effectively use the knowledge they have gained to solve problems and case studies concerning the collection of statistical data.
- Students understand the concepts of descriptive statistics, particularly for univariate and bivariate descriptions.

- Students understand the concepts of inductive statistics based on probability theory.
- Various practical statistics problems concerning calculations of samples taken from a total population can be solved using a statistical technique for assessing parameters, as well as carrying out parametric hypothesis tests and goodness-of-fit tests.
- Students are able to create the appropriate models with random variables, test functions and their probability distributions.
- They are able to recognize statistical problems in the tourism business, to model them and to solve them.
- They effectively use software tools like the statistics functions in MS Excel or OpenOffice Calc or the tool SPSS.

Entry Requirements / Prerequisites

Abitur-Level Mathematics. It is recommended that students take the Preliminary Mathematics Course.

Recommended reading:

Hippmann, H. D., 2007, Studieren mit Erfolg: Keine Angst vor Mathematik, Schaeffer-Poeschel, ISBN 978-3-7910-2708-1.

Students will be informed which chapters they should study on their own to prepare for each class session.

Content

T1101 Mathematics

1. Fundamental Mathematical Principles
 - 1.1. Logic
 - 1.2. Arithmetic
 - 1.3. Sequences and Series
2. Functions with an independent variable
 - 2.1. Linear and non-linear functions and their economic applications
 - 2.2. Properties of functions
3. Differentiation and its economic applications
 - 3.1. Differentiation rules
 - 3.2. Higher derivations
 - 3.3. Curve sketching
4. Principles of integral calculus
5. Linear and non-linear functions with several independent variables

and their economic applications

6. Differential calculus for functions with several independent variables
 - 6.1. Partial derivation of higher order
 - 6.2. Determination of extreme values
7. Matrix Operations
 - 7.1. Addition
 - 7.2. Multiplication
 - 7.3. Inverse
 - 7.4. Linear systems of equations
8. Mathematics of compound interest up to continuous compounding, amortization, calculating instalments and cost accounting

T1102 Statistics

1. Principles of data acquisition
 - 1.1. Basic Terms
 - 1.2. Primary and secondary statistical surveys
 - 1.3. Types of surveys
2. Frequency distributions
 - 2.1. Raw data list
 - 2.2. Frequency distribution
 - 2.3. Classification
 - 2.4. Frequency polygon
 - 2.5. Accumulations
3. Location parameter
 - 3.1. Characteristics and variables
 - 3.2. Scales
 - 3.3. The arithmetic mean
 - 3.4. The median or middle value
 - 3.5. The modes or most commonly occurring value
 - 3.6. Empirical correlation between the arithmetic mean, the median and the mode
 - 3.7. The geometric mean
 - 3.8. The harmonic mean
4. Measures of dispersion
 - 4.1. Range
 - 4.2. Medium linear deviation
 - 4.3. Standard deviation
 - 4.4. Variation coefficient
 - 4.5. Quartile and semi-quartile distance
 - 4.6. Quartile coefficient
 - 4.7. Boxplots
5. Measures of concentration
 - 5.1. Concentration
 - 5.2. Herfindahl-index
 - 5.3. The Lorenz/ Münzer Coefficient
 - 5.4. The Lorenz curve
6. Time sequences and index numbers

- 6.1. Time sequences
- 6.2. Proportions, index numbers, rates of growth
- 6.3. Rebasing and interlinking
- 6.4. Price index
- 6.5. Quantity indices
- 6.6. Value index
7. Regression
 - 7.1. Regression computing
 - 7.2. Linear and polynomial functions
 - 7.3. The least squares method
8. Correlation
 - 8.1. The Bravais-Pearson correlation coefficient
 - 8.2. Properties of variance and co-variance
 - 8.3. The problem of error interpretation
 - 8.4. Rank correlations
 - 8.5. Measures of correlation for nominal variables
9. Fundamental probability theory
 - 9.1. Key terms in probability theory
 - 9.2. Random experiments and events
 - 9.3. Kolmogorov axioms
 - 9.4. Two stage experiments and conditional probability
 - 9.5. Bayes' Theorem
10. Random variables
 - 10.1. Random variables
 - 10.2. Discrete probability distributions and distribution functions
 - 10.3. Continuous probability distributions and density functions
 - 10.4. Expected value and variance of a random variable
11. Distributions I
 - 11.1. The binomial distribution
 - 11.2. The normal distribution
 - 11.3. The multinomial distribution
 - 11.4. The Poisson distribution
12. Sample distributions
 - 12.1. Samples
 - 12.2. Selection methods
 - 12.3. Sample distributions
13. Applications of the central limit theorem
 - 13.1. Sample distribution of the mean
 - 13.2. Sample distribution of the proportional value
14. Parametric hypothesis testing
 - 14.1. Null hypothesis and test theory
 - 14.2. Decision errors
 - 14.3. Mean and proportional value tests
15. Estimation Theory
 - 15.1. Point estimation procedures: method of moments
 - 15.2. Interval estimation and confidence interval

16. Parametric hypothesis tests with small samples
 - 16.1. Student-t distribution
- 1 6.2. Parametric hypothesis tests with small samples

17. Goodness of fit test
 - 17.1. Chi-squared distribution
 - 17.2. Distribution hypotheses
 - 17.3. Chi-squared goodness of fit test
 - 17.4. F-test

Recommended Literature

Printed Sources

Auer, B., Seitz, F., 2009, Grandkurs WirtschaftsMathematics. 2. Aufl., Gabler Verlag.

Bauer, C., Clausen, M., Kerber, A., Meier-Reinhold, H., 2008, Mathematics für Wirtschaftswissenschaftler, 5. Aufl., Schäffer-Poeschel.

Falk, M., Becker, R., Marohn, F., 1995, Angewandte Statistics mit SAS, Springer, Berlin.

Georgii, H. O., 2009, Stochastik - Einführung in die Wahrscheinlichkeitstheorie und Statistik, 4. Auflage, de Gruyter Verlag.

Hagl, S., 2008, Schnelleinstieg Statistik - Daten erheben, analysieren, präsentieren, Haufe Verlag, München.

Holland, H., Holland, D., 2008, Mathematik im Betrieb, 9. Aufl., Gabler Verlag, Wiesbaden.

Monka, M., Voss W., Schöneck N. M., 2008, Statistik am PC - Lösungen mit Excel, 5. Aufl., Hanser-Verlag.

Pflaumer, P., Heine, B., Hartung, J., 2009, Deskriptive Statistik, 4. Auflage, Oldenbourg.

Pfuff, F., 2009, Mathematik für Wirtschaftswissenschaftler kompakt , Vieweg + Teubner in GWV Fachverlage GmbH, Braunschweig

Pfuff, F., 2008, Mathematik für Wirtschaftswissenschaftler 2, 3. Aufl., Vieweg + Teubner in GWV Fachverlage GmbH, Braunschweig.

Puhani, J., 2008, Statistik-Einführung mit praktischen Beispielen, 11. Auflage, Lexika-Verlag.

Zwerenz, K., 2007, Statistik verstehen mit Excel, 2. Aufl., Oldenbourg Verlag, München.

Internet Sources:

David W. Stockburger: Introductory Statistics, Concepts, Models, and Applications, <http://www.psychstat.missouristate.edu/sbk00.htm> (last visit 13.01.2010 12:50).

Teaching and Learning Methods

Seminar-style, Practice, Tutorials that accompany the lectures, Collaborative studying through E-Learning, particularly: Theory and applications will be taught in classic lectures. An understanding of many concepts will be developed using concrete problems which will be solved with software tools. Students will receive practice assignments to do on their own time. Answers to a selection of the problems will be presented by the students at the beginning of the following lecture. Alternatively, students' suggested solutions can be discussed on the iLearn platform.

Further Information

This course is intended for the Business Information Technology and Business Administration programmes of study.

Special Details

In Mathematics there is a 50 % online part; in Statistics 30 %.

Type of Examination

Written Exam 90 – 120 Minutes

Module T-02 Economics and Economics of Recreation

Module No.	T-02
Module Head	Prof. Dr. Hans Paul Bisani
Major Field	-
Course Number and Course Name	T1103 Economics T1104 Economics of Recreation
Instructor	Prof. Dr. Hans Paul Bisani
Semester	1
Length of Module	1 Semester
Module Frequency	annually
Status in Curriculum	mandatory
Level	undergraduate
SWS	6.0
ECTS	8.0
Workload	Class Time: 60 Hours Self-Study inc. Virtual Teaching: 120 Hours Total: 180 Hours
Language of Instruction	German

Learning Outcomes

Students learn the basics of Economics and the Economics of Recreation.

Upon completion of the Economics and Economics of Recreation Module, students will have reached the following learning targets:

- They are capable of understanding economic issues.
- They can independently analyze economic relationships as well as economic and economic-political developments concerning specific tourism issues.
- Students learn the basic concepts of Economics of Recreation.
- They learn about the different definitions of recreation and are able to understand various approaches to recreation theory.
- They can analyze the recreational value of a particular destination.
- They understand the economic value of recreation.
- They understand the significance of the recreational market and can analyze developments and judge specific tourism issues.

Prerequisites

None

Content

T1103 Economics

1. Overview of key economic terms and issues
2. Basics of economic systems
3. Markets, competition, price
 - 3.1. Overview of market form theory and market mechanisms
 - 3.2. Price setting as a competition function
4. Supply and Demand, special aspects of tourism markets
5. Basics of macro-economic theory, economic instabilities
6. Significance of money and the credit system
7. Basics about the national economy and financial policies, uneconomical behaviour in public policy, national debt
8. Economic cycles, economic significance of tourism, income and assets, informal economies
9. Foreign economics, international economics and the currency system
10. Concepts and goals of economical tourism policy

T1104 Economics of Recreation

1. Definition of the Leisure Sector
 - 1.1. Leisure and Human Development
 - 1.2. Work and Leisure
 - 1.3. Economy
2. Leisure Theory
 - 2.1. Behaviour
 - 2.2. Society
 - 2.3. Leisure Economy
3. Recreational Value of a Location
 - 3.1. Region
 - 3.2. Destination
 - 3.3. Tourism Policy
4. Economic Value of Leisure and Quality of Life
5. The Leisure Market and the Free-Time Market
 - 5.1. Consumer Behaviour
 - 5.2. Leisure Activities and Interests
 - 5.3. Leisure Activity Providers
 - 5.4. Consumer Behaviour and Recreational Landscapes of the Future
6. Macroeconomic Issues
 - 6.1. Leisure economy as growing sector
 - 6.2. Leisure economy and the black market
 - 6.3. Leisure economy as part of the National Accounts

Recommended Literature

Bartling, H., Luzius, F., 2008, Grandzüge der Volkswirtschaftslehre, 16. Auflage, Vahlen Verlag, München

Müller, H., 2008, Freizeit und Tourismus - Berner Studien zu Freizeit und Tourismus, Heft 41, Hrsg. Forschungsinstitut für Freizeit und Tourismus der Universität Bern, 11. Auflage, Bern, S. 9-61

Opaschowski, H. W., Pries, M., Reinhardt, U., 2006, Freizeitwirtschaft - Die Leitökonomie der Zukunft, LIT-Verlag.

Phani, J., 2009, Volkswirtschaftslehre für Betriebswirte, 3. Auflage, Oldenbourg Verlag, München

Instructor will provide original material

Teaching Methods

Seminar-style, Practice (theories, models, etc),
Students will develop the ability to independently analyse and evaluate the economic value of a particular region or a business sector.

Further Information

None

Type of Examination

Written 90 – 120 Minutes

Module T-03 Accounting

Module No.	T-03
Module Head	Prof. Dr. Thomas Kuffner
Major Field	-
Course Number and Course Name	T 2206 Management Accounting T1205 Financial Accounting
Instructors	Mr. Waldemar Berg Prof. Dr. Thomas Küffner
Semester	1st, 2nd
Length of Module	2 Semesters
Module Frequency	annually
Status in Curriculum	mandatory
Level	undergraduate
SWS	8.0
ECTS	10.0
Workload	Class Time: 120 Hours Self-Study inc. Virtual Teaching: 180 Hours Total: 300 Hours
Language of Instruction	German

Learning Outcomes

Financial Accounting and Management

This module gives students the opportunity to learn the fundamental principles of accounting and financial accounting as well as types of costs, costs centres and cost unit accounting.

Upon completion of the course, students will:

- have developed an understanding of the interconnection of business processes on the one hand and how they are presented through accounting procedures on the other.
- have been introduced to the fundamentals of financial reporting
- have the capacity to analyse an annual financial statement based on the basic knowledge of business accounting they have gained in the course. This takes place through the examination of numerous case studies of important business transactions and their impact on the annual financial statement.
- be able to draw conclusions about the economic situation of a business and are in the position to assess proposed financial measures.
- with the understanding they have developed, they are able to assess accounting strategies
- have an understanding of the composition and functioning of internal accounting.
- have learned about the types of costs, cost centres as well as accounting systems for full and partial costs.
- have an inside view of new accounting concepts.

- based on the basic knowledge of internal accounting they have gained in the course, they are able to: limit costs, independently draw up a cost allocation sheet, allocate internal activities, use a variety of different methods to perform calculations (division and equivalence numbers, supplementary hour rate and machine hour rate and principles of causation), to calculate total costs mathematically, carry out an actual, normal and planned (budget) cost calculation, carry out single and multitier margin calculations as well break-even analyses.
- With the knowledge gained in this course, students can assess location value and calculate production costs and sales prices for tourism products and services.

Prerequisites

None

Content

T1205 Financial Accounting

1. Structure and Function
 - 1.1. Accounting as basis for information for company management
 - 1.2. Legal Principles
 - 1.3. From inventory to balance sheets
 - 1.4. Determine the movements of goods and financial flows
2. Bookkeeping
 - 2.1. From opening to closing balance sheets
 - 2.2. Organising records
 - 2.3. Materials Management
 - 2.4. Human Resources
 - 2.5. Production
 - 2.6. Investments / Asset Management
 - 2.7. Financial Sector
 - 2.8. Tax Sector
 - 2.9. Preparation of annual financial statements
3. Financial statement and analysis
 - 3.1. Objectives and principles of financial statements compilation
 - 3.2. Assets Accounting
 - 3.3. Liabilities Accounting
 - 3.4. Profit and loss accounting
 - 3.5. Cash flow statement
 - 3.6. Notes
 - 3.7. Annual management report
 - 3.8. Auditing and publishing of financial statements
 - 3.9. Financial statement analysis

T2206 Management Accounting

1. Basic Principles of Accounting
 - 1.1. Accounting sectors
 - 1.2. Key terms and figures
 - 1.3. Cost accounting
2. Cost-type accounting
 - 2.1. Accruals and deferrals, profit recording
 - 2.2. Material costs and assessing consumption rates
 - 2.3. Personnel costs
 - 2.4. Service costs
 - 2.5. Public levies
 - 2.6. Imputed costs
3. Cost-centre accounting
 - 3.1. Operations accounting sheet
 - 3.2. Internal cost allocation (one way and reciprocal)
4. Cost-object accounting
 - 4.1. Principles of cost-object accounting (causation, average, capacity)
 - 4.2. Calculation of unit cost
 - 4.3. Period costing (total costs and cost of sales accounting)
5. Full cost accounting
 - 5.1. Actual costs
 - 5.2. Normal costs
 - 5.3. Planned costs
6. Partial cost accounting
 - 6.1. single-stage margin accounting
 - 6.2. multi-stage margin accounting
 - 6.3. Relative single costs
 - 6.4. Contribution costing
7. New cost accounting concepts
 - 7.1. Process cost accounting
 - 7.2. Target cost accounting

Recommended Literature

Coenenberg, A. G., Haller, A., Mattner G., Schultze W., 2009, Einführung in das Rechnungswesen – Grundzüge der Buchführung und Bilanzierung, 3. Aufl., Schäffer-Poeschl Verlag.

Döring, U., Buchholz, R., 2009, Buchhaltung und Jahresabschluss – Mit Aufgaben und Lösungen, 11. Aufl., Erich Schmidt Verlag.

Haberstock, L., 2008, Kostenrechnung 1 - Einführung mit Fragen, Aufgaben, einer Fallstudie und Lösungen, 13. Aufl., Erich Schmidt Verlag.

Haberstock, L., 2008, Kostenrechnung 2 - (Grenz-)Plankostenrechnung mit Fragen, Aufgaben and Lösungen, 10. Aufl., Erich Schmidt Verlag.

Olfert, K., 2008, Kostenrechnung, 15. Aufl., Kiehl Verlag.

Teaching Methods

Seminar-based lesson, Practice activities

Further Information

None

Type of Examination

T1205 Written 90 – 120 Minutes

T2206 Written 90 – 120 Minutes

Module T-04 Information Technology

Module No.	T-04
Module Head	Prof. Dr. Horst Kunhardt
Major Field	-
Course Number and Course Name	T1107 Information and Knowledge Management
Instructor	Prof. Dr. Horst Kunhardt
Semester	4
Length of Module	1 Semester
Module Frequency	annually
Status in Curriculum	mandatory course
Level	undergraduate
SWS	4.0
ECTS	5.0
Workload	Class Time: 60 Hours Self-Study inc. Virtual Teaching: 90 Hours Total: 150 Hours
Language of Instruction	German

Learning Outcomes

This module will enable students to recognise the significance of Information Technology (IT) in the tourism industry and to develop and assess strategies for the targeted implementation of information and communication technology (ICT).

Upon completion of the module Information Technology, the students will have achieved the following learning outcomes:

- Students will be familiar with the tasks and objectives of corporate information management and will be able to differentiate between, classify and evaluate key concepts in Information Technology.
- They will become familiar with the components of a computer and a communication network and the different categories of hardware and software.
- Students will be familiar with IT-specific organizational and controlling tasks and can assess them with basic key data for business IT needs.
- Students will develop an IT strategy based on the requirements of the tourism industry and taking into account customer wishes.
- They have a basic knowledge of the significance and procedures of IT risk management.
- Students are familiar with the requirements for data security and protection and are able to research the legal background and to apply this to the workplace of companies in the tourism branch.
- Through practical examples and exercises, students develop proficiency in using communication, documentation and databank tools.

