Module Guide

International Tourism Development

Faculty European Campus Rottal-Inn

Examination regulations 15.03.2021

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MITM-1-1 CUSTOMER EXPERIENCE MANAGEMENT

Module code	MITM-1-1
Module coordination	Prof. Dr. Georg Christian Steckenbauer
Course number and name	Customer Experience Management
Lecturers	Anke-Andrea Sponer
	Prof. Dr. Georg Christian Steckenbauer
Semester	1
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	postgraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours
	self-study: 90 hours
	Total: 150 hours
Type of Examination	written ex. 90 min.
Duration of Examination	90 min.
Weighting of the grade	5/90
Language of Instruction	English

Module Objective

Professional and methodological competences:

Students develop knowledge and understanding of scientific basics, key concepts and models in the field of customer experience management. They acquire a holistic understanding of customer experience in service industries and in particular in the field of tourism.

The get a sound overview over psychological and sociological concepts to understand and explain customer experience. Based on these foundations they use models of imagineering to analyse existing tourism products and to develop new ideas and products in the field of tourism.

After successfully completing the module, students will understand the specific challenges managing customer experiences in an international context.

Personal and social competences:

Students develop written and verbal presentational skills. They demonstrate groupwork, questioning and listening skills.

Applicability in this and other Programs

Applied Customer Experience Management

Master Thesis

Entrance Requirements

Learning Content

o   Sociological, psychological and economic aspects of "Experience".

o   Relevance of staging of experiences in the development of touristic products.

o   Methods that can be used in imagineering.

o   Theoretical models for analysing and measuring experience quality of touristic products.

o   Evaluation of touristic products with regard to of experience quality.

o   Information and communication design.

o   Examples of successful experience design (experience hospitality, city tourism, etc.).

Teaching Methods

Seminaristic teaching combining lecture, exercises, group work, group presentations, classroom discussions.

Students are encouraged to actively participate in course by choosing appropriate didactical methods.

Recommended Literature

Cooper, Alan, Reimann, Robert, & Cronin, David (2007). About Face 3. The Essentials of Interaction Design. Indianapolis: Wiley.

Csikszentmihalyi, Mihaly (1990). Flow. The Psychology of Optimal Experience. New York: Harper Perennial.

Ford, Robert C., Sturmann, Michael C., & Heaton, Cherrill P. (2011). Managing Quality Service in Hospitality. How Organizations Achieve Excellence in the Guest Experience. Florence: DELMAR

Hollins, Gillian, & Hollins, Bill (1993). Total Design. Managing the design process in the service sector. London: Pitman Publishing.

Kozak, Metin, & Decrop, Alain (2001). Handbook of Tourist Behavior. London: Routledge.

Lockwood, Thomas (ed.) (2010). Design Thinking. Integrating Innovation, Customer Experience, and Brand Value. New York: Allworth Press.

Pine, J., & Gilmore, J. (1999). The Experience Economy. Work Is Theatre & Every Business a Stage. Boston: Harvard Business School Press.

Pine, J., & Gilmore, J. (2007). Authenticity. What Consumers really want. Harvard Boston: Business School Press.

Swarbrooke, John, & Horner, Susan (2007). Consumer Behaviour in Tourism. 2nd ed. Amsterdam: Butterworth-Heinemann.

Additional material (articles form scientific and business journals, case studies...) is presented in course and made available on iLearn platform.

MITM-1-2 CURRENT ISSUES IN BUSINESS ADMIN-ISTRATION

Module code	MITM-1-2
Module coordination	Prof. Dr. Katerina Volchek
Course number and name	Current Issues in Business Administration
Lecturer	Prof. Dr. Katerina Volchek
Semester	1
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	postgraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	written ex. 90 min.
Duration of Examination	90 min.
Weighting of the grade	5/90
Language of Instruction	English

Module Objective

The 4th Technological Revolution currently transforms the business landscape. Managers face the need to ensure the sustainable development of their businesses in the constantly changing environment. In addition to knowledge and understanding of Business Processes and Administration, managers face the need to take risks to innovate in order to sustain the change.

This module is business-oriented. It aims to familiarise students with the current trends in business administration, to provide them with the relevant tools for decision-making and to enable them to critically analyse not only the business environment but their own decisions.