Requirements and Prerequisites

This module is geared toward first-semester students in Tourism Management. Through

practical exercises they will develop a basic command of programs such as MS EXCEL and MS ACCESS.

On the iLearning platform, students will receive case studies and practice tasks to prepare for the lectures as well as further reading and Internet sources. The platform iLearn serves as collaborative platform for exchange with and contact to the instructors and their fellow students.

Content

1. The role and objectives of Information Technology
 - 1.1. Basic terms and concepts
 - 1.2. Development levels of Information Technology
 - 1.3. Information Technology as an interdisciplinary technology
 - 1.4. Gaining a competitive edge through Information Technology
2. Principles of hardware and software
 - 2.1. Basics of hardware and hardware trends
 - 2.2. Components of a computer
 - 2.3. Storage components and storage hierarchy
 - 2.4. Software categories and software trends
 - 2.5. Principles of network technology and network trends
 - 2.6. Web-based software applications
 - 2.7. Internet applications
 - 2.8. Collaborative Software
3. Realisation of a virtual business with the help of Information Technology
 - 3.1. Characteristics of a virtual business
 - 3.2. IT-Infrastructure requirements
 - 3.3. Web Service: structure and areas of application
 - 3.4. Cloud computing, software as a service (SaaS)
4. Organisation and Controlling in Information Technology
 - 4.1. Structure and division of labour in IT departments
 - 4.2. IT-Controlling with selected key data
 - 4.3. Process of change managements in the introduction, operation, and further development of Information Technology
 - 4.4. Case Study: IT-strategy of AMADEUS
5. IT-Risk Management
 - 5.1. Motivation through selected examples of IT risks
 - 5.2. Basic concepts of Risk Management
 - 5.3. Process of IT-Risk Management
 - 5.4. Case Study: IT risk management and an IT risk matrix for travel agencies
6. Compliance-Requirements in Information Technology
 - 6.1. Data Protection Laws
 - 6.2. Data security using the German IT Baseline Protection Handbook as an example
 - 6.3. Legal storage obligations
7. Archiving Media
8. Practical Exercises with MS Excel and MS Access

Recommended Literature

Lipsmeier, A, 2004, Friedrich Tabellenbuch - Informationstechnik, Bildungsv Verlag EINS.

Dietrich, L., Schirra, W., 2004, IT im Unternehmen – Leistungssteigerung bei sinkenden Budgets, Springer Verlag.

Lehner, F., Meier, A., Stormer, H., 2005, Mobile Applications, Dpunkt.Verlag.

IT-Grundschutzhandbuch, Bundesamt für Sicherheit in der Informationstechnik.

Teaching Methods

Seminar-based lesson, Practical Examples

Further Information

The Information Technology module teaches basic principles of and proficiency in all IT relevant subjects for the following modules in the Bachelor program of Tourism Management:

- Module, 'Travel Technology and Knowledge Management'
- Module, 'IT-supported Tourism Market Research'

Special Information:

Guest lecturer from the leader of the research group „*Angewandte Informatik*“ (Applied Informatics) on the topic of “Visualising Destination Information with Geographic Information Systems (GIS)”

Type of Examination

Research Paper

Module T-05 Fundamentals of Tourism (Supply, Demand)

Module No.	T-05
Module Head	Prof. Dr. Suzanne Lachmann
Major Field	-
Course Number and Course Name	T1108 Fundamentals of Tourism (Supply, Demand)
Instructor	Prof. Dr. Suzanne Lachmann
Semester	1st
Length of Module	1 Semester
Module Frequency	annually
Status in Curriculum	mandatory
Level	undergraduate
SWS	4.0
ECTS	5.0
Workload	Class Time: 60 Hours Self-Study inc. Virtual Teaching: 90 Hours Total: 150 Hours
Language of Instruction	German

Learning Outcomes

Upon completion of the module "Fundamentals of Tourism (Supply, Demand)" the students will have achieved the following learning outcomes:

- Students understand the phenomenon of tourism, taking into account interdisciplinary points of view
- They can evaluate the key economic, ecological and social conditions
- They can assess developments in supply.
- They are familiar with the characteristics of tourism products.
- They can differentiate between and classify tourist operators and their functions.
- They can analyse the supply side of market developments

Requirements

Should regularly read the fww Tourism and Business Travel Magazine, at the latest from the time of commencing the Tourism Management programme (students will be informed of this at the open house).

Content

1. Fundamentals
 - 1.1. From travel to tourism
 - 1.2. Development of travel
 - 1.3. Boom factors in travel
 - 1.4. The tourism system

2. The Significance of Tourism
 - 2.1. General assessment criteria and issues in tourism
 - 2.2. Statistical assessment
 - 2.3. Economical assessment
 - 2.4. Socio-cultural assessment
 - 2.5. Ecological assessment
 - 2.6. Tourism critique
 - 2.7. Individual assessment
3. Demand-side
 - 3.1. Preliminary note
 - 3.2. Influencing factors on tourism demand
 - 3.3. Typology of tourism demand
 - 3.4. Decision to travel
 - 3.5. Structure of German national travel demand
 - 3.6. European travel behaviour
4. Supply-side
 - 4.1. Preliminary note
 - 4.2. Influencing factors on tourism supply
 - 4.3. The structure of supply: products and producers
 - 4.4. Hotel and gastronomy sectors
 - 4.5. Tourist transport
 - 4.6. (Tourism) Destinations
 - 4.7. Travel operators
 - 4.8. Travel agencies
 - 4.9. Other providers
5. Tourism Markets
 - 5.1. Selected Tourism Markets in Germany
 - 5.2. Selected International Tourism Markets

Recommended Literature

- Arlt, W., Freyer, W., 2008, Deutschland als Reiseziel chinesischer Touristen – Chancen für den deutschen Reisemarkt, Oldenbourg Verlag.
- Bieger, T., 2008, Management von Destinationen, 7. Aufl., Oldenbourg Verlag.
- Bieger, T., 2006, Tourismuslehre – Ein Grandriss, 2. Aufl., UTB/Haupt Verlag.
- Breidenbach, R., 2002, Freizeitwirtschaft und Tourismus, Gabler Verlag.
- Freyer, W., 2006, Tourismus – Einführung in die Fremdenverkehrsökonomie, 8. Aufl., Oldenbourg Verlag.
- Goeldner, C., Ritchie, J. R. B., 2008, Tourism - Principles, Practices, Philosophies, 11. Aufl., Wiley J. Verlag.
- Haehling von Lanzenauer, C., Klemm, K., 2007, Demographischer Wandel und Tourismus - Zukünftige Grundlagen und Chancen für touristische Märkte, Erich Schmidt Verlag.

Hänssler, K. H., 2007, Management in der Hotellerie und Gastronomie – Betriebswirtschaftliche Grundlagen, 7. Aufl., Oldenbourg Verlag.

Henschel, U. K., 2008, Hotelmanagement, 3. Aufl., Oldenbourg Verlag.

Keller, P., Bieger, T., 2006, Marketing Efficiency in Tourism - Coping with Volatile Demand, Erich Schmidt Verlag.

Mundt, J. W., 2006, Reiseveranstaltung – Lehr- und Handbuch, 6. Aufl., Oldenbourg.

Mundt, J. W., 2006, Tourismus, 3. Aufl., Oldenbourg.

Reuber, P., Schnell, P., 2005, Postmoderne Freizeitstile und Freizeiträume - Neue Angebote in Tourismus Management, Erich Schmidt Verlag.

Sterzenbach, R., Conrady, R., Fichert, F., 2009, Luftverkehr - Betriebswirtschaftliches Lehr- und Handbuch, Oldenbourg.

Teaching Methods

Seminar-based lesson, project work in small groups (market place/information market)

Further Information

This course covers fundamental principles relevant for all further modules

Special Information:

1 – 2 Guest Lectures from leading tourism providers

Type of Examination

Written 90 – 120 Minutes

Module T-06 Law

Module No.	T-06
Module Head	Prof. Dr. Thomas Küffner
Major Field	-
Course Number and Course Name	T2209 Business Private Law T3210 Tourism Law
Instructor	Prof. Dr. Thomas Kuffner
Semester	2, 3
Length of Module	2 Semesters
Module Frequency	annually
Status in Curriculum	mandatory
Level	undergraduate
SWS (semester weekly hours)	6.0
ECTS	8.0
Workload	Class Time: 90 Hours Self-Study inc. Virtual Teaching: 150 Hours Total: 240 Hours
Language of Instruction	German

Learning Outcomes

Students will develop an understanding of legal subject matter and acquire a basic knowledge of the legal regulations which are significant for business practice. Students should gain an understanding of the key features of business law and a basic knowledge of legal case processing.

Upon completion of the module "Law", students will have reached the following learning objectives:

- Students will understand the basic terminology of business law and have an overview of the German civil code, commercial law, company law and introductory knowledge of introduction into insolvency law. Upon completion of the course "Tourism Law", students will have a concrete overview of the relevant areas of travel law.
- They will be in a position to classify issues of business and travel law jurisdiction.
- Building on the knowledge gained in this required module, students will be in a position to classify legal risks and specific issues and recognize the necessary measures and further action.
- They will have the competence to identify and analyze legal risk.
- They will become familiar with the basics of business and travel law and will be able to use this knowledge later in tourism management.

Prerequisites

None

Content

1. German Civil Code (*Bürgerliches Gesetzbuch*, BGB)
 - 1.1. German Civil Code (BGB) General Section
 - 1.1.1. Laws and Declaration of Intent
 - 1.1.2. Contracts and Contract Termination Issues
 - 1.1.3. Capacity to Contract and Right of Representation
 - 1.2. Liability and individual contractual obligations
 - 1.2.1. Overview of individual contractual obligations
 - 1.2.2. Defaults
 - 1.3. Property Law
 - 1.3.1. Possession
 - 1.3.2. Property
 - 1.3.3. Other Property Laws
 - 1.4. Commercial Law
 - 1.4.1. Traders
 - 1.4.2. Public Availability of the Commercial Register
 - 1.4.3. The Business Enterprise
 - 1.4.4. Auxiliary Persons
 - 1.4.5. Venture acquisition, Entry into an Enterprise
 - 1.4.6. Commercial Operations
 - 1.5. Corporate Law
 - 1.5.1. General Partnership
 - 1.5.2. Limited Partnership
 - 1.5.3. Silent Partnership
 - 1.5.4. Limited Liability Company
 - 1.5.5. *GmbH & Co.KG*
 - 1.5.6. The Public Limited (Incorporated) Company
 - 1.6. Introduction to Insolvency Law
2. Travel Law
 - 2.1. Travel Contract of Package Tours
 - 2.1.1. Fundamentals of Travel Law
 - 2.1.2. Travel Contracts and Closing a Contract
 - 2.1.3. Travel Price and Insolvency Protection
 - 2.1.4. The Travel Operator's Obligation to Disclose Information
 - 2.1.5. Changes in Price and Offers
 - 2.1.6. Travel Contract Cancellation
 - 2.1.7. Travel Deficiencies and Redress
 - 2.1.8. Reduction of Tour Price
 - 2.1.9. Contract Cancellation due to Defect
 - 2.1.10. Damage claims and Limitation of Liability
 - 2.1.11. Deadlines and Lawsuits
 - 2.2. Individual Travel Law
 - 2.2.1. Travel Agency Law
 - 2.2.2. Air Transport Law
 - 2.2.3. Train, Ship and Bus Transport Law
 - 2.2.4. Accommodation Law (Hotel and Holiday Flats)

Recommended Literature

Ullrich N., 2008, *Wirtschaftsrecht für Betriebswirte*, 6. Aufl., NWB-Verlag.

Führich E., 2007, *Basiswissen Reiserecht – Grandriss des Reisevertrags- und*

Individualreisegesetz, Vahlen Verlag.

Führich E. / Werdan I., 2008, Wirtschaftsprivatrecht in Fällen und Fragen, 4. Aufl., Vahlen Verlag.

Teaching Methods

Seminar-based lesson, Practice exercises

Further Information

None

Type of Examination

T2209 Written 90 – 120 Minutes
T3210 Written 60 – 90 Minutes

Module T-07 Functions of Business Administration

Module No.	T-07
Module Head	Herr Waldemar Berg
Major Field	-
Course Number and Course Name	T 2111 Marketing T 2112 Finance T 2113 Organisation T 2114 Human Resources
Instructors	Prof. Dr. Hans Paul Bisani Prof. Dr. Horst Kunhardt Prof. Dr. Suzanne Lachmann Mr. Waldemar Berg
Semester	2nd
Length of Module	1 Semester
Module Frequency	annually
Status in Curriculum	mandatory
Level	undergraduate
SWS	8.0
ECTS	10.0
Workload	Class Time: 120 Hours Self-Study inc. Virtual Teaching: 180 Hours Total: 300 Hours
Language of Instruction	German

Learning Outcomes

Upon completion of the Module 'Functions of Business Administration', students will have reached the following learning outcomes:

- Students have acquired a theoretical and practical overview of the principles of strategic and operative tourism marketing.
- They understand the importance of strategic tourism marketing and its implications.
- They are able to assess and adequately utilise the tools of operative tourism marketing.
- Students have acquired basic knowledge of the principles of business financing relevant to the tourism industry, the implications of financial decisions, and knowledge in the area of investment decisions.
- They understand the interdependence of financial and investment decisions.
- They can evaluate different types of financing, are able to carry out simple profitability calculations for investment and financing schemes and make financial decisions accordingly.
- Students have developed the ability to recognize the functions and responsibilities of operational management and understand an organisation as a system; they understand the methodology of structure and process organisation and can effectively use organisational tools and instruments.
- They are familiar with the basic principles of modern diversified organisational structures.

- They are familiar with the classification of structure and process organisation.
- They have gained practical knowledge of how to carry out a task analysis and synthesis with the objective of forming departments and creating positions.
- They can assess the principles of centralisation and decentralisation.
- They are familiar with classic and modern forms of organisation.
- They have an overview of organizational methodology.
- They are aware of the differences between formal and informal organisation.
- They have received an introduction to project management.
- They are familiar with the principles of the modern human resource industry in the context of corporate management
- They have gained knowledge of human resource needs and planning as well as the necessity and possibilities of human resource development.
- They have gained in-depth knowledge of the basic issues, possibilities and necessity of staff recruitment and lay-offs.
- They have an understanding of the different forms of human resource management and wages.
- They have obtained an overview of current and future trends in human resources.

Requirements

Modules Principles of Tourism, Management Accounting, Finance Mathematics

Content

T2111 Marketing

1. Principles of Tourism Marketing
2. Strategic Marketing
 - 2.1. Principles of Strategic Marketing
 - 2.2. Methods of Strategic Marketing
 - 2.3. Strategic Goals and Strategy Development
3. Operative Tourism Marketing
 - 3.1. Service / Performance Policy
 - 3.2. Price Policy
 - 3.3. Distribution Policy
 - 3.4. Communication Policy

T2112 Finance

1. Overview of key financial concepts, goals and tools
2. Liquidity, capital requirements, financial balance, Organisation of business finance, transactions, financial management tools (key financial indicators, budget, financial controls)
3. Forms of capital and sources of capital
4. Financing types, relevant markets in the financial sector, financial compensation, credit security
5. Overview of the possibilities and limitations of financial management considering a number of different time frames
6. Basics of financial planning, balance sheet analysis, financial analysis, financing rules, new developments in finance, fiscal business policy

7. Fundamentals of investment as well as the most important procedures in investment calculations (profitability analyses)
8. Types of investment, the problem of uncertainty, investment plan, simple procedures of investment calculations

T2113 Organisation

1. General Principles - Introduction
2. Business Management
 - 2.1. Functions of the factors of production
 - 2.2. The concept of organisation
 - 2.3. Division of labour and organisation
 - 2.4. Improvisation and organisation
 - 2.5. The organisation as a system
 - 2.6. Adapting an organisation to change
3. Structure and Process Organisation
 - 3.1. Outline of organisational units and task analysis
 - 3.2. Task synthesis: Issues of job creation
 - 3.3. Principles of centralisation and decentralisation
4. Methodology of Organisation
 - 4.1. Components of a task analysis
 - 4.2. Components of a task synthesis
 - 4.3. Analysis of the present state of organisation
 - 4.4. Case Study: Work and communication analysis
 - 4.5. Precedence Diagram Method
5. Classic forms of organisation
 - 5.1. Single Line Organisation
 - 5.2. Multiple Line Organisation
 - 5.3. Line-Staff Organisation
6. Modern Forms of Organisation
 - 6.1. Divisional Organisation
 - 6.2. Business Unit Organisation
 - 6.3. Profit Center
 - 6.4. Matrix Organisation
 - 6.5. Project Organisation
7. Informal Organisation
8. Case Study: Process Organisation in a Company
9. Project Management
 - 9.1. Project concepts and distinguishing between routine and campaign
 - 9.2. Levels of Project Management
 - 9.3. Organisation of Projects

T2114 Human Resources

1. Introduction and Basic Principles
2. Organisation and Selected Legal Foundations of Human Resources
3. Workforce Planning
4. Human Resource Development
5. Recruiting
6. Workforce Management
7. Lay-offs
8. Human Resources Management
9. Wages
10. New Trends in Human Resource Management

Recommended Literature

- Arlt, W. G., Freyer, W., 2008, Deutschland als Reiseziel chinesischer Touristen, Oldenbourg.
- Bröckermann, R., 2009, Personalwirtschaft - Lehr- und Praxisbuch für Human Resource Management, 5. Aufl., Schäffer-Poeschel, Stuttgart.
- Bühner, R., 2004, Betriebswirtschaftliche Organisationslehre, 10. Aufl., Oldenbourg, München/Wien.
- Bruhn, M., 2008, Marketing: Grundlagen für Studium und Praxis, 9. Auflage, Gabler, Wiesbaden.
- Dettmer, H., Hausmann, T., Schulz, J. M., 2008, Tourismus-Management, Oldenbourg.
- Dettmer, H., Hausmann, T., Kloss, I., 1999, Tourismus-Marketing-Management, Oldenbourg.
- Drumm, H. J., 2008, Personalwirtschaft, 6. Aufl., Springer, Berlin.
- Freyer, W., 2008, Tourismus-Marketing - Marktorientiertes Management im Mikro- und Makrobereich der Tourismuswirtschaft, 6. Aufl., Oldenbourg.
- Gardini, M. A., 2007, Einführung in das Marketing-Management – Ein Überblick in Schaubildform, Oldenbourg.
- Haehling von Lanzenauer, C., Klemm, K., 2006, Demographischer Wandel und Tourismus - Zukünftige Grundlagen und Chancen für touristische Märkte, Erich Schmidt Verlag.
- Jung, H., 2008, Personalwirtschaft, 8. Aufl., Oldenbourg, München.
- Kotler, P., Keller, K. L., Bliemel, F., 2007, Marketing-Management - Strategien für wertschaffendes Handeln, 12. Aufl., Addison Wesley in Pearson Education, Deutschland.
- Kotler, P., Armstrong, G., Saanders, J., Wong, V., 2006, Grundlagen des Marketing, 4. Aufl., Addison Wesley in Pearson Education, Deutschland.
- Mödinger, W., Schmid, S., Beck, J., 2007, Marketing – Grundlagen und Instrumente, 2. Aufl., Europa-Lehrmittel.
- Nufer, G., Bühler, A., 2008, Management und Marketing im Sport - Betriebswirtschaftliche Grundlagen und Anwendungen der Sportökonomie, Erich Schmidt Verlag.
- Olfert, K., Reichel, H.-C., 2009, Kompakt-Training Investition, 5. Auflage, Kiehl

Verlag, Ludwigshafen.

Olfert, K., Reichel, H.-C., 2008, Kompakt-Training Finanzierung, 6. Auflage, Kiehl Verlag, Ludwigshafen.

Reuber, P., Schnell, P., 2005, Postmoderne Freizeitstile und Freizeiträume – neue Angebote im Tourismus, Erich Schmidt Verlag.

Roth, P., Schrand, A., 2002, Touristikmarketing - Das Marketing der Reiseveranstalter, Verkehrsträger und Tourismusdestinationen, 4. Aufl., Vahlen.

Schneider, W., 2007, McMarketing - Einblicke in die Marketing-Strategie von McDonald's, Gabler.

Seitz, E., Rossmann, D., 2007, Fallstudien zum Tourismus-Marketing - Marketingerfolg trainieren, 2. Aufl., Vahlen.

Wiesner, K. A., Sponholz, U., 2007, Dienstleistungsmarketing, Oldenbourg.

Wiesner, K. A., 2008, Strategisches Destinationsmarketing - Erfolgsfaktoren für touristische Organisationen und Leistungsträger, KSB-Media.

Wiesner, K. A., 2006, Strategisches Tourismusmarketing - Erfolgreiche Planung und Umsetzung von Reiseangeboten, Erich Schmidt Verlag.

Wöhe, G., Döring, U., 2008, Einführung in die Allgemeine Betriebswirtschaftslehre, 23. Aufl., Verlag Franz Vahlen, München.

Wöhler, K., 1997, Marktorientiertes Tourismus Management - Tourismusorte: Leitbild, Nachfrage- und Konkurrenzanalyse, Springer, Berlin.

Yeoman, I., 2008, Tomorrow's Tourist - Scenarios & Trends, Elsevier.

Teaching Methods

Seminar-based lesson, Practical exercises

Further Information

Useful for all further Modules

Type of Examination

Written 90 – 120 Minutes

Module T-08 Principles of Tourism Management

Module No.	T-08
Module Head	Mr. Waldemar Berg
Major Field	-
Course Number and Course Name	T2115 Principles of Tourism Managements
Instructor	Mr. Waldemar Berg
Semester	2
Length of Module	1 Semester
Module Frequency	annually
Status in Curriculum	mandatory course
Level	undergraduate
SWS	4.0
ECTS	5.0
Workload Class Time	60 Hours
	Self-Study inc. Virtual Teaching: 90 Hours
	Total: 150 Hours
Language of Instruction	German

Learning Outcomes

In the Module Principles of Tourism Management, students will gain a first insight into the value-added processes of one or more tourism companies as well as their management with regard to product creation and conformity to qualitative standards.

Upon completion of the module Principles of Tourism Management, students will have reached the following learning outcomes:

- Knowledge of key terms and their substantive significance as well as an understanding of and ability to interpret statistically and economically important tourism data
- Overview of the determinants of tourism and insight into their correlations as well as knowledge of current and foreseeable developments in tourism and insight into the implications of trends for their own work.
- Awareness of the position of tourism in the economy, economic dependencies and possible synergy effects.
- Knowledge of, insight into and awareness of selected management strategies (change, lean, HR, yield, crisis, media, project management) and their rudimentary implementation.
- Knowledge of key aspects of quality management and insight into their significance
- Knowledge of current information technology and its possible applications
- Overview of the possibilities of supporting corporate processes through IT and the ability to analyse and make decisions regarding the use of IT

- Familiarity with event management

Prerequisites

None, although the following literature should be read (selected excerpts) beforehand:

- Berg, W., 2009, *Tourism Management*, 2. Aufl., Kiehl-Verlag.
- Freyer, W., 2009, *Tourismus - Eine Einführung in die Fremdenverkehrsökonomie*, 9. Aufl., Oldenbourg Verlag.

Content

1. Introduction / Development of Tourism
 - 1.1. Definitions in Tourism
 - 1.2. Key Figures and Methods: Determination and Interpretation
 - 1.3. Development of the General Conditions for Tourism
 - 1.4. Trends in Tourism
 - 1.5. Potentials in Tourism
 - 1.6. Sociology and Psychology of Tourism
 - 1.7. Cultural, Economic and eEcological Aspects of Tourism
2. Market Structures
 - 2.1. Tourism Markets and Service Providers
 - 2.2. Development Trends on the Supply and Demand sides
3. Selected Management Strategies in Tourism
 - 3.1. Change, Lean, HR, Yield, Crisis, Media and Project Management
 - 3.2. Quality Management in Tourism Enterprises
 - 3.3. Tourism-specific Information Technology and its Areas of Application
- 3.4. IT-Supported Company Operations
- 3.5. Event Management

Recommended Literature

Berg, W., 2009, *Tourism Management*, 2. Aufl., Kiehl-Verlag.

Dettmer, H./Hausmann, Th./Schulz, J.M., 2008, *Tourism-Management*, Oldenbourg Verlag.

Haedrich, G./Kaspar, C./Klemm, Ch., 1998, *Tourism-Management*, 3. Aufl., de Gruyter Verlag.

Lanzenauer, von C. H., 2006, *Demographischer Wandel und Tourismus – Zukünftige Grundlagen und Chancen für touristische Märkte*, Erich Schmidt Verlag.

Müller, H.R., 2004, *Qualitätsorientiertes Tourismus-Management – Wege zu einer*

kontinuierlichen Weiterentwicklung, UTB.

Mandt, J.W., 2006, *Tourismus*, 3. Aufl., Oldenbourg Verlag.

Wöhler, K.H., 1997, *Marktorientiertes Tourismus Management – Tourismusorte: Leitbild, Nachfrage- und Konkurrenzanalyse*, Springer Verlag.

Teaching Methods

Seminar-based Lesson, Practical exercises

Further Information

Principles of Tourism Management lays the foundations for Case Study Projects (T3116), the Specialised Mandatory-Elective Module (T3118) as well as the Competence Fields Hospitality Management, Tourism Marketing and Destination Management.

Type of Examination

Written 90 – 120 Minutes

Module T-09 Case Study Projects in Tourism Management

Module No.	T-09
Module Head	Mr. Waldemar Berg
Major Field	-
Course Number and Course Name	T3116 Case Study Projects in Tourism Management
Instructor	Mr. Waldemar Berg
Semester	3
Length of Module	1 semester
Module Frequency	annually
Status in Curriculum	mandatory
Level	undergraduate
SWS	4.0
ECTS	5.0
Workload	Class Time: 60 hours Self-Study inc. Virtual Teaching: 90 hours Total: 150 hours
Language of Instruction	German

Learning Outcomes

The module Case Study Projects in Tourism Management should, on the one hand, familiarise students with specific issues in Tourism Management (deepening knowledge through real projects) and, on the other hand, show them possibilities for detecting and correcting these issues.

The applied method is project management.

After having completed the module Case Study Projects in Tourism Management, students will have achieved the following learning objectives:

- They are familiar with the basic modes of actions, benefits, characteristics and properties of projects.
- They are familiar with the process of project management.
- They have learned which facts are relevant for case studies.
- They are capable (in small groups) of independently developing and completing a project based on the presentation of a problem.

Admission Requirements and/or Recommended Prerequisites

Principles of Tourism (Supply and Demand) and Principles of Tourism Management

Content

1. Project Fundamentals
 - 1.1. The Significance of Case Studies in Tourism
 - 1.2. Project Characteristics and Specifics
 - 1.3. Benefits of a Project

- 1.4. Factors of Success for Projects

2. Process of Project Management with Case Studies
 - 2.1. Initiation
 - 2.2. Planning
 - 2.3. Implementation and Controlling
 - 2.4. Completion of Projects
3. Project Case Studies; for example:
 - 3.1. Creating a content management system (for example, for the internet presence of airports, spas and destination image)
 - 3.2. Feasibility studies for the establishment of a tour operator with a specific specialization
 - 3.3. Master plan (handbook) for the establishment of an airline
 - 3.4. Implementation (and measure of success) of a marketing concept for a recreational park
 - 3.5. Integration of a recreational and amusement park in a touristic area

Recommended Literature

None

Specific literature will be recommended by the instructor depending on the case studies.

Teaching Methods

Seminar-style, group work, internship

Further Information

The Module is applicable for the practical semester (internship), Tourism Development and Tourism Policy, FWP (i.e. Aviation Management, Travel Event Management, Conference, Exhibition and Convention Management, Travel Distribution Management, Transport Carrier Management), project work.

In addition:

Visit to a tourism company, guest speakers on the topic of successfully implemented projects.

Type of exam

Research paper

Module T-10 Business Management

Module No.	T-10
Module Head	Prof. Dr. Suzanne Lachmann
Major Field	-
Course Number and Course Name	T3117 Business Management
Instructor	Prof. Dr. Suzanne Lachmann
Semester	3
Length of Module	1 semester
Module Frequency	annually
Status in Curriculum	mandatory
Level	undergraduate
SWS	4.0
ECTS	5.0
Workload	Class Time: 60 hours Self-Study inc. Virtual Teaching: 90 hours Total: 150 hours
Language of Instruction	German

Learning Outcomes

After completing the module Business Management, students will have achieved the following learning objectives:

- They know the meaning of Business Management for the tourism industry.
- They are familiar with the key elements of Business Management.
- They can apply business management tools.
- They know how to implement strategies to achieve goals.
- They are in the position to analyze business leaders.
- They have gained the ability to analyze the importance of corporate social responsibility and can weigh its pros and cons.
- The ability to transfer these theoretical concepts to practical issues and to recognize their significance in practice.

Admission Requirements and/or Recommended Prerequisites

Knowledge from the modules Accounting, Principles of Tourism, as well as Functions of Business Administration

Content

1. Significance of Business Management in Tourism
 - 1.1. Management Science
 - 1.2. Philosophy of Science
 - 1.3. Management Theory
 - 1.4. Company structures in Tourism Management
 - 1.5. Leadership
2. Practice-oriented Fundamentals
 - 2.1. Management (day-to-day)

- 2.2. Functional Approach (planning, leadership, roles and key competencies)
3. Normative Management
 - 3.1. Value system – vision
 - 3.2. Corporate culture
 - 3.3. Corporate Constitution /Mission Statement and Corporate Governance
4. Strategic planning and controlling
 - 4.1. Planning Levels in SMEs and Corporate Groups
 - 4.2. Procedures of Strategic Management
5. Environment and Company Analysis
 - 5.1. Global environment
 - 5.2. Market and business segments
 - 5.3. Strengths/weaknesses
 - 5.4. Resource Analysis
 - 5.5. Tourism Value Chains
 - 5.6. Revenue Structure Analysis
6. Competitive Analysis
 - 6.1. Process of Competitive Analysis
 - 6.2. Levels of Competitive Analysis
7. Strategic Options
 - 7.1. Strategies in a National Context
 - 7.2. Strategies in an International Context
8. Operative planning
 - 8.1. Key Principles
 - 8.2. Interdependencies of Operative Segment Plans
 - 8.3. Functions and Control Processes
9. Roles of Business Leaders
 - 9.1. Location Determination
 - 9.2. The Entrepreneur According to Schumpeter
 - 9.3. Further development of Schumpeter´s approach by Heuß
 - 9.4. Neuberger: Socio-economic epochs and typologies
 - 9.5. 9 Types of Leaders According to Rahn
10. Corporate social responsibility (CSR)
 - 10.1. Theoretical Foundations
 - 10.2. Status quo
 - 10.3. Pros and cons
11. Project: market place/info market

Recommended Literature

- Bea, F. X./Haas, J., 2009, Strategisches Management, 5. Aufl., Lucius and Lucius (UTB Verlag).
- Brauweiler, H.-C., 2008, Unternehmensführung heute, Oldenbourg Verlag.
- Buß, E., 2007, Die deutschen Spitzenmanager – wie sie wurden, was sie sind, Oldenbourg Verlag.
- Coenenberg, A. G./Salfeld, R., 2007, Wertorientierte Unternehmensführung - Vom Strategieentwurf zur Implementierung, 2. Aufl., Schäffer-Poeschel Verlag.
- Dillerup, R./Stoi, R. (Hrsg.), 2008, Praxis der Unternehmensführung – Fallstudien and Firmenbeispiele, Vahlen-Verlag.
- Giuliani, R. W./Kurson, K., 2002, Leadership – Verantwortung in schwieriger Zeit – meine Prinzipien erfolgreicher Führung, C. Bertelsmann Verlag.
- Grant, R./Nippa, M., 2006, Strategisches Management, 5. Aufl. Pearson Studium.
- Marcharzina, K./Wolf, J., 2008, Unternehmensführung – Das internationale Managementwissen, 6. Aufl., Gabler Verlag.

Müller-Stewens, G./Lechner, C., 2005, Strategisches Management, 3. Aufl., Schäffer-Poeschel Verlag.

Peters, T. J./Waterman, R. H., 2003, Auf der Suche nach Spitzenleistungen – Was man von den bestgeführten US-Unternehmen lernen kann, 9. Aufl., Redline Wirtschaft (Moderne Industrie).

Schreyögg G./Koch J., 2007, Grundlagen des Managements, Gabler Verlag.

Steinmann H./Schreyögg G., 2005, Management, 6. Aufl., Gabler Verlag.

Teaching Methods

Seminar-based lesson, group work, presentations, project: market place / info market

Further Information

The module Corporate Management teaches knowledge transfer which is universally applicable.

It is a crucial basis for the following modules: Practical Semester (internship), Intercultural Competence, Business Plan Seminar as well as the five competence fields.

In addition:

1- 2 guest lectures from business leaders from the tourism industry

Type of Examination

Written exam of 90– 120 minutes

Module T-11 Specialized Mandatory Elective Module (FWP)

Module No.	T-11
Module Head	Mr. Waldemar Berg
Major Field	-
Course Number and Course Name	T3118 Specialized Mandatory Elective Module (FWP)
Instructor	Mr. Waldemar Berg
Semester	3rd
Length of Module	1 semester
Module Frequency	annually
Status in Curriculum	mandatory elective
Level	undergraduate
SWS	4.0
ECTS	5.0
Workload	Class Time: 60 hours Self-Study inc. Virtual Teaching: 90 hours Total: 150 hours
Language of Instruction	German

Learning Outcomes

The specialized mandatory elective module (FWP) should provide students with an in-depth understanding of areas in tourism and help them gain a deeper insight into the nature of aviation management; geographic information systems; travel event management; transport carrier management; travel agency and sales management; conference, exhibition and convention management, as well as business travel management, among others.

After completing this module, students should have achieved the following learning outcomes:

- Students are equipped with the basic knowledge in the aforementioned areas; they are familiar with market structures and know the legal problems of the individual segments and the functions of management.
- They are in the position to evaluate and make well-founded comments on typical situations and occurrences in the aforementioned areas.
- They are in the position to synthesize their previous knowledge (e.g. in marketing, finance, organisation, and human resources) with the branch-specific knowledge acquired in the course.

Admission Requirements and/or Recommended Prerequisites

None, however the following literature should be read (in excerpts) in preparation for the module:

Berg, W., 2009. Tourism Management, 2. Aufl., Kiehl, Ludwigshafen.