Professional and methodological competence:

After successful completion of the Module students are able to:

o   identify specific problems of businesses (related to structures, processes and business environment)

o   critically analyse and choose relevant tools to analyse these problems and propose solutions based on analyses.

o Apply relevant tools & methods to analyse the business environment and minimise the risk of decision-making

Personal competence:

After successful completion of the Module students are able to demonstrate:

o critical thinking skills & problem-solving skills

o independent learning skills & personal working style

o self-responsibly

Social competence:

After successful completion of the Module students are able to demonstrate:

o ability to work independently and in a team

o ability to work in an international environment

Applicability in this and other Programs

o Global and Regional Sustainable Tourism Development

o Entrepreneurship and Business Development

o Master Thesis

Entrance Requirements

It is advised that students have basic knowledge in Business Administration/ Strategic Management

Learning Content

1. **Introduction to Business Administration, Digital Transformation and Organisational Behaviour**

    ο The 4th Technological Revolutions and Digital Transformation

    ο Business Sustainability and Business Diversity

o **Contemporary External Environment**

    ο Major Forces of Macro Environment

    ο Transformation of Micro Environment

o **Strategic Management and Digital Transformation**

    ο Transformation of Business Models

ο   Business Resources and Open Innovation Model

ο   Service Ecosystems

o   **Organisational Change as a Reaction to Changes in External Environment**

ο   Contemporary Market Strategies

ο   Transformation of Strategic Leadership & Organisational Culture

ο   The Future of Jobs

ο   Crisis Management

Teaching Methods

Flipped class learning, which combines:

o   Online and in-class lectures

o   Laboratory experiments

o   Workshops

o   Group discussions and forums

o   Presentations

o   Individual work

Students are encouraged to actively participate in the in-class activities

Recommended Literature

Tribe, J. (2016). *Strategy for tourism*. Goodfellow Publishers Ltd.

Lynch, R. (2018). *Strategic management*. Pearson UK.

Vargo, S. L., & Lusch, R. F. (Eds.). (2018). *The SAGE handbook of service-dominant logic*. Sage.

Orlando, B. (Ed.). (2020). *Strategy and Behaviors in the Digital Economy*. BoD?Books on Demand.

Pidun, U. (2019). *Corporate strategy: Theory and practice*. Springer.

Osterwalder, A., & Pigneur, Y. (2010) Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Hoboken: Wiley.

Ansoff, H. I., Kipley, D., Lewis, A. O., Helm-Stevens, R., & Ansoff, R. (2018). *Implanting strategic management*. Springer.

Thuis, P. & Stuive, R. (2014). Business Administration. Groningen: Noordhoff Uitgevers.

Raghunath, S., & Rose, E. L. (Eds.). (2016). *International business strategy: perspectives on implementation in emerging markets*. Springer.

Students are encouraged to explore additional materials related to the defined topics and competencies (articles from scientific and business journals, case studies, reliable industry vendors, etc...)

MITM-1-3 MANAGERIAL ACCOUNTING

Module code	MITM-1-3
Module coordination	Prof. Dr. Robert Feicht
Course number and name	Managerial Accounting
Lecturer	Celso Brito
Semester	1
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	postgraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours
	self-study: 90 hours
	Total: 150 hours
Type of Examination	written ex. 90 min.
Duration of Examination	90 min.
Weighting of the grade	5/90
Language of Instruction	English

Module Objective

This module provides the student with a sound overview of accounting concepts and techniques. The focus is on identifying, measuring, analyzing, interpreting and communicating information relevant for managing organizations. Students have an understanding of the manifold interdependencies of interdependencies within the company and beyond the company.

Professional & methodical competences:

Students know the key concepts and methods of accounting and their application in the field of management and controlling. They acquire the skills to equip decision-makers in their decision-making processes with relevant quantitative corporate information and thus contribute to more effective corporate decisions at all levels. This applies in particular, however, not only to the tourism and leisure sector and, in a broader sense, to service companies in general.

Social competence:

Students acquire the ability to analyse, discuss and solve problems in groups with a multicultural background.

Personal competence:

Students acquire the competence of structured work and safety in quantitative analysis.