Content

FWP Aviation Management

1. Air transport systems – air transportation – general aspects
2. National air transportation policy
3. Baseline situation, goals and instruments of the airline industry
4. Air transport in transition – Hypotheses for the development of the airline industry
5. Inter-airline communication Star Alliance
6. Supply-side and Tender Preparation
7. Operating costs and potential cost savings
8. Traffic route planning and network management
9. Marketing mix of an airline
10. Role of an airline ´s traffic control center
11. Airports: economic factor,, financing and airport management
12. Air traffic control
13. Ecological assessment of air traffic

FWP Geographic Information Systems

1. Fundamentals of geoinformatics and ecoinformatics
 - 1.1. Geo-databases, data sources
 - 1.2. Data sources and their development
 - 1.3. Storage of geo-data
2. Areas of Application, Potentials and Limitations of the GIS system:
 - 2.1. National and international funding programs (e.g. the European Union ´s INSPIRE Program)
 - 2.2. Application of GIS systems in regional research and in tourism
 - 2.3. Geographic and spatial analyses
 - 2.4. The application of GIS systems in mobility management
 - 2.5. The application of GIS systems in logistics of large enterprises
 - 2.6. Areas of application for GIS systems on the internet and principles of complex data management (e.g. in networks)
 - 2.7. Aspects of fitness for use (cost-benefit) and acceptability
 - 2.8. Aspects of data protection (user traces in "digital territories")
3. Structures and architectures of GIS systems
 - 3.1. Basic data structures
 - 3.2. Data sources and software-related backgrounds
 - 3.3. Principles of geoinformatics
 - 3.4. Principles of software implementation, data organisation and means of working with GIS in project teams, corporations or public offices
 - 3.5. Implementation, configuration and application of GIS systems in engineering offices, administrative offices and corporations
 - 3.6. Configuration and functionality of Web-GIS and Earth Viewer systems as well as Open Source programs
4. Application and operation of selected desktop programs
 - 4.1. Importing data
 - 4.2. Setting up projects
 - 4.3. Fundamental processing operations

- 4.4. Possibilities and established standards of data output
- 4.5. Visualization, user interfaces and cartography
- 5. Future topics in geoinformatics
 - 5.1. Areas of Application
 - 5.2. Interfaces and system integration
 - 5.3. Global Navigation Satellite Systems – GNSS

FWP Travel Operations Management

- 1. Tourism branches in transition
- 2. Travel operator management – strategic approaches
- 3. Legal principles of travel operations
- 4. Approaches to market research in travel operations
- 5. Purchasing and procurement of capacities
- 6. Product management
- 7. Pricing policy in travel operations.
- 8. Approaches to calculation
- 9. Sales policy/ distribution in travel operations
- 10. Communications policy of tour operators
- 11. Approaches to quality management

FWP Transport Carrier Management

- 1. Introduction – general aspects of transport carriers
- 2. Aviation management and airline and airport management
- 3. Road transport, bus and rental car transport
- 4. Rail transport – exemplary illustration using the example of the Deutsche Bahn AG
- 5. Shipping – lines, occasional shipping, deep-sea shipping and river transport

FWP Conference, exhibition and convention management/ Business travel management

- 1. Principles in the conference, convention and exhibition industry
- 2. Functionality of exhibitions and events
- 3. Planning, execution and controlling of an exhibition
- 4. Conference and convention planning, execution and control
- 5. Incentive and events – planning, execution and control
- 6. Principles of BTM/TM
- 7. Structure and functionality of BTM/TM
- 8. Business trip processes
- 9. Relevant service providers in BTM/TM
- 10. Things to remember in BTM/TM

FWP Travel agent management / sales management

- 1. Principles of sales management, market of distributors in Tourism Management
- 2. Legal constraints in sales
- 3. Sales functions for the “producers” of travel services
- 4. Forms of collaboration
- 5. Cost and revenue situation
- 6. Sales Development

Further Recommended Reading

FWP Aviation Management

- Berg, W., 2009, *Tourism Management*, 2. Auflage, Kiehl, Ludwigshafen.
Berg, W., 2007, *Schriftenreihe in Tourismus Management – Beiträge zu Themen der Tourismuswirtschaft*, Verlag Dr. Müller (VDM), Saarbrücken.
Doganis, R., 2005, *The Airline Business*, 2. Aufl., Taylor & Francis, London/UK.
Maurer, P., 2006, *Luftverkehrsmanagement*, 4. Aufl., Oldenbourg, München.

- Pompl, W., 2006, *Luftverkehr - Eine ökonomische und politische Einführung*, 5. Aufl., Springer, Berlin.
Schulz, A., Baumann, S., Wiedenmann, S., 2010, *Flughafen Management*, Oldenbourg, München.
Sterzenbach, R., Conrady, R., Fichert, F., 2009, *Luftverkehr - Betriebswirtschaftliches Lehr- und Handbuch*, 4. Aufl., Oldenbourg, München.

FWP Geographic Information Systems

- Dehrendorf, M; Heiß, M., 2004, *Geo-Informationssysteme in der kommunalen Planungspraxis*, Points Verlag.
Hennermann, K., 2006, *Kartographie und GIS - Eine Einführung*, Wissenschaftliche Buchgesellschaft.
Longley, P., Goodchild, M., Maguire, D., Rhind, D., 2005, *Geographical information systems and science*, John Wiley and Sons.

FWP Travel Operations Management

- Berg, W., 2009, *Tourism Management*, 2. Auflage, Kiehl, Ludwigshafen.
Berg, W., 2007, *Schriftenreihe in Tourismus Management – Beiträge zu Themen der Tourismuswirtschaft*, Verlag Dr. Müller (VDM), Saarbrücken.
Führich, E., 2007, *Basiswissen Reiserecht - Grundriss des Reisevertrags- und Individualreiserechts*, Vahlen, München.
Mundt, J. W., 2006, *Reiseveranstaltung - Lehr- und Handbuch*, 6. Aufl., Oldenbourg, München.

FWP Transport Carrier Management

- Berg, W., 2009, *Tourism Management*, 2. Auflage, Kiehl, Ludwigshafen.
Berg, W., 2007, *Schriftenreihe in Tourismus Management – Beiträge zu Themen der Tourismuswirtschaft*, Verlag Dr. Müller (VDM), Saarbrücken.
Schulz, A., 2008, *Verkehrsträger in Tourismus Management - Luftverkehr, Bahnverkehr, Straßenverkehr, Schiffsverkehr*, Oldenbourg, München.

FWP Conference, exhibition and convention management/ Business travel management

- Beckmann, K., 2006, *Seminar- Tagungs- und Kongressmanagement: Veranstaltungsdidaktik und -design, Projektmanagement, Durchführung und Nachbereitung*. 2. Aufl., Cornelsen, Berlin.
Espich, G., 2001, *Business Travel-Management. Kostenoptimierte und effektive*

Planung, Durchführung und Kontrolle von Geschäftsreisen. Band 14. Expert, Renningen-Malmsheim.

Freyer, E., Naumann, M., Schröder, A., 2006, Geschäftsreise-Tourismus - Geschäftsreisemarkt und Business Travel Management, 2. Aufl., FIT, Dresden.

Güllemann, D., 2007, Veranstaltungsmanagement und Recht, 5. Aufl., Wolters Kluwer Deutschland, Köln/München.

Haase, F., Mäcken, W., 2005, Handbuch Eventmanagement, 2. Auflage, Kopaed, München.

Kirchgeorg, M., Dornscheidt, W., Giese, W., 2003, Handbuch Messemanagement, Gabler, Wiesbaden.

Schreiber, M. T., 2002, Kongress- und Tagungsmanagement, 2. Aufl., Oldenbourg, München.

Aktuelle Reports einschlägiger Berufs- und Branchenverbände (z.B. DRV, VDM, AUMA, FKM, EIT).

FWP Travel agent management / sales management

Berg, W., 2009, Tourism Management, 2. Auflage, Kiehl, Ludwigshafen.

Berg, W., 2007, Schriftenreihe in Tourismus Management – Beiträge zu Themen der Tourismuswirtschaft, Verlag Dr. Müller (VDM), Saarbrücken.

Freyer, W., Pompl, W., 2008, Reisebüro-Management - Gestaltung der Vertriebsstrukturen in Tourismus Management, 2. Aufl., Oldenbourg, München.

Teaching Methods

Seminar-style, practice exercises

Further Information

The specialized mandatory elective modules (e.g. aviation management, travel operations management, transport carrier management, conference, exhibition and convention management, as well as travel agents/sales management) can count as a technical basis for the competence fields and/or project work as well as for the Bachelor thesis.

In addition:

Specialized lectures from experts, company visits

Type of Examination

Written exam of 90 – 120 minutes or research project, according to the curriculum.

Module T-12 IT-supported Tourism Market Research

Module No.	T-12
Module Head	Prof. Dr. Suzanne Lachmann
Major Field	-
Course Number and Course Name	T4119 IT-supported Tourism Market Research
Instructor	Prof. Dr. Suzanne Lachmann
Semester	3rd
Length of Module	1 semester
Module Frequency	annually
Status in Curriculum	mandatory
Level	undergraduate
SWS	4.0
ECTS	5.0
Workload	Class Time: 60 hours Self-Study inc. Virtual Teaching: 90 hours Total: 150 hours
Language of Instruction	German

Learning Outcomes

After having completed the module IT-supported Tourism Market Research, students should have achieved the following learning objectives:

- They understand the significance of market research for the tourism industry.
- They are familiar with the essential elements of tourism market research.
- They are in the position to carry out a complete market research project independently and have universally applicable transfer know-how as well as procedural knowledge at their command
- They have a foundational knowledge of SPSS (now PA-SW).
- They are able to analyze questionnaires on quality aspects.
- Students are familiar with the significant tourism studies and can evaluate them.
- Students are capable of transferring theoretical concepts into practical tasks and are able to recognize their significance in practice

Admission Requirements and/or Recommended Prerequisites

Profound knowledge of the modules Statistical and Mathematical Applications, Principles of Tourism, Principles of Tourism Management, as well as the subject Marketing from the module Functions of Business Administration

Content

1. Basics
2. Secondary research
3. Touristic market investigation
4. Field research
 - 4.1. Survey
 - 4.2. Observation
 - 4.3. Experiment/ test market
5. SPSS (PA-SW)
 - 5.1. Data preparation

- 5.2. The program at a glance
 - 5.3. Frequency counts
 - 5.4. Data selection
 - 5.5. Data modification
 - 5.6. Selected statistical parameters
 - 5.7. Contingency tables
 - 5.8. Analysis of multiple answers
 - 5.9. Selected statistical procedures
 - 5.10. Standard graphics
 - 5.11. Exporting the output

Recommended Literature

- Bühl, A., 2009, PASW (ehemals SPSS) – Einführung in die moderne Datenanalyse, Pearson Studium.
- Bühner, M., 2006, Einführung in die Test- und Fragebogenkonstruktion, 2. Aufl., Addison Wesley in Pearson Education Deutschland.
- Freyer, W., 2008, Tourismus-Marketing – Marktorientiertes Management im Mikro- und Makrobereich der Tourismuswirtschaft, 6. Aufl., R. Oldenbourg Verlag.
- Freyer, W., Groß, S., 2006, Gästebefragungen in der touristischen Marktforschung – Leitfaden für die Praxis, FIT.
- Gardini, M. A., 2007, Einführung in das Marketing-Management – ein Überblick in Schaubildform, R. Oldenbourg Verlag.
- Kotler, P., Armstrong, G., Saanders, J., Wong, V., 2006, Grundlagen des Marketing, 4. Aufl., Addison Wesley in Pearson Education Deutschland.
- Malhotra, N. K., Birks, D. F., 2006, Marketing Research – An applied Approach, 3. Aufl., Financial Times Prent. Int.
- Mayer, H. O., 2009, Interview und schriftliche Befragung – Entwicklung, Durchführung und Auswertung, 5. Aufl., R. Oldenbourg Verlag.
- Mödinger, W., Schmid, S., Beck, J., 2007, Marketing – Grundlagen und Instrumente, 2. Aufl., Europa-Lehrmittel.
- Przyorski, A., Wohlrab-Sahr, M., 2009, Qualitative Sozialforschung – Ein Arbeitsbuch, 2. Aufl., R. Oldenbourg Verlag.
- Schnell, R., Hill, P. B., Esser, E., 2008, Methoden der empirischen Sozialforschung, 8. Aufl., R. Oldenbourg Verlag.
- Sedlmeier, P., Renkewitz, F., 2007, Forschungsmethoden und Statistik in der Psychologie, Addison Wesley in Pearson Education Deutschland.
- Seitz, E., Meyer, W., 2005, Tourism Market Research – Ein praxisorientierter Leitfaden für Touristik and Fremdenverkehr, 2. Aufl., Vahlen Verlag.

Teaching Methods

Seminar-style, applied practical market research project, comprehensive practice exercises

Further Information

Basis for empirical Bachelor thesis as well as practical semester (internship) in the area of market research

Universal market research competence guaranteed

Type of Examination

Research project

Module T-13 Travel Technology and Knowledge Management

Module No.	T-13
Module Head	Prof. Dr. Horst Kunhardt
Major Field	-
Course Number and Course Name	T4121 Knowledge Management T4120 Travel Technology
Instructors	Prof. Dr. Horst Kunhardt Prof. Dr. Dr. Heribert Popp Waldemar Berg
Semester	4th
Length of Module	1 semester
Module Frequency	annually
Status in Curriculum	mandatory
Level	undergraduate
SWS	6.0
ECTS	8.0
Workload	Class Time: 90 hours Self-Study inc. Virtual Teaching: 150 hours Total: 240 hours
Language of Instruction	German

Learning Outcomes

The module should enable students to recognize and evaluate the significance of travel technology and knowledge management for the tourism industry as well as to develop and assess strategies for the targeted application of solutions from the area of travel technology and knowledge management in companies in the tourism industry.

After having completed the modules travel technology and knowledge management, students will have achieved the following learning outcomes:

- Students are aware of trends in tourism management and selected exemplary applications of travel technology and knowledge management in the tourism industry and can distinguish between, classify and evaluate essential basic concepts.
- Students are familiar with computer reservation systems through practical exercises with AMADEUS.
- Students are aware of the various characteristics of eTourism and can classify and critically evaluate personalized services, mobile services and community websites.
- Based on the requirements of the tourism service provider and user of these services, the students develop electronic business processes.
- They have a basic knowledge of the use of biometrics in tourism and can critically evaluate the processing and storing of biometric data.
- Students are familiar with data protection and data security standards in the use of personal data in web applications and mobile applications and can critically evaluate current developments.
- Through case studies, students are instructed in the methodology of technological impact assessments and conduct their own concrete technological impact assessment of current developments in travel management and in knowledge management.
- Students have acquired knowledge of the modes of operation and specific features of modern and global GDS/CRS as well as their functionality.

- Students are aware of all the relevant applications of global GDS/CRS as well as key differences between individual systems.
- Students are in the position to selectively search for information, according to specified method; , for example in the flights, car rentals and hotels modules.
- Students are in the position to independently configure and modify a PNR with all required and additional elements according to precise specifications.
- Students are in the position to carry out availability checks, bookings and changes to bookings with the necessary additional services relevant in tourism.

- Students are proficient in information retrieval from online databases, the Internet and SAP reporting systems. They can distinguish predefined reporting systems from expert systems and EIS and are knowledgeable about the architecture of a data warehouse.
- The students know how to assess the influencing factors of outsourcing.
- The students are familiar with the process of knowledge management and introducing a knowledge management system.

Admission Requirements and/or Recommended Prerequisites

Prerequisites for participation in the Travel Technology and Knowledge Management module are the modules Information Technology and Principles of Business Administration.

Students must have solid knowledge in dealing with computer systems, standard application software and networks and must be proficient in the methodology of internet research and the critical evaluation of information. In addition, English language skills are necessary.

Through the teaching and learning platform iLearn, students will receive case studies and practice exercises in order to prepare for the lectures as well as further reading materials and internet sources. iLearn also serves as a collaborative platform for the exchange of information and contact between students and with the instructors.

Content

T4120 Travel Technology

1. Motivation and trend radar in travel technology
 - 1.1. Demographic and socio-economic trends
 - 1.2. Trends in travel and consumer behaviour
 - 1.3. Supply structures and development

- 1.4. Developments in eTourism and applications of Web2.0

2. Computer reservation systems (CRS)
 - 2.1. Development and providers of CRS
 - 2.2. Evolution of CRS towards a global distribution system (GDS)
 - 2.3. Significance of standards using the example of OTA (Open Travel Alliance)
- 2.4. Case study: AMADEUS and SOLORES

3. eTourism
 - 3.1. Term definition Travel 2.0 and Web2.0

- 3.2. Fundamentals and applications of social networks
4. Personalized services and applications
 - 4.1. Anonymous personalisation
 - 4.2. Individual personalisation
 - 4.3. Individualisation (customisation)
5. Mobile services
 - 5.1. Mobile communications and mTourism
 - 5.2. Technology for wireless data transfer
 - 5.3. Studies of the effects of mobile communication on health
 - 5.4. Case studies: Innsbruck.mobile and location based services
6. Community websites and services of a destination
 - 6.1. Principles of social networks
 - 6.2. Analysis of social networks
 - 6.3. Structure of community websites
 - 6.4. Case study: community websites worldwide
7. Ubiquitous computing
 - 7.1. Basics and technical requirements
 - 7.2. Application scenarios of RFID
 - 7.3. Protection of personal data in the use of RFID
 - 7.4. Case study: cost-benefit analysis of the use of RFID at Fraport AG
8. Electronic business processes
 - 8.1. Applications of eCommerce in tourism
 - 8.2. Electronic signatures
 - 8.3. Electronic certificates
 - 8.4. Biometric features
9. Case studies and scenarios
 - 9.1. Methods of technology impact assessment
 - 9.2. Case study: Conducting a Technology Impact Assessment for Location-Based Services
10. Principles of global distribution systems
 - 10.1. Classification and definitions of GDS/CRS
 - 10.2. Regional distribution and markets
 - 10.3. Functions and functionalities of GDS/CRS
 - 10.4. Financing global GDS/CRS
11. Applications AMADEUS - Flight
 - 11.1. Flight schedules and availability
 - 11.2. PNR configuration (required items)
 - 11.3. Additional elements, changes and cancellations
 - 11.4. Setting rates and flight price calculation for flights using the miles system and the route system
 - 11.5. Ticketing and itineraries
 - 11.6. Back-Office applications in AMADEUS Flight
12. Applications AMADEUS - Hotel
 - 12.1. Hotel lists and availability (possibilities of ads)
 - 12.2. Structure of a hotel booking and integration into an existing PNR
 - 12.3. Setting rates and price calculations

- 12.4. Back-Office Applications in AMADEUS-Hotel
- 13. Applications AMADEUS - Car
 - 13.1. List of rental cars, agencies and availability (possibilities of ads)
 - 13.2. Structure of a rental car booking and integration of an established PNR
 - 13.3. Setting rates and price calculation
 - 13.4. Back office applications in AMADEUS-Car
- 14. Applications AMADEUS - AIS (Amadeus Information System)
 - 14.1. Configuration of the data bank
 - 14.2. Methods/search criteria for all types of information in AIS
 - 14.3. Selected applications in AIS
- 15. Applications TOMA
 - 15.1. Functionalities of the TOMA-Maske
 - 15.2. Selected service providers in the TOMA-Maske
 - 15.3. Back office applications in the TOMA-Maske
- 16. Other applications
 - 16.1. Maritime tourism (ferries and cruises)
 - 16.2. Rail traffic (using the example of Deutsche Bahn)
 - 16.3. Road traffic (bus tourism)
 - 16.4. Insurance services
 - 16.5. The KART process

T4121 Knowledge Management

- 1. Strategic tasks of information management
- 2. Management of information
 - 2.1. Process of information supply
 - 2.2. Online data banks
 - 2.3. Information management with an internet search engine
 - 2.4. Internal reporting system, e.g. SAP
 - 2.5. Business Intelligence
- 3. Procurement of IT resources through (offshore) outsourcing
- 4. Subprocesses of knowledge management
- 5. Methodological support of knowledge management
- 6. Applications of information management such as virtual further training and CRM

Recommended Literature

Bellinger, A., Krieger, D., 2007, Wissensmanagement für KMU, vdf Hochschulverlag AG.
 Conrady, R., Buck, M., 2007, Trends and Issues in Global Tourism 2007, Springer Verlag.
 Conrady, R., Buck, M., 2008, Trends and Issues in Global Tourism 2008, Springer Verlag.