Applicability in this and other Programs

Entrepreneurship and Business Development

All subjects related to management and accounting

Entrance Requirements

Learning Content

o   Definition of and introduction to managerial accounting

o   Costs and benefits for decision making

o   Costing and cost management systems

o   Decision making 1: pricing decisions

o   Decision making 2: operational decisions

o   Budgets and master budget, budgeting

o   Flexible budgets

o   Management control systems

o   Managing risk

Teaching Methods

o   lecture

o   group work

o   analysis of case studies

o   calculation examples with high practical relevance

Recommended Literature

Atrill, P. & McLaney, E. (2018). Management Accounting for Decision Makers. 9th ed. London: Pearson.

Collier, P. (2015). Accounting for managers: interpreting accounting information for decision making. 5th ed. Hoboken: Wiley.

Additional material (articles form scientific and business journals, case studies...) is presented in course and made available on iLearn platform.

MITM-1-4 INTERCULTURAL AND INTERDISCIPLI-NARY MANAGEMENT

Module code	MITM-1-4
Module coordination	Prof. Dr. Michelle Cummings-Koether
Course number and name	Intercultural and Interdisciplinary Management
Lecturers	Prof. Dr. Michelle Cummings-Koether
	Franziska Durner
Semester	1
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	postgraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours
	self-study: 90 hours
	Total: 150 hours
Type of Examination	StA
Weighting of the grade	5/90
Language of Instruction	English

Module Objective

Intercultural differences have a great influence on management decisions and out-comes. For future managers, intercultural competence is one of the most important requirements and skills for working successfully in a global environment. The intercultural field, in itself, is already an interdisciplinary field, but when added to other interdisciplinary areas of management, can become complex.

Intercultural differences can affect the ability to constructively work together in international environments. Often those differences are not recognized until after misunderstandings have already begun. Many conflicts in international teams can be led back to cultural differences. The ability to recognize the causes of these conflicts, as well as the ability to rationalize different possibilities to solve these conflicts, is an essential part of being culturally competent.

To recognize and respond appropriately to cultural differences leads to more successful working relationships. Intercultural competence allows one to recognize their own cultural patterns, and the ability to respond to others cultural patterns in the best way possible for both sides, and to find way to reduce misunderstandings and conflicts for future cultural interactions.

Interdisciplinary management requires the skill to combine different set of knowledge from various background fields, in order to make informed management decisions within organizational cultures and beyond. This is especially true in tourism environments.

After completing the course, the students should have the following competences and skills:

Professional competence and skills:

o Knowledge and understanding of key theories, concepts and models in intercultural communication.

o Understanding of different intercultural and interdisciplinary models, and how to apply these to various cultures and management situations.

o To be able to work with other cultures on a common level of understanding, based on an analysis of commonalities and differences.

o Be effective in international environments, and better understand and solve cultural problems, as well as recognize how these affect international and interdisciplinary working environments.

o To recognize how stereotypes and prejudice play into interactions between cultures.

o The ability to differentiate between the different types of cultures.

oTo lead employees and teams more effectively in intercultural and interdisciplinary settings.

o The ability to combine different approaches to management and to analyze the best approach to utilizing these in order to lead more effectively.

Method competence:

The students are able to understand how management differs in various cultures, and how management styles need to be adjusted to various combinations of culture. They can look at behavior, interaction styles, communication patters or management situations in different cultures, and are able to recognize what cultural standards and dimensions are influencing the situation, thus being able to adapt their own behavior or response to be able to react accordingly. They are able to analyze the effectiveness of working with others on various levels, that go beyond skill sets, and look for cultural patterns that work well with their own patterns. They can rationalize which management approaches will be best suited for various situations, both on an intercultural and interdisciplinary level.

o The students are able to demonstrate effective group-work and the resulting presentation skills, and questioning and listening skills,

o Independently gather information and be able to reflect analytically on this, both in discussion and research form.

The module examines concepts, theories, and current issues of intercultural and inter-disciplinary competence, as well as cultural identity and cultural diversity from a strategic, organizational and management perspective.

Personal and social competences:

o The ability to understand one's own cultural patterns and attitude.

o The possibility to increase one's own tolerance for cultural differences.

o Increased cultural and emotional intelligence.

Applicability in this and other Programs

The ability to work with and manage employees and teams in intercultural and interdisciplinary situations is a skill that can be applied to all other areas of international tourism management. The students will be able to recognize and apply the most common management methods for intercultural and interdisciplinary settings.