Conrady, R., Buck, M., 2009, Trends and Issues in Global Tourism 2008, Springer Verlag.
Endres, A., 2004, Sind Outsourcing und Offshoring die neuen Heilmittel bei Informatik-Problemen?, Informatik_Spektrum 13. Dezember, S. 546-550
Geser, G., Haid, E., Lassnig, M., Plößnig, M., Wieden-Bischof, D., 2007, Tourismus-Trends & IKT-Szenarien, ITD-Verlag.
Heinrich, L. J., Stelzer, D., 2009, Informationsmanagement – Planung, Überwachung und Steuerung der Informationsinfrastruktur, 9. Aufl., Oldenbourg Verlag.
Lehner, F., 2006, Knowledge Management, 3. Aufl., Hanser Verlag.

Meyer, T., Stobbe A., 2007, Offshoring – Welche Standorte wählen deutsche Unternehmen?, WIRTSCHAFTSINFORMATIK 49, Sonderheft, S. S81-S89.
Probst, G., Raub, S., Romhardt, K., 2006, Wissen managen – Wie Unternehmen ihre wertvollste Ressource optimal nutzen, 5. Aufl., Gabler Verlag.
Wohland, P., 2008, E-Commerce-Geschäftsmodelle im deutschen Tourismusmarkt, Gabler Verlag.

Teaching Methods

Seminar-style lesson, practice, E-Learning, group work, computer exercises

Further Information

The module can be applied in part to the Business Informatics and Business Administration degree programs.

In addition:

Online portion makes up 50% of the course; video contributions from specialists, from universities as well as companies.

Lecture, practice and immediate implementation at the terminal with online access to AMADEUS (real-time mode)

Type of Examination

T4120 Academic paper
T4121 Written exam, 60 – 90 minutes

Module T-14 Controlling and Taxation in Tourism Management

Module No.	T-14
Module Head	Prof. Dr. Thomas Küffner
Major Field	-
Course Number and Course Name	T4123 Taxation T4122 Controlling
Instructors	Prof. Dr. Thomas Küffner Mr. Waldemar Berg
Semester	4
Length of Module	1 Semester
Module Frequency	annually
Status in Curriculum	mandatory subject
Level	undergraduate
SWS	6.0
ECTS	8.0
Workload	Class Time: 90 Hours Self-Study inc. Virtual Teaching: 150 Hours Total: 240 Hours
Language of Instruction	German

Learning Objectives and Outcomes

Students will acquire fundamental knowledge of tax law and controlling. In particular, students should be in the position to evaluate tourism-relevant issues from a fiscal perspective, avoid risks and to evaluate and in certain cases apply planning, tax and steering mechanisms.

Upon completion of the module, the students will have reached the following learning objectives:

- They are familiar with the basic types of taxation.
- They can apply basic knowledge about tax laws to tourism-relevant issues and can develop initial solutions to problems.
- Students can analyze issues in tourism from the viewpoint of risk and can develop solutions.
- They can competently assess and estimate the tax consequences of certain issues.
- They recognize the extent of tax risks and can apply their knowledge in practical situations.
- They are familiar with basic controlling principles and the importance for the business as well as the various functions of controlling.
- They learn about selected strategic and operative controlling mechanisms and are familiar with their effects and areas of application.
- They are able to apply the knowledge gained to issues relevant in tourism and can develop initial solutions.
- They can analyse issues in the tourism branch from a controlling perspective and have the competence to estimate the extent of identified issues (through case studies and examples).
- With the knowledge they have gained, students are able to design and carry out simple applications in practice.

Prerequisites

None

Content

T4123 Taxation

1. Principles of General Tax Law
 - 1.1. Areas of Taxation
 - 1.2. Tax Regulations
 - 1.3. Tax Authorities
2. Value-added Tax
 - 2.1. Taxable Revenue
 - 2.2. Special Issues within the EU
 - 2.3. Exemption
 - 2.4. Tax Rates and Principles
 - 2.5. Taxpayer
 - 2.6. Pre-Tax Allowance
 - 2.7. Sales Tax Issues in the Tourism Branch
3. Income Tax
 - 3.1. Tax System
 - 3.2. Business Assets
 - 3.3. Deduction from Attrition and Use and Special Deductions
 - 3.4. Profit and Tax-Allowable Expenses
 - 3.5. Types of Income
 - 3.6. Loss Deduction
 - 3.7. Taxable Income
 - 3.8. Income Tax
 - 3.9. Relevant Issues
4. Capital Taxes
 - 4.1. Tax Duty and Exemptions
 - 4.2. Principles of Taxation
 - 4.3. Tax Rate
 - 4.4. Tax Deductible
5. Business Tax
 - 5.1. Business Tax Obligations
 - 5.2. Exemptions
 - 5.3. Tax Base

T4122 Controlling

1. Principles of Controlling
 - 1.1. Controlling
 - 1.2. Planning Functions of Controlling
 - 1.3. Functions of Controlling
 - 1.4. Controlling Topics
 - 1.5. Controlling Tasks
 - 1.6. Budget
 - 1.7. Forms of Controlling
2. Strategic Controlling
 - 2.1. Benchmarking
 - 2.2. Make or Buy

- 2.3. Experience Curve
- 2.4. Competition Analysis
- 2.5. Portfolio Analysis
- 2.6. Potential Analysis
- 2.7. Product-Lifecycle-Curve

- 2.8. Strategic Gap
- 2.9. Process-Analysis/Process-Cost Calculation
- 2.10. Shareholder-Value vs. Stakeholder-Value/Key Data (BSC)
- 2.11. SWOT/SOFT
- 3. Operative Controlling
 - 3.1. Selected Mechanisms for operative Controlling (z.B. ABC Analyse/XYZ)
- 4. Analysis Order Optimising, Break-Even-Analysis, Budget,
- 5. Analysis of Margin, Shortage, Investment
- 6. Trade Allowance Analyse, Sales Area and Value Analysis
 - 6.1. Branch Controlling
 - 6.2. Area Controlling
 - 6.3. Case Studies

Recommended Literature

- Dettmer, H., Hausmann, T., Kaufner, M., Wilde, H., 1998, Controlling im Food & Beverage-Management, Oldenbourg Verlag.
- Fiedler, R., 2001, Einführung in das Controlling, 2. Aufl., Oldenbourg Verlag.
- Gewald, S., 2001, Hotel-Controlling, 2. Aufl., Oldenbourg Verlag.
- Huber-Jilg P., Kahl A., Lutz K., 2009, Steuerlehre, 12. Aufl., Europa-Lehrmittel, Haan-Gruiten.
- Kaplan, R. S., Norton, D. P., 1997, Balanced Scorecard, Schäffer-Poeschel Verlag.
- Klingler, U., 2009, 100 Personalkennzahlen, 3. Aufl., Gabler Verlag.
- Krause, H. U., Dayanand, A., 2008 Controlling-Kennzahlen – Key Performance Indicators, Oldenbourg Verlag.
- Ziegenbein, K., 2007, Controlling, 9. Aufl., Kiehl Verlag.

Teaching Methods

Seminar-style, Practice

Further Information

None

Type of Examination

Written 90 – 120 Minutes

Module T-15 Language of Tourism

Module No.	T-15
Module Head	Ms. Deborah Lehman-Irl
Major Field	-
Course Number and Course Name	T2224 Language of Tourism Part 1 T3225 Language of Tourism Part 2
Instructor	Ms. Deborah Lehman-Irl
Semester	2nd, 3rd
Length of Module	2 Semesters
Module Frequency	annually
Status in Curriculum	mandatory
Level	undergraduate
SWS	4.0
ECTS	5.0
Workload Class Time	60 Hours
	Self-Study inc. Virtual Teaching: 90 Hours
	Total: 150 Hours
Language of Instruction	English

Learning Outcomes

This module is designed to improve and expand students' knowledge of the English language. Upon completion of the module "Language of Tourism", students should have achieved the following learning outcomes:

- Students have a working knowledge of the English language
- Students are knowledgeable about the culture in English-speaking countries and about intercultural tourism management, in particular in the areas of sustainable tourism, business travel and transport.
- They are able to correctly formulate business letters and to communicate successfully with foreign business partners, colleagues and guests
- Students are in a position to write English letters of application and CVs
- Students are able to independently create and give presentations in English
- Students are able to independently carry out bookings and conduct searches in English
- Students can deal with hotel contracts in the English language

Admission Requirements and/or Recommended Prerequisites

Good English language skills (upper intermediate B2 - C1), Abitur-level English according to German standards is the minimum requirement; alternatively international experience such as an exchange semester or Au-Pair exchange can substitute Abitur-level English when the necessary language competence was gained.

Content

1. Introduction: forms of business organization in English-speaking countries
 - 1.1. Trends in tourism
 - 1.2. Telephone conversations
 - 1.3. Intercultural communication
 - 1.3.1. "Working with Germans"

2. Job applications
 - 2.1. Cover letters and CVs
 - 2.2. Searching for jobs
3. Language register
 - 3.1. Active and passive verbs
 - 3.2. Avoiding discriminatory language
 - 3.3. Formulating complaints and breaking “bad news”
4. Sustainable Tourism
5. Presentations in English

Recommended Literature

Jacob, M., Strutt, P., 1997, English for International Tourism, Longman.
Articles

Teaching Methods

Interactive seminar-style lessons, practice exercises, group work, presentations in English

Further Information

Applicable to all further modules

Type of Examination

T2224 Homework Assignments/Class Presentation (mandatory course Attendance)
T3225 Written Examination 90 – 120 Minutes

Module T-16 El Espanol de los Negocios Turisticos

Module No.	T-16
Module Head	Bele Beutler
Major Field	-
Course Number and Course Name	T2226 El Espanol de los Negocios Turisticos Part 1 T3227 El Espanol de los Negocios Turisticos Part 2
Instructor	Bele Beutler, Mabel Alban
Semester	2nd, 3rd
Length of Module	2 Semesters
Module Frequency	annually
Status in Curriculum	mandatory
Level	undergraduate
SWS	4.0
ECTS	6.0
Workload	Class Time 60 Hours Self-Study incl. virtual learning: 120 Hours Total: 180 Hours
Language of Instruction	German and Spanish

Learning Outcomes

The Module El Español de los Negocios Turísticos enables students to communicate effectively in daily situations in business; particularly in the tourism sector. They will attain the A2 level according to the European Framework for Languages in all four competence areas (speaking, listening, reading and writing).

Upon completion of the module students will have reached the following learning outcomes:

- They can deal with basic day-to-day business operations in Spanish (telephone contact, customer service, simple meetings with colleagues)
- They can understand and utilise basic business-specific terminology in Spanish and translate it into German.
- They can provide relevant and appropriate answers to business issues and questions in both spoken and written Spanish.
- They can understand and compose simple written documents relevant to work in the tourism sector (CVs, job applications, handle email correspondence, advertising campaigns)

Prerequisites

For participation in the module, a basic knowledge of Spanish (Level A1 according to the European Framework for Languages) is required as well as basic knowledge of Spanish from the subject area "travel" (transport, airports, hotel).

Content

Communication Situations:

1. Comparing products and prices, express opinions

2. Discussing functions and structures in a business; describing people
3. making suggestions

4. Business telephone calls, making appointments, time management
5. Visiting a factory; stating quantities; stating reasons and intentions
6. Invitations
7. Business Lunches: small talk, formalities
8. Getting information, giving instructions, describing a company, and expressing and justifying an opinion
9. Talking about past events; applying for a job, job interviews
10. Describing situations and events in the past
11. Discussing changes
12. Coordinating appointments, describing periods of time and series of events
13. Describing tasks in the workplace, explaining how something works

Special Grammar Topics and Language Tools

1. Indicative (I): "acabar de"
2. Indicative (II)
3. The verbal circumlocution "deber de"
4. Telephone Language: identifying one's self on the telephone, answering the telephone, stating the date and time
5. Augmentatives and diminutives(-ísimo/-a; -ito/-a); the prepositions "por" and "para" (I)
6. The prepositions "por" and "para" (II)
7. "saber / poder" "; relative sentences; the imperative in second person singular
8. Imperative in 2 second and third person singular (regular and irregular verb forms, use); Pronouns (reflexive pronouns, direct and indirect object pronouns: use and placement in a sentence)
9. The past form "pretérito perfecto" and "pretérito indefinido"
9. „pretérito indefinido" (regular and irregular verbs)
 - 9.1. Regular and irregular forms of "pretérito indefinido"
 - 9.2. Distinction between "pretérito perfecto" and "pretérito indefinido" in their use in context
10. The past form "pretérito imperfecto"
 - 10.1. Regular and irregular verbs in "pretérito imperfecto"
 - 10.2. Distinction between "pretérito imperfecto" and "pretérito indefinido" in their use in context
11. Equivalents of the German verb "werden": the verbs "hacerse", "ponerse", "volverse"
12. The past form "pretérito pluscuamperfecto"; expressions of time, indefinite pronouns
13. The gerund; "al" + Infinitive

Recommended Literature

Bursgens, G., 2008, Español Profesional 1 – Spanisch im Beruf, Lektion 6, 10, 13, 15, 16, 17, Cornelsen Verlag.
 Bursgens, G., 2006, Español Profesional 2 – Spanisch im Beruf, Lektion 1-5, Cornelsen Verlag.

Teaching Methods

Seminar-style, Practice

Further Information

Relevant for Module T-18 Introducción al Mundo Hispanohablante (Introduction to the Spanish-Speaking World)

Type of Examination

T2224 Course Work (Mandatory course attendance)

T3225 Course Work (Mandatory course attendance)

Module T-17 Regional Studies of the Anglophone World

Module No.	T-17
Module Head	Frau Deborah Lehman-Irl
Major Field	-
Course Number and Course Name	T4128 Regional Studies of the Anglophone World
Instructor	Frau Deborah Lehman-Irl
Semester	4th
Length of Module	1 Semester
Module Frequency	annually
Status in Curriculum	mandatory
Level	undergraduate
SWS	4.0
ECTS	4.0
Workload	Class Time: 60 Hours Self-Study inc. Virtual Teaching: 60 Hours Total: 120 Hours
Language of Instruction	English

Learning Outcomes

The Module Regional Studies of the Anglophone World will help students to consolidate and build on their knowledge of the English language and of English-speaking countries or regions of the world in order to work effectively in the field of international tourism. Upon completion of the course, students will have achieved the following learning outcomes:

- Students will be able to speak fluently and correctly and to communicate both orally and in writing.
- Students have good command of specific terminology concerning tourism as well as the basics of Tourism Geography and can apply their knowledge appropriately.
- Students are able to deal with business issues in English-speaking countries and to adhere to international social conventions.

Requirements

Good knowledge of the English Language

Content

1. Visualising the English-speaking world through maps, pictures, etc.
2. Important Cities/Places /Regions/Coastal areas
 - 2.1. Geographic background information (e.g. climate or climatic and geographical characteristics, landscape forms, flora and fauna, location, altitude, tourist seasons, etc.)
 - 2.2. Tourism-specific Aspects (e.g. centres of tourism, important coasts with information about the specific destinations, resorts, health and wellness centres, target groups for particular areas, etc.)
 - 2.3. Transportation Aspects(e.g. important transport hubs, ways to get there, local transportation modes, special characteristics)
 - 2.4. Economic Aspects (e.g. local industries, important conference and fair venues, special aspects)
3. Power Point Presentations in class on a particular country or destination in the

English-speaking world (15 to 30 minutes, handouts for fellow students will be required)

Recommended Literature

The course content will be imparted using a variety of sources and materials (e.g. excerpts from textbooks, specific websites on the Internet), through current subject-specific texts, written and oral comprehension exercises as well as through the independent language production of the students. A list of required readings and materials will be made available at the beginning of the course, as it is adapted each semester based on current relevant topics and real-life events.

Teaching and Learning Methods

Seminar-style lessons, Practice exercises, Presentations

Further Information

Builds on T-15

Type of Examination

Class Presentation, Course Work (mandatory course attendance), Written Examination
90-120 Minutes

Module T-18 Introduccion al Mundo Hispanohablante (Introduction to the Spanish-Speaking World)

Module No.	T-18
Module Head	Bele Beutler
Major Field	-
Course Number and Course Name	T4129 Introduccion al Mando Hispanohablante
Instructor	Bele Beutler, Mabel Alban
Semester	4th
Length of Module	1 Semester
Module Frequency	annually
Status in Curriculum	mandatory
Level	undergraduate
SWS	4.0
ECTS	5.0
Workload	Class Time 60 Hours Self-Study inc. Virtual Teaching: 90 Hours Total: 150 Hours
Language of Instruction	Spanish

Learning Outcomes

Both dealing with selected regional sociocultural aspects and tourism-specific issues in the Spanish-speaking world as well as the application of language and cultural knowledge through the simulation of work situations from the areas of hotel bookings, customer service and event organisation are important learning objectives in this course. The module should help students to develop both the language and intercultural competence necessary to communicate in a variety of situations in the business world in Spanish. Upon successful completion of the module, the students will have completed the level A2 (based on the European Framework of Reference for Languages).

Prerequisites

Successful completion of Module T-16: El Español de los Negocios Turísticos or equivalent knowledge: Spanish level A2, first and second part including basic knowledge in "Business Spanish"

Preparation for the lecture: see material for Module T-16

Content

Communication Situations:

1. Talking about the future; describing a project; making predictions and discussing probabilities
2. Business lunches; Marketing and Advertising
3. Giving directions; helping customers; filling out forms
4. Advising customers; discussing advantages/disadvantages, making suggestions
5. Taking reservations, making suggestions and recommendations; expressing requests, discuss possibilities and requirements, responding to complaints from hotel guests

6. Having conversations with customers at a trade fair, exchange experiences, expressing doubt, speculations

Special Topics in Grammar and Language Tools:

1. Future (forms and use)
2. Conditional (forms and use)
3. Object pronouns (use, forms, position in a sentence)
4. Negative Imperative, phrases
5. the "subjuntivo" in present tense
6. the "subjuntivo" in perfect tense, expressions using the "subjuntivo" or indicative

Regional Studies (with a focus on sociocultural geography):

1. Overview of Spanish-speaking countries
2. Especially relevant regions for Tourism

Special Topics in the Tourism Branch:

1. Educational Tourism, Religious Tourism, Sustainable Tourism
2. Special Hotels
3. Problems with Tourism

Recommended Literature

- Arias, J. P., 2008, Caminos del Caribe, Klett Verlag.
Bürgens, G., 2006, Español Profesional 2. – Spanisch im Beruf, Lektionen 6–11, Cornelsen Verlag.
Goded, M., Varela, R., 2006, Bienvenidos 1 – Español para profesionales – Turismo y Hostelería, Klett Verlag.
Goded, M., Hermoso, A., Varela, R., 2007, Bienvenidos 2 – Español para profesionales – Turismo y Hostelería, Klett Verlag.
Görrissen, M., 2006, Caminos neu 2., Klett Verlag.
LLoret Ivorra, E. M., Ribas, R., Wiener B., 2009, Con gusto A1, Klett Verlag.
Landeskandliche Seiten „La Panamericana“
Narvajas Colón, E., 2008, Caminos de España, Klett Verlag.

Teaching Methods

Seminar-style lesson, Practice exercises

Further Information

This course is useful for the practical semester (internship).

Type of Examination

Written exam, 90 Minutes

Module T-19 Tourism Development and Tourism Policy

Module No.	T-19
Module Head	Mr. Waldemar Berg
Major Field	-
Course Number and Course Name	T6130 Tourism Development and Tourism Policy
Instructor	Mr. Waldemar Berg
Semester	6th
Length of Module	1 Semester
Module Frequency	annually
Status in Curriculum	mandatory
Level	undergraduate
SWS	4.0
ECTS	5.0
Workload	Class Time: 60 Hours Self-Study inc. Virtual Teaching: 90 Hours Total: 150 Hours
Language of Instruction	German

Learning Outcomes

In this module students will become more aware of the far reaching, complex developments in the tourism industry. They will also gain an understanding of the decisions and decision-making mechanisms of key players in the tourism industry (e.g. investors, politicians, trade associations, branch organisations, public authorities).

After completing the Tourism Development and Tourism Policy module, students will have reached the following learning objectives:

- they are familiar with the basic structures, goals, responsibilities, activities of local, regional, national and international political actors in tourism (e.g. investors, politicians, trade associations, branch organization, public authorities)
- They understand the economic importance of tourism development within a local, regional, national and international context.
- They are aware of the dimensions and issues; in particular, about financing and approval procedures for tourism development projects.
- They gain the skills and technical competence necessary to create a development concept (see case studies) which takes into account all the components of tourism development.

Prerequisites

Economics and Economics of Recreation, Principles of Tourism.

Content

1. Tourism Policy
 - 1.1. International Tourism Policy (structures and political actors, goals, tasks, instruments, activities and developments)
 - 1.2. National Tourism Policy (structures and political actors, goals, tasks, instruments, activities and developments)
 - 1.3. Regional and local Tourism Policy (structures and political actors, goals, tasks, instruments, activities and developments)
2. Tourism Development
 - 2.1. Dimensions, Levels and Issues of Tourism Development
 - 2.2. Strategies and Instruments of Tourism Development
 - 2.3. Financing Tourism Development
3. Case Studies
 - 3.1. Airport Projects
 - 3.2. Recreational and Theme Parks
 - 3.3. Health Spa Accreditation
 - 3.4. Market Development of an Existing Recreational Area

Recommended Literature

Berg, W., 2009, Tourismus Management, 2. Aufl., Kiehl Verlag.
Bochert, R., 2007, Tourismuspolitik – Ordnungspolitik der Tourismusmärkte, Uni-Edition.
Breidenbach, R., 2002, Freizeitwirtschaft und Tourismus, Gabler Verlag.
Freyer, W., 2009, Tourismus – Eine Einführung in die Fremdenverkehrs- ökonomie, 9. Aufl., Oldenbourg Verlag.
Kahlenborn, W., Carius, A., Kraak, M., 2007, Tourismus- und Umweltpolitik – Ein politisches Spannungsfeld, Springer Verlag.
Mundt, W.J., 2004, Tourism Policy, Oldenbourg Verlag.
Pechlaner, H., Laesser, Ch., Weiermair, K., 2002, Tourism Policy and Destinationsmanagement, Haupt Verlag, Bern/Schweiz.

Teaching Methods

Seminar-based lesson, Practice activities

Further Information

This module is applicable for Destination Management, Hospitality Management, Medical & Health Tourism, Project Work.

Special Information

Guest lecturers on tourism development (city managers, spa and water park directors, heads of tourism associations)

Type of Examination

Written 90-120 Minutes

Module T-20 Intercultural Competence

Module No.	T-20
Module Head	Prof. Dr. Johannes Klühspies
Major Field	-
Course Number and Course Name	T6131 Intercultural Competence
Instructor	Prof. Dr. Johannes Klühspies
Semester	6th
Length of Module	1 Semester
Module Frequency	annually
Status in Curriculum	mandatory
Level	undergraduate
SWS	4.0
ECTS	5.0
Workload	Class Time: 60 Hours Self-Study inc. Virtual Teaching: 90 Hours Total: 150 Hours
Language of Instruction	German

Learning Outcomes

This module lays the conceptual foundation for a professional method of dealing with interculturalism and motivates further individual study and research in this field. The knowledge gained from the course is a basic requirement for further study of intercultural issues, particularly for their later professional work in international travel, transportation and tourism management.

This module makes students more aware of the potential and barriers of international communication and encourages the development of key competencies for work in an international context. Individual soft skills developed through the lecture information and practice exercises aimed particularly toward strengthening social and self management competencies applicable in international business relations .

A geographic focus of this module is in non-European cultural areas (Asia, America, Arabic countries).

This module serves as preparation for study abroad; e.g. within the framework of the ERASMUS program but does not aim to, and cannot, replace an individual experience in a foreign culture.

Upon completion of this module students will:

- have a basic understanding of the goals and methods of research in intercultural communication. They are familiar with important literature and the primary fields of research.
- know and understand important terms, concepts, theories and models of interculturalism. They have a basic understanding of the importance and effect of interculturalism in different contexts.
- can recognize and differentiate between relevant, interpersonal, and intercultural situations. They are familiar with cultural-anthropological approaches to

understanding cultural differences and can apply them in situations to solve intercultural tasks.

- have first experience in dealing with intercultural situations in selected cultural areas of the world in order to overcoming barriers in communication in practice.
- students understand specific intercultural topics and can organize them individually and according to language.

Prerequisites

Students must understand the basic principles of scientific research.

As preparation for this module, students can read and reflect on the following literature: Heringer, H.-J., 2007, Interkulturelle Kommunikation: Grundlagen und Konzepte, 2. Aufl., UTB.

Independent preparation (literature) with regard to a particular cultural area to aid more in depth study during the module is recommended.

Content

1. Fundamental terminology
 - 1.1. Principles and models of communication processes in intra- and intercultural contexts, intercultural business communication
 - 1.2. Learning intercultural competence
 - 1.3. The term "culture" and models for describing culture
 - 1.4. Intercultural values comparison, cultural barriers, taboos, religious and ethical aspects
 - 1.5. Building blocks of cultural identity: foreign cultures and one's own culture, ethnic stereotypes, cultural borders
 - 1.6. Impact of internationalisation and globalisation on cultural identity
 - 1.7. Working abroad, culture shock, problems of re-integration
2. Principles of intercultural management
 - 2.1. Intercultural Management: economy and location factors
 - 2.2. Cooperation on multicultural projects
 - 2.3. Aspects of intercultural leadership
 - 2.4. Comparison of intercultural management styles
 - 2.5. International-oriented human resource development
 - 2.6. Ways to develop intercultural management skills
3. Practice
 - 3.1. Analysis of possible intercultural conflict situations (case studies)
 - 3.2. Cultural Assimilation exercises
 - 3.3. Situative Scenarios (Role Plays)

Recommended Literature

Becker-Mrotzek, M., Brunner, G., 2004, Analyse und Vermittlung von Gesprächskompetenz, Peter Lang Verlag.

Ferraro, G., 2005, The Cultural Dimensions of Intercultural Business, Collectors Edition, Prentice Hall.

Forster, M., 2005, Nation Building durch die internationale Gemeinschaft, Cuvillier Verlag.

Hansen, K. P., 2000, Kultur und Kulturwissenschaft – Eine Einführung, 3. Aufl.

UTB Verlag.

Heringer, H.-J., 2007, *Interkulturelle Kommunikation – Grundlagen und Konzepte*, 2. Aufl., UTB.

Hofstede, G., 2009, *Lokales Denken, globales Handeln – kulturelle Zusammenarbeit und globales Management*, 4. Aufl., DTV-Beck.

Jäger, H., Chen, H., 2002, *KulturSchock – Mit anderen Augen sehen – Leben in fremden Kulturen*, Reise Know-How Verlag Rump.

Kumbier, D., Schulz v. Thun, F., 2006, *Interkulturelle Kommunikation – Methoden, Modelle, Beispiele*, 3. Aufl, Rowohlt Taschenbuch Verlag.

Lusebrink, J., 2008, *Interkulturelle Kommunikation – Interaktion, Fremdwahrnehmung, Kulturtransfer*, 2. Aufl., Metzler Verlag.

Schmidt, N., 2007, *We're not better – just different – Comprehending cultural differences between Germans and Americans*, Vdm Verlag Dr. Müller.

Thomas, A., Eva-Ulrike Kienast E., Schroll-Machl. S., 2003, *Handbuch interkulturelle Kommunikation und Kooperation*, Band 1+2, 2. Aufl, Vandenhoeck & RupLaw.

For individual preparation and to help select a topic for practice exercises and the thesis:

Chen, H., 2006, *Kulturschock China – VR China and Taiwan*, 7. Aufl., Reise Know-How Verlag Rump.

Ferner, M., 2008, *KulturSchock Türkei*, 3. Aufl., Reise Know-How Verlag Rump. 98

Gilissen, E., 2009, *KulturSchock Australien*, 3. Aufl., Reise Know-How Verlag Rump.

Goerdeler, C. D., 2008, *KulturSchock Brasilien*, 4. Aufl., Reise Know-How Verlag Rump.

Henke, I., 2009, *KulturSchock USA*, 3. Aufl., Reise Know-How Verlag Rump.

Kabasci, K., 2009, *KulturSchock Kleine Golfstaaten and Oman*, 3. Aufl., Reise Know-How Verlag Rump.

Krack, R., 2009, *KulturSchock Indien*, 11. Aufl., Reise Know-How Verlag Rump.

Löwe, B., 2008, *KulturSchock Russland*, 6. Aufl., Reise Know-How Verlag Rump.

Lutterjohann, M., 2009, *KulturSchock Japan*, 9. Aufl., Reise Know-How Verlag Rump.

Teaching Methods

Seminar-based lesson and discussion, practice, teamwork, "critical incidents", case studies, short films, lectures, student presentations, panel discussion.

Further Information

This course is helpful for foreign language classes, particularly for Spanish, English (US), as well as Arabic and Asian languages.

Special Details

Guest lectures from well-known experts with experience in international cooperation (business leaders, managers, instructors) wherever possible, selected evening events

(short excursions) of intercultural clubs and associations; for example, to the German-Japanese Society, German-Chinese, Society, US-Amerikahaus, etc.

Type of Examination

Research Paper

Module T-21 Business Plan Seminar

Module No.	T-21
Module Head	Herr Waldemar Berg
Major Field	-
Course Number and Course Name	T6132 Business Plan Seminar
Instructor	Herr Waldemar Berg
Semester	6th
Length of Module	1 Semester
Module Frequency	annually
Status in Curriculum	mandatory
Level	undergraduate
SWS	4.0
ECTS	5.0
Workload	Class Time: 60 Hours Self-Study inc. Virtual Teaching: 90 Hours Total: 150 Hours
Language of Instruction	German

Learning Outcomes

This module helps students to become familiar with central aspects of entrepreneurial thinking and acting. They will learn the most important aspects of developing a business plan and numerous successful spin-offs will be introduced. Furthermore, students learn to recognize major mistakes that can lead to failure in founding a business.

The following learning outcomes will be achieved after successful completion of the module:

- Students can create a business plan on their own, make and present business decisions and solutions or offer an approach to solutions.
- They learn networked thinking to transform the theory of Business Administration into practical planning concepts.
- They have the special competence to make business decisions on their own and to reflect on and monitor these decisions.

Prerequisites

Functions of Business Administration, Business Management, Controlling and Taxation in Tourism, knowledge of tourism (gained through the modules Principles of Tourism and Tourism Management)

Content

1. Structure of a Business Plan
 - 1.1. Formal Structure
 - 1.2. Content
2. Business Idea
 - 2.1. Visions and Goals for Realising the Business Idea
 - 2.2. Personal Requirements and Framework (e.g. branch risk)
3. Commercial Competence
4. Function of a Competitive Business Plan
 - 4.1. Market

4.2. Location / Location Decisions

4.3. Competition/Competitors

4.4. Target Groups

4.5. Marketing and Distribution

4.6. Financial Planning and Investment (Costs, Success, Liquidity, Capital Needs and Financing Aspects)

4.7. Societal and Commercial Legal Aspects (e.g. choice of legal form, business plan marketing, mistake analysis)

5. Case Study Examples

5.1. Hotel and Gastronomy

5.2. Travel Agencies

5.3. Transport Providers

5.4. Destinations, Wellness and Water Park Locations

5.5. Intermediaries in Tourism Management

Recommended Literature

Fueglistaller, U., Müller, C., Volery, T., 2008, Entrepreneurship – Modelle, Umsetzung, Perspektiven – Mit Fallbeispielen aus Deutschland, Österreich and der Schweiz, 2. Aufl., Gabler Verlag.

Nagl, A., 2008, Der Businessplan – Geschäftspläne professionell erstellen – Mit Checklisten and Fallbeispielen, 4. Aufl., Gabler Verlag.

McKinsey & Company, 2007, Planen, gründen, wachsen – Mit dem professionellen Business-Plan zum Erfolg, 4. Aufl., Redline Wirtschaftsverlag.

Oehrich, M., 2009, Business Administration – Eine Einführung am Businessplan-Prozess, Vahlen Verlag.

Schriften, Merkblätter, Formulare der kreditgebenden Finanzintermediäre

Teaching Methods

Seminar-style, practice exercises, case studies

Further Information

This module is applicable for the competence fields Hospitality Management, Destination Management, and Medical Health Care.

Special Information:

- Guest Lectures from entrepreneurs and bank representatives, credit managers
- Site visits

Type of Examination

Research Paper

Module T-22 GENERAL STUDIES

Mandatory Course Elective Module (AWP)

Module No.	T-22
Module Head	Prof. Dr. Hans Paul Bisani
Major Field	-
Course Number and Course Name	Z3101 General Science Course 2 Z3102 General Science Course 3 Z3100 General Science Course 1
Instructor	depends on the course selected
Semester	3rd
Length of Module	1 Semester
Module Frequency	annually
Status in Curriculum	mandatory
Level	undergraduate
SWS	6.0
ECTS	6.0
Workload	Class Time: 90 Hours Self-Study inc. Virtual Teaching 90 Hours Total: 180 Hours
Language of Instruction	German, English or another Language

Learning Outcomes

This AWP-Module gives students the chance to gain information from a variety of areas that extend beyond their own major subject. The selection is broadly based. General studies courses are offered through the Language Center / AWP at the Deggendorf Institute of Technology. Students can choose in-class courses as well as courses from the Virtual University of Bavaria (VHB).

The course content pertains particularly to the following areas:

- Foreign Languages (most common)
- Didactic-pedagogical fields
- Sociological fields
- Psycho-sociological fields
- Technical and natural science
- Philosophical, social/ethical fields
- Business Administration (not available for students in the BWL/WI Faculty)

Student can select the courses themselves within the range of elective courses offered.

Prerequisites

Course participation is limited (normally, 40 students in non-language courses and 25 students in foreign language courses).

For certain levels the necessary language competence must be demonstrated (for example, by attaining a particular level on the Aptitude Test).

Otherwise, there are no special requirements.

Content

Course content can be found in the course description.

Recommended Literature

See course descriptions

Teaching Methods

Generally seminar-based, exercises with project work

Further Information

The contents of AWP-courses are not directly part of the degree course module, but they are a meaningful addition to the main programme of study (for example, to improve language skills in preparation for a foreign practicum in non-English speaking countries). The AWP courses offered are, for the most part, accessible to all students. AWP-courses that impart knowledge specific to a specific major of study can only be selected by students in certain faculties (e.g. students in the BWL/WI Faculty cannot take the basic course „Principles of Marketing“.)

Special Information

Some AWP-courses are organized consecutively, and build on one another so that students can attain additional qualifications (e.g. Company Foundation Management and Company Succession by attending the courses on company foundation, foundation planning game and company succession). The foreign language courses are also organized consecutively moving from one level to another. Some language courses are also offered during the semester breaks. The courses can also be selected voluntarily as additional electives.

Specific information can be found in the course descriptions.

Type of Examination

Written and/or oral exam and/or research paper

Module T-23 Project Work

Module No.	T-23
Module Head	Mr. Waldemar Berg
Major Field	-
Course Number and Course Name	T7133 Project Work
Instructor	Mr. Waldemar Berg
Semester	7th
Length of Module	1 Semester
Module Frequency	annually
Status in Curriculum	mandatory
Level	undergraduate
SWS	2.0
ECTS	3.0
Workload	Class Time: 30 Hours Self-Study inc. Virtual Teaching: 60 Hours Total: 90 Hours
Language of Instruction	German

Learning Outcomes

This module helps students to independently understand and analyse complex topics in Tourism and to generate solutions and approaches to issues based on methodological and project knowledge. Students gain fundamental knowledge about project and process management as well as the methods and skills to work through a complex project in the field of tourism. This module serves as preparation for the Bachelor's Thesis.

Prerequisites

Principles of Tourism and Tourism Management, Business Management and Case Studies in Tourism Management

Content

1. Project Management
 - 1.1. Project specifics
 - 1.2. Project phases
 - 1.3. Techniques and methods
2. Process Management
 - 2.1. Principles of process management
 - 2.2. Applied process management
3. Topics and Selection of a Project
 - 3.1. Methods of topic selection
 - 3.2. Recognizing practice and business deficits
 - 3.3. Question formulation / predicting problems

Recommended Literature

Andler, N., 2009, Tools für Projektmanagement, Workshops and Consulting – Kompendium der wichtigsten Techniken und Methoden, 2. Aufl., Publicis Corporate Publishing.

Kuster, J., Huber, E., Lippmann, R., Schmid, A., Schneider, E., Witschi, U., Wüst, R., 2007, Handbuch Projektmanagement, 2. Aufl., Springer Verlag.

Litke, H.D., 2007, Projektmanagement – Methoden, Techniken, Verhaltensweisen – Evolutionäres Projektmanagement, 5. Aufl., Hanser Fachbuch Verlag.

Mayrshofer, D., Kröger, H.A., 2006, Prozesskompetenz in der Project Work – Ein Handbuch mit vielen Praxisbeispielen für Projektleiter, Prozessbegleiter and Berater, 3. Aufl., Windmühle Verlag.

Patzak, G., Rattay, G., 2008, Projektmanagement – Leitfaden zum Management von Projekten, Projektportfolios and projektorientierten Unternehmen, 5. Aufl., Linde Verlags-GmbH.

Teaching Methods

Seminar-style, Practice exercises

Further Information

Relevant for the Bachelor´s Thesis

Special Details

Guest Lecturers

Type of Examination

Research Paper

Module T-24 Bachelor Thesis

Module No.	T-24
Module Head	Prof. Dr. Suzanne Lachmann
Major Field -	
Course Number and Course Name	T7134 Bachelor´s Thesis
Thesis Advisor is chosen from the Tourism Management Professors	
Semester	7th
Length of Module	1 Semester
Status in Curriculum	mandatory
Level	undergraduate
SWS	-
ECTS	12
Workload	Class Time: 0 Hours Self-Study inc. Virtual Teaching: 360 Hours Total: 360 Hours
Language of Instruction:	The Bachelor´s Thesis can be written in German or, with instructor´s permission, in another modern foreign language.

Learning Outcomes

The aim of the Bachelor's Thesis is to enhance and demonstrate the ability of students to apply their knowledge and skills in practical expert duties related to their professional studies by formulating the issues on their own and presenting the results in the appropriate written form. In doing so, students show that they have successfully completed the B.A. programme and have acquired skills necessary to do independent scientific work.

Prerequisites

According to § 9 of the Examination Rules and Regulations, students can register to do their Bachelor´s Thesis when they have earned at least 150 ECTS-credit points.

Content

The Bachelor´s Thesis is a written research project. The Thesis supervisor is chosen from among the professors in the Faculty of Tourism Management; this individual advises and assesses the thesis. Either the advisor or the student can suggest topics. The thesis can take a minimum of 3 months; however, a maximum of 5 months is usually required for the time needed from formulating the topic until submission of the thesis, according to §11 APO. The length should generally not exceed more than 40 pages. The bachelor's thesis can be written on any topic related to one of the modules of the Tourism Management programme.

Recommended Literature

The thesis must include a complete list of literature cited, interviews and other sources. In terms of the formal requirements and formatting, the following should be used as a reference:

- Bänsch, A., Alewell, D., 2009, *Wissenschaftliches Arbeiten*, 10. Aufl., Oldenbourg Verlag.
- Baily, S., 2006, *Academic Writing – A Handbook for International Students*, 2. Aufl., Routledge.
- Brink, A., 2007, *Anfertigung wissenschaftlicher Arbeiten – Ein prozessorientierter Leitfaden zur Erstellung von Bachelor-, Master- und Diplomarbeiten*, 3. Aufl., Oldenbourg Verlag.
- Burchert, H., Sohr, S., 2008, *Praxis des wissenschaftlichen Arbeitens – Eine anwendungsorientierte Einführung*, 2. Aufl., Oldenbourg Verlag.
- Corsten, H., Deppe, J., 2008, *Technik des wissenschaftlichen Arbeitens*, 3. Aufl., Oldenbourg Verlag.
- Jele, H., 2009, *Wissenschaftliches Arbeiten – Zitieren*, 3. Aufl., Oldenbourg Verlag.
- Lück, W., Henke, M., 2009, *Technik des wissenschaftlichen Arbeitens – Seminararbeit, Diplomarbeit, Dissertation*, 10. Aufl., Oldenbourg Verlag. 111
- Preißner, A., 2009, *Wissenschaftliches Arbeiten*, 3. Aufl., Oldenbourg Verlag.
- Swales, J. M., Feak, C., *Academic Writing for Graduate Students – Essential Tasks and Skills*, 2. Aufl., Paperback.
- Skern, T., 2009, *Writing Scientific English – A Workbook*, UTB.

Teaching Methods

Individual supervision

Further Information

The ability to carry out academic work should be seen as an interdisciplinary skill. The thesis is considered a part of all modules of the Tourism Management programme.

Special Details

The Bachelor´s Thesis is to be done according to the requirements of the Examination Framework (RaPO) and the General Examination Requirements of the Deggendorf Institute of Technology (APO).

Type of Examination

Written Final Paper

Module T-25 Hospitality Management

Module No.	T-25
Module Head	Prof. Dr. Suzanne Lachmann
Major Field	Competence Field Hospitality Management
Course Number and Course Name	T6135 Hotel Management T7136 Hotel Marketing and Sales, Restaurant Management
Instructor	Prof. Dr. Suzanne Lachmann
Semester	6th, 7th
Length of Module	2 Semesters
Module Frequency	annually
Status in Curriculum	mandatory
Level	undergraduate
SWS	8.0
ECTS	10.0
Workload	Class Time: 120 Hours Self-Study inc. Virtual Teaching: 180 Hours Total: 300 Hours
Language of Instruction	German

Learning Outcomes

Upon completion of this module, students will have:

- A sound knowledge in the area of hotel management.
- An understanding of the basics of hotel management.
- The ability to make planning, organisation and implementation decisions in a hotel / gastronomy business.
- The ability to analyse the hotel markets and assess market entry chances.
- An understanding of the most important determining factors of hotel and restaurant management.
- The ability to develop concepts for the gastronomy business and position them successfully on the market
- They are familiar with relevant tools of hospitality marketing and can use them effectively.

Prerequisites

Successful completion of the following modules / subjects: Accounting, Principles of Tourism, Functions of Business Administration, Business Management, IT-Supported Tourism Market Research, Travel Technology, Controlling.

Content

T6135 Hotel Business Management

1. Principles and Basic Terminology
2. Selected Structural Features
 - 2.1. Differentiation Possibilities
 - 2.2. Business Types
 - 2.3. Hotel Partnerships and Individual Hotels

- 2.4. Concentration Tendencies
- 2.5. Capacity

- 3. Services
 - 3.1. Services of the Hotel Industry
 - 3.2. Functions of the Hotel Industry

- 4. Overview of Management in the Hotel Industry
 - 4.1. Organisation
 - 4.2. Planning
 - 4.3. Personal management
 - 4.4. Investment and Financing

- 5. Hotel-Cost Management
 - 5.1. Divisions and Responsibilities
 - 5.2. Business Accounting for Hotels
 - 5.3. Calculation Process
 - 5.4. Budgeting
 - 5.5. Break-Even-Analysis

T7136 Hotel Marketing and Sales, Restaurant Management

- 1. Principles of Hotel Marketing
- 2. Strategic Marketing Management in the Hotel Industry
 - 2.1. Marketing Strategies
 - 2.2. Quality Management
 - 2.3. Customer Relationship Management
 - 2.4. Complaints Management
 - 2.5. Measuring Customer Satisfaction
 - 2.6. Marketing Controls
- 3. Operative Marketing Programmes (Determining the Marketing Mix)
 - 3.1. Price Policy and Special Consideration of Yield Management
 - 3.2. Performance Policy
 - 3.3. Distribution Policy
 - 3.4. Communication Policy
 - 3.5. Capacity
- 4. Principles of Restaurant Management
 - 4.1. Supply Policy in the Food & Beverage Sector
 - 4.2. Productivity in the Food & Beverage Sector
 - 4.3. Budgeting in the Food & Beverage Sector
 - 4.4. Key Figures in the Food & Beverage Sector
 - 4.5. Organisation of Kitchen and Service
 - 4.6. Selected Developments
- 5. Hotel-Cost Management
 - 5.1. Divisions and Responsibilities
 - 5.2. Business Accounting for Hotels
 - 5.3. Calculation Process
 - 5.4. Budgets
 - 5.5. Break-Even-Analysis

Recommended Literature

Freyer, W., 2008, Tourism Marketing – Marktorientiertes Management im

Mikro- and Makrobereich der Tourismuswirtschaft, 6. Aufl., Oldenbourg Verlag.
Gardini, M. A., 2009, Marketing-Management in der Hotellerie, 2. Aufl., Oldenbourg Verlag.
Gruner, A., 2008, Management-Lexikon für Hotellerie & Gastronomie, Mattheas. Gruner+Jahr; 2009, Branchenbild – Hotels, Gruner+Jahr Marktanalyse.

Hänssler, K. H., 2007, Management in der Hotellerie und Gastronomie – Betriebswirtschaftliche Grundlagen, 7. Aufl., Oldenbourg Verlag.
Henselek, H., 1999, Hotelmanagement – Planung und Kontrolle, Oldenbourg Verlag.
Henschel, U. K., 2008, Hotelmanagement, 3. Aufl., Oldenbourg Verlag.
Dettmer, H., Hausmann, T., Kloss, I., 1999, Tourism-Marketing-Management, Oldenbourg Verlag.

Teaching Methods

Seminar-style, presentations

Further Information

This module is a meaningful supplement to other modules and serves as preparation for a Bachelor Thesis in the area of Hospitality Management.

Special Details

One Guest Lecture per Semester (Managers from the hospitality industry)

Type of Examination

T6135 Written 90-120 Minutes
T7136 Research Paper

Module T-26 Tourism Marketing

Module No.	T-26
Module Head	Mr. Waldemar Berg
Major Field	Competence Field Tourism Marketing
Course Number and Course Name	T6137 Strategic and Operative Marketing for Tourism T7138 Target Groups and Theme Management
Instructor	Mr. Waldemar Berg
Semester	6th, 7th
Length of Module	2 Semesters
Module Frequency	annually
Status in Curriculum	mandatory
Level	undergraduate
SWS	8.0
ECTS	10.0
Workload	Class Time: 120 Hours Self-Study inc. Virtual Teaching: 180 Hours Total: 300.0 Hours
Language of Instruction	German

Learning Outcomes

The module Tourism Marketing should put students in the position to develop and implement a tailor-made total programme for a specific target group or a defined range of services for a tourism-related business operator (travel agency, transport business, gastronomy business as well as tourist services).

Students will learn to:

- Recognise the key aspects of marketing, its goals and basic responsibilities as well as the marketing specifics of single branches (service management, business, industry) and areas (national, international, online-marketing); marketing policy instruments as well as the organisational structure (e.g. functions, production, customer-oriented marketing organisation) of tourism businesses.
- Formulate a marketing plan, taking into consideration the influence of various planning and analysis methods (e.g. branch structure analysis, positioning analysis, SWOT analysis) as well as formulate marketing strategies (e.g. market segmentation and competitive strategies) and the desired planning results.
- Students are familiar with the various types of market research and its role, survey types and methods, as well as prognosis models relevant to tourism and can apply market information procurement methods.
- Students can carry out the systematic planning of strategic market phases in tourism companies, develop marketing strategies and translate them into operative goals and measures.
- Students have the skills necessary to design customised management and marketing concepts which are tailored to the needs of individual target groups or to specific travel topics.
- Students can develop a specific marketing plan, taking into consideration product, price, turnover and communication policy instruments, and can assess and control them using marketing controlling mechanisms.

Prerequisites

Students must have command of the Principles of Marketing (T2111), demonstrate a broad knowledge of business management and controlling and must have completed a Specialised Mandatory Elective Module (T3118 FWP); e.g. Travel Agency Management, Aviation Management, Business Travel Management/MICE, Distribution Management.

The recommended readings as well as reflection on the following literature will prepare students for the lecture:

- Seitz, E., Rossmann, D., 2007, Fallstudien zum Tourism Marketing, 2. Aufl., Vahlen Verlag.

Content

1. Principles of Marketing
 - 1.1. Aims, Role and Marketing Concepts
 - 1.2. Marketing Process
 - 1.3. Market and Market Sizes
 - 1.4. Marketing Policy Mechanisms
 - 1.5. Marketing Organisation and Organizational Structure
2. Marketing planning
 - 2.1. Planning and Analysis Methods
 - 2.2. Marketing Strategies
 - 2.3. Planning Results
3. Marketing Data Collection
 - 3.1. The Meaning of Market Research
 - 3.2. Qualitative and Quantitative Market Research
 - 3.3. Survey Types and Methods
 - 3.4. Prognosis Models
 - 3.5. Preparation and Evaluation of Information
4. Marketing Instruments
 - 4.1. Product Policies
 - 4.2. Contraction and Price Policies
 - 4.3. Distribution Policies
 - 4.4. Communication Policies
5. Marketing Controlling
 - 5.1. Instruments of Operative Marketing Controlling
 - 5.2. Instruments of Strategic Marketing Controlling

Recommended Literature

Berg, W., 2009, Tourism Management, 2. Aufl., Kiehl Verlag.

Freyer, W., 2008, Tourism Marketing, 6. Aufl., Oldenbourg Verlag.

119

Kotler, P., Armstrong, G., Saunders, J., Wong von Pearson, V., 2006, Principles of des Marketing, 4. Aufl., wi Wirtschaft/Pearson Studium.

Kotler, P., Keller, K. L., Bliemel, F., 2007, Marketing-Management, 12. Aufl., Addison Wesley in Pearson Education Deutschland.

Kotler, P., Bowen, J. T., Makens, J. C., 2009, Marketing for Hospitality and Tourism, 5. Auflage, Prentice Hall International, Toronto/Canada.

Meffert, H., Bruhn, M., 2008, Dienstleistungsmarketing, 6. Aufl., Gabler Verlag.

Schrand, A., Roth, P., 2002, Touristikmarketing – Das Marketing der

Tourismdestinationen, Verkehrsträger and Reiseveranstalter, 4. Aufl., Vahlen Verlag.

Seitz, E., Rossmann, D., 2007, Fallstudien zum Tourism Marketing, 2. Aufl., Vahlen Verlag.

Weis, H.C., 2009, Marketing – der praktischen Betriebswirtschaft, 15. Aufl., Kiehl

Verlag .

Wiesner, K. A., 2006, Strategisches Tourism Marketing, Erich Schmidt Verlag (ESV).

Teaching Methods

Seminar-style, practice exercises, case studies

Further Information

Useful for Hospitality Management, Destination Management and Medical & Health Tourism.

Special Information:

Guest lectures (leading experts in the field)

Type of Examination

T6137 Written 90-120 Minutes or Research Paper

T7138 Written 90-120 Minutes or Research Paper

Module T-27 Destination Management

Module No.:	T-27
Module Head:	Mr. Waldemar Berg
Major Field:	Competence Field Destination Marketing
Course Number and Course Name:	T6139 National and International Destination Management T7140 Destination and Regional Marketing including Cultural and Social Aspects
Instructor:	Mr. Waldemar Berg
Semester:	6th, 7th
Length of Module:	2 Semesters
Module Frequency:	Annually
Status in Curriculum:	Mandatory
Level:	Undergraduate
SWS:	8.0
ECTS:	10.0
Workload:	Class Time: 120 Hours Self-Study incl. Virtual Teaching: 180 Hours Total: 300.0 Hours
Language of Instruction:	Deutsch

Learning Outcomes

The module Destination Management should put students in the position to understand the destination as a competitive unit and to understand the interaction (entrepreneurial as well as political) of all actors as well as to develop and implement a convincing, goal-oriented (geared toward the specific target group(s)) marketing concept for a destination.

Students will:

- become familiar with the actors of a destination, the structure of tourism and destination organisations, the goals and principles for the management of a destination, the representatives of interest groups as well as the management decisions concerning a destination.
- gain knowledge of different concepts of destination organisation and the related management methods (illustrated using domestic and foreign examples of holiday regions).
- recognize and be able to analyze the special marketing needs of a particular destination.
- acquire the skills to develop a marketing plan for a touristic destination and can precisely apply the necessary marketing tools.
- be able to carry out the planning for a tourism destination taking into consideration the necessary and prevailing conditions (e.g. planning systems, mission statements, financing).
- plan, create and implement holistic marketing campaigns in the areas of domestic and foreign marketing at the national and regional level.

Prerequisites

Must have a solid understanding of Principles of Tourism Management (T2115) and Marketing (T2111) and demonstrate extensive knowledge of Business Management, Tourism Policy and Tourism Development (T6130) and Controlling.

The recommended readings as well as reflection on the following literature will prepare students for the lecture :

- Bieger, T., 2008, Management von Destinationen, 7. Aufl., Oldenbourg Verlag.
- Luft, H., 2007, Destination Management in Theorie and Praxis, Gmeiner Verlag.

Content

1. Fundamentals: The Tourism Phenomenon
 - 1.1. Definitions
 - 1.2. Tourist Supply and Demand in/for Destinations
 - 1.3. Sustainable Tourism
 - 1.4. Tourism Policy
2. Destination – a competitive unit
 - 2.1. Actors of a destination
 - 2.2. Correlation between actors and destination management
 - 2.3. Goals, principles and specifics in the management of a destination
 - 2.4. Interests systems of a destination; interest groups in dealing with public authorities and lobby groups
3. Constitutive Management Decisions of a Destination
 - 3.1. Business model and management system
 - 3.2. Choosing a legal form and organisation
4. Marketing
 - 4.1 Marketing specifics for a destination
 - 4.2. Marketing concept and marketing strategy
 - 4.3. Implementation of marketing instruments in destination marketing
5. Destination Planning
 - 5.1. Cooperative supply planning of a destination
 - 5.2. Need for and requirements of destination planning
 - 5.3. Planning systems for a destination
 - 5.4. Processing and content of a touristic mission statement
 - 5.5. Financing cooperative tasks and responsibilities of a destination (issues, key data, application)

Recommended Literature List

- Becher, M., 2007, Entwicklung eines Kennzahlensystems zur Vermarktung touristischer Destinationen, Gabler Verlag.
- Berg, W., 2009, Tourism Management, 2. Aufl., Kiehl Verlag.
- Bieger, Th., 2008, Management von Destinationen, 7. Aufl., Oldenbourg Verlag.
- Bochert, R., 2006, Incoming Tourism – Politik der Destination, Gabler Verlag. 124
- Dettmer, H., Glück, E., Hausmann, Th., Kaspar, C., Logins, J., Opitz, W., Schneid, W., 2000, Tourismstypen, Oldenbourg Verlag.
- Freyer, W., 2009, Tourism – Eine Einführung in die Fremdenverkehrsökonomie, 9. Aufl., Oldenbourg Verlag.
- Luft, H., 2007, Destination Management in Theorie and Praxis, Gmeiner Verlag.

Pechlaner, H., Laesser, Ch., Weiermair, K., 2002, Tourism Policy and Destinationsmanagement, Haupt Verlag, Bern/Schweiz.
Pechlaner, H., 2003, Tourismdestinationen im Wettbewerb, Gabler Verlag.
Schrand, A., Roth, P., 2002, Touristikmarketing – Das Marketing der Tourismdestinationen, Verkehrsträger and Reiseveranstalter, 4. Aufl., Vahlen

Verlag.

Wiesner, K. A., 2008, Strategisches Destinationsmarketing – Erfolgsfaktoren für touristische Organisationen and Leistungsträger, Gmeiner Verlag.

Teaching Methods

Seminar-style, Practice, Case Studies

Further Information

Parts of the module Destination Management are suited to and applicable to competence fields Medical & Health Tourism and Tourism Marketing.

Special Details:

Guest Lectures from Destination Managers

Type of Examination

T6139 Written 90-120 Minutes or Research Paper

T7140 Written 90-120 Minutes or Research Paper

Module T-28 Financial and Risk Management in Tourism Companies

Module No.	T-28
Module Head	Prof. Dr. Hans Paul Bisani
Major Field	Area of Competence in Finance and Risk Management in Tourism Companies
Course Number and Course Name	T6141 Finanzmanagement T7142 Risk Management
Instructor	Prof. Dr. Hans Paul Bisani
Semester	6th, 7th
Length of Module	2 Semesters
Module Frequency:	Annually
Status in Curriculum:	Mandatory course
Level:	Undergraduate
SWS	8.0
ECTS	10.0
Workload Class Time:	120 Hours Self-Study inc. Virtual Teaching: 180 Hours Total: 300.0 Hours
Language of Instruction	German

Learning Outcomes

Students learn to deal methodically with risks and to address fiscal issues.

Upon completion of the module, students will have reached the following learning objectives:

- Through examples presented in the course, students will gain in-depth knowledge of complex interrelationships and causes of risks and crises which can affect the tourism industry.
- They understand that risk and crisis management are an integral part of business management and that risks can never be completely controlled or avoided.
- They are able to conduct a risk analysis on their own (risk identification, risk evaluation, risk aggregation) and to develop strategies in response to risks (risk avoidance, reduction, transfer, diversification, assumption).
- Students learn to recognize key financial risks, to apply profitability calculations, and to recognise and evaluate the prospects and risks of various financial products as well as prepare and conduct credit assessments.
- Building on the course Finance from the 2nd semester using selected case studies, students broaden their knowledge from the essential areas of capital procurement and capital disposition which affect tourism businesses.
- Students understand the meaning of financial management in the management system of a company
- They understand the impact of internal and external financing decisions for touristic companies
- They are able to conduct a variety of profitability calculations and evaluate the results.
- They are able to assess different financial products in terms of their advantages and disadvantages.
- Students are able to make simple situation-specific fiscal decisions and implement solutions.

Prerequisites

Successful completion of Accounting and Functions of Business Management (Finance Part) as well as Business Law.

Content

T6141 Financial Management

1. Financial Management in the Management System of Businesses
 - 1.1. Definitions, tasks and key functions of financial management
 - 1.2. Financial structure and financial circuit organisation
2. Introduction to Cash-Management (Role of cash management and evaluation of cash management systems)
3. Determining and meeting capital requirements, taking into consideration the specific requirements of tourism businesses
4. Optimisation of Financial Structure
5. Financial structure and disposition-relevant decisions
6. Principles of Financial Controlling
7. Basics of Liquidity and Financial Planning
 - 7.1. Capital needs calculation
 - 7.2. Liquidity assurance
8. Principles of Business Assessment
9. Evaluation of various Internal and External Financing models as well as debt and equity financing in the tourism business
10. Cooperation with banks and other financial service providers
 - 10.1. Preparation of a credit risk assessment
 - 10.2. Special types of financing decisions; e.g. leasing
 - 10.3. Project financing
 - 10.4. Security assessment through the capital provider
11. Calculation of the financial service provider and its influence on price policies
12. Investment planning and appraisals for hotel projects
13. Principles of finance restructuring

T74142 Risk Management

1. Principles of Risk and Crisis Management
2. Effects of Crises
3. Motives for Installing a Risk Management system
4. Overview of the Content of Risk Management Processes
5. Risk analysis
 - 5.1. Information as a basis for risk identification
 - 5.2. Identification of risk areas
 - 5.3. Instruments of risk identification
 - 5.4. Risk assessment and risk aggregation
6. Development of Risk Strategies and Measures
 - 6.1. Risk Avoidance
 - 6.2. Risk Reduction
 - 6.3. Risk Transfer
 - 6.4. Risk Diversification
 - 6.5. Risk Assumption
7. Dealing with risk
 - 7.1. Organisational Management
 - 7.2. Determining Responsibility

8. Monitoring
9. Instruments of Risk and Crisis Management
10. Management of Operational Risks through Financial products and Insurance for Tourism Businesses
11. Determining Financial Risk (Liquidity, Credit, Default Risks)
12. Financial Contract Models for Avoiding Risk

13. Optimising Required Financing and Risk Assumption Services and their Operational Use
 - 13.1. Essential features of finance chemistry and financial engineering
 - 13.2. Practical application of instruments for limiting interest-rate and other price risks

Recommended Literature

- Bernet, B., Bieger, T., 1999, Finanzierung in Tourism Management, Haupt Verlag.
- Bisani, H. P., 2004, Entwicklung der Kreditpreise, in: Übelhör/Warns (Hrsg.), Basel II, Auswirkungen auf die Finanzierung, Unternehmen and Banken im Strukturwandel, PD-Verlag, S. 105 – 148.
- Ehrmann, H., 2005, Kompakt-Training - Risk Management, Kiehl Verlag.
- Frehse, J., Weiermair, K., 2007, Hotel Real Estate Management, Erich Schmidt Verlag, Berlin, ab Part III Investition and Finanzierung, S. 149 ff.
- GlaeBer, D., 2005, Handbuch Krisenmanagement in Tourism Management, Erich Schmidt Verlag.
- Olfert, K., Reichel, Ch., 2004, Kompakttraining Finanzierung, Kiehl Verlag, 6. Auflage, Ludwigshafen
- Olfert, K., Reichel, Ch., 2003, Kompakttraining Investition, Kiehl Verlag, 3. Auflage, Ludwigshafen
- Prätsch, J., Schikorra, U., Ludwig, E., Finanzmanagement, 3. Aufl., Springer Verlag.

Additionally, original teaching material will be used.

Teaching Methods

Seminar-style, Practice

Further Information

One to two expert guest lecturers

Type of Examination

T6141 Research Paper

T7142 Written exam, 90-120 Minutes

Module T-29 Medical & Health Tourism

Module No.	T-29
Module Head	Prof. Dr. Horst Kunhardt
Major Field	Area of Competence Medical & Health
Tourism	
Course Number and Course Name	T6143 Health and Medical Tourism T7144 Management of Medical Institutions
Instructors	Prof. Dr. Horst Kunhardt
Semester	6th 7th
Length of Module	2 Semesters
Module Frequency: Annually	
Status in Curriculum:	Mandatory
Level:	Undergraduate
SWS	9.0
ECTS	10.0
Workload	Class Time: 120 Hours Self-Study inc. Virtual Teaching: 180 Hours Total: 300.0 Hours
Language of Instruction	Deutsch

Learning Outcomes

This module will put students in the position to recognize the importance of Medical and Health Tourism for the tourism industry and to develop and evaluate strategies for the management of complex processes in medical and health tourism.

Upon completion of the module, students will have reached the following learning objectives:

- They are aware of key concepts as well as providers in medical tourism and cross-border health care management.
- Students are familiar with the legal principles of cross-border medical tourism and are aware of the different categories and forms of medical tourism.
- Students are familiar with the key processes in Medical Tourism and can apply them to given destinations with the appropriate services.
- Students develop concepts for interlinking medical services and globalisation in medicine
- Students learn the key functions in the management of medical facilities.
- They have acquired a basic knowledge of the importance of interface management in medical establishments, in particular in terms of cross-border medical service provision.
- Students are familiar with data protection and data security standards and are able to research the legal requirements and apply them in the workplace within medical organisations.

Prerequisites

None

Content

T6143 Health and Medical Tourism

1. Supply and Demand in Medical Tourism
 - 1.1. Driving Forces in Medical Tourism
 - 1.2. Basic Terminology and Key Concepts
 - 1.2.1. Medical Tourism
 - 1.2.2. Health Travel
 - 1.2.3. Medical Wellness
 - 1.2.4. Cross-border Healthcare Management
 - 1.3. Overview and Evaluation of International Health Care
2. Legal Principles in Medical Tourism
 - 2.1. EU Patient Mobility Act
 - 2.2. Patient Data Protection
3. Destination and Source Countries for Medical Tourism
 - 3.1. Germany as a Destination for Medical Tourism
 - 3.2. The USA as a Source Country for Treatment Abroad
4. Marketing Instruments in Medical Tourism
 - 4.1. Web Portals of Clinics
 - 4.2. Patient Agents
 - 4.3. Rankings of Countries which Offer Medical Tourism
 - 4.4. Case Study: Korean Health Industry Development Institute
5. Transcultural Features / Expectations of Foreign Patients
6. Process Management in Medical Tourism
 - 6.1. Processes and Interfaces
 - 6.2. Case Study: International Office – University Clinic Hamburg Eppendorf
7. Ethics and Morals in Medical Tourism
 - 7.1. Basic Laws for Optimal Medical Care
 - 7.2. Foreign patients versus adequate care for domestic patients
8. Case Study: Bumrungrad Hospital Bangkok
9. Case Study: Bavaria: a better state of health

T7144 Management of Medical Institutions

1. Structures of the Health Economy
 - 1.1. Legal Principles
 - 1.2. Stationary and ambulatory sectors
 - 1.3. Rehabilitation
 - 1.4. Health Insurance Structures
 - 1.5. Pharmaceutical Supply
2. Clinic Organisation
 - 2.1. Clinic Key Processes
 - 2.1.1. Medical Direction
 - 2.1.2. Nursing Care
 - 2.1.3. Therapy
 - 2.1.4. Diagnostics
 - 2.2. Secondary Processes
 - 2.2.1. Administration and Billing (DRG-System)
 - 2.2.2. Technology and IT
 - 2.2.3. Logistics
3. Organisation of Medical Practices

- 3.1. Medical Concept
- 3.2. Administration and Billing (EBM)
- 4. Quality Management
 - 4.1. KTO
 - 4.2. DIN ISO 9001

 - 4.3. EFQM
- 5. Processes and Interface Management
 - 5.1. Clinical Treatment Pathways
 - 5.2. Medical Information Systems

Recommended Literature

- Gray, M., 2009, Evidence-based Healthcare and Public Health – How to Practise and Teach Evidence-Based Decision-Making, Churchill Livingstone Elsevier.
- Lauterbach, K. W., Stock, S., Brunner, H., 2009, Gesundheitsökonomie, 2.Aufl., Huber Verlag.
- Lee, T. H., Mongan, J. J., 2009, Chaos and Organization in Health Care, The MIT Press.
- Lüthy, A., Buchmann, U., 2009, Marketing als Strategie im Krankenhaus, Kohlhammer Verlag.
- Schurr, M., Kunhardt, H., Dumont, M., 2008, Unternehmen Arztpraxis – Ihr Erfolgsmanagement, Springer Verlag.
- Unger, F., 2004, Health is Wealth – Strategic Visions for European Healthcare at the Beginning of the 21st Century, Springer Verlag.
- 135
- Zapp, W., 2009, Prozessgestaltung in Gesundheitseinrichtungen, 2. Aufl., Economica.

Teaching Methods

Seminar-style, Practice

Further Information

None

Type of Examination

T6143 Written Examination 90-120 Minutes or Research Paper

T7144 Written Examination 90-120 Minutes or Research Paper

Module T-30 Practical Semester (Internship)

Module No.	T-30
Module Head	Mr. Waldemar Berg
Major Field	-
Course Number and Course Name	T5145 Internship (18 Weeks) T5147 Practice Accompanying Course (PLV1) T5146 Practice Accompanying Course (PLV2)
Instructors	Mr. Waldemar Berg Prof. Dr. Suzanne Lachmann
Semester	5th
Length of Module	1 Semester
Module Frequency:	Annually
Status in Curriculum:	Mandatory
Level:	Undergraduate
SWS	4.0
ECTS	30.0
Workload	Class Time: 60 Hours Self-Study inc. Virtual Teaching: 840 Hours Total: 900 Hours Language of Instruction Deutsch

Learning Outcomes

The general objective of the module is for students to apply their knowledge in a practical setting and become familiar with the operational processes in a business. The students will be introduced to the work of a tourism operator through their participation in concrete tasks in the industry. They should learn to competently deal with problems and come up with solutions in a diverse range of situations.

During their internship, students learn about the work in a tourism business by carrying out tasks and responsibilities on their own and in doing so, they learn how to deal with the different problems and issues that can arise in a variety of situations.

Furthermore, the internship provides the participants with the opportunity to improve their cooperation and communication skills, and they must present the results achieved and findings at the end of their internship experience.

Objectives of the Internship:

- Participants should get an overview of the type of work involved in a touristic company or in the area of travel management of a company.
- Insight into the complexity of business operations.

Objectives of the Practice Accompanying Course (course which students attend after completing their practicum):

- Students reinforce the knowledge gained in the internship in the field of business operations in the tourism sector and in administrative customer service by combining theory and practice.
- Reflection on their practical experiences.

Prerequisites

The fifth semester is intended to be a practical semester in which to complete the internship. Students must have earned 90 ECTS points before beginning their internship.

Further regulations can be found in § 4 of the Examination Rules and Regulations for Tourism Management.

Content

Internship:

Students should, according to available opportunities, participate in tasks in their chosen future competence field, conduct work independently and take on responsibilities appropriate for their level of training and education in their field as future graduates with a Bachelor of Arts degree.

The minimum length of the internship is 18 weeks. Together with the PLV Block-week courses, this means a minimum length of 20 weeks (see §2 Abs. 2 RaPo). The length of the practicum can be shortened in individual cases; e.g when the student has already completed a professional training programme.

The internship can take place in a foreign country.

Practice Accompanying Course (PLV):

Within the framework of the practical semester, the University holds practice accompanying courses in the form of intensive block weeks. The PLV weeks are offered at the end of the winter semester and summer semester as well as during the International Tourism Fair. An exam will take place at the end each PLV week.

Recommended Literature

None; however, instructor may recommend literature for students to read

Teaching Methods

Seminar, Practice

Further Information

None

Type of Examination

T 5145 Upon successful completion of the internship, students will receive a "pass" grade. Successful completion will be confirmed in the form of a Letter of Reference from the company. In addition, students must submit a written Practicum Report which will also be graded as "pass".

T5146 Written or oral examination or research paper

T514 Written or oral examination or research paper