The students will be able to work more effectively in international environments and to communicate more effectively with colleagues from cultures and disciplines other than their own. Increased cultural and emotional intelligence will help them to recognize potential problems and conflicts more effectively, and give them the ability to de-escalate these more effectively and quickly. These abilities is useful for other managements areas within this and other programs.

Entrance Requirements

Fluent English and some intercultural experience

Learning Content

o Definitions of different types of culture

o Recognizing cultural patterns and behavior

o Responding to other cultures and disciplines

o How cultures function

o Organizational culture

o Different layers of culture

o How to create new cultural patterns in organizations

o Intercultural aspects of international tourism management

- o   Intercultural management skills

- o   Interdisciplinary management skills

More topics can be added depending of progress of the discussion, or to include current events.

Teaching Methods

Interactive class and student group discussions, presentation of results and independent work, case studies, interactive excersizes. Flipped classroom methods.

Recommended Literature

Recommended reading (if possible in the most current edition):

Brinkmann, U (2014). *Intercultural Readiness: Four Competences for Working Across Cultures.* London: Palgrave Macmillan.

Bartlett, C.A. & Beamish, P.W. (2018). *Transnational Management: Text and Cases in Cross-Border Management.* Cambridge, UK: Cambridge University Press.

Christopher, E. (2015). *International Management and Intercultural Communication: A Collection of Case Studies; Volume 1*. New York: Palgrave MacMillan.

Christopher, E. (2015). *International Management and Intercultural Communication: A Collection of Case Studies; Volume 2*. New York: Palgrave MacMillan.

Deresky, H. (2017). *International Management: Managing across Borders and Cultures*. New Jersey: Pearson.

Kawamura, K.M. (2015). *Cross Cultural Competence. A Field Guide for Developing Global Leaders and Managers*. Bingley: Emerald Group Publishing.

Lane, H.W. & Maznevski, M.L. (2019). *International Management Behavior: Global and Sustainable Leadership*. Cambridge, UK: Cambridge University Press.

Steers, R.M., et. al. (2016). *Management across Cultures: Developing Global Competencies*. Cambridge, UK: Cambridge University Press.

MITM-1-5 GLOBAL AND REGIONAL SUSTAINABLE TOURISM DEVELOPMENT

Module code	MITM-1-5
Module coordination	Prof. Dr. Erik Lindner
Course number and name	Global and Regional Sustainable Tourism Development
Lecturer	Prof. Dr. Erik Lindner
Semester	1
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	postgraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	Research Paper
Weighting of the grade	5/90
Language of Instruction	English

Module Objective

The module introduces students to the specialised area of sustainability and to explore this concept at both a theoretical and practical level in the context of local and international tourism. Furthermore, students should acquire knowledge and understanding of sustainable development and attain skills to develop sustainable tourism projects on their own.

Personal and social competences: Students will develop their understanding of the growing importance of ethical considerations in business and society, as well as having the change to reflect on their own ethical beliefs. They will also be given an opportunity to gain a deeper appreciation of how ethical issues are and can be dealt with by tourism organisations, including an assessment of the major opportunities and constraints implied in dealing with such. Furthermore, students should develop written and verbal presentational skills. They demonstrate group-work, questioning and listening skills.

Entrance Requirements

Learning Content

1. Understanding sustainable tourism development and relevance to tourism

2. The meaning of sustainability in different international contexts

3. Impacts and consequences of tourism at different levels

4. Theoretical approaches to sustainable tourism

5. Principles and applications of sustainable tourism

6. Behavioural aspects and management responses

7. Development of sustainable tourism policy, strategy and action plans

8. Sustainable tourism destinations: planning and management issues

This module explores the theme of sustainability at an international, national and local level, building on the directives of the Rio conference and the Agenda 21. Students will be introduced how these can be applied in a practical manner to the tourism industry at different levels.

Effective management strategies and policies for sustainable tourism requires a broad knowledge of the concept of sustainable development in general and how it applies to the context of tourism. This module will identify the core principles of sustainable development approach and examine how they can be put into practice with the aim of making various tourism types and destinations more sustainable. The focus will be on the tourism industry, governments and local communities and on non-government organisations.

Environmental, economic and cultural aspects of sustainability will be considered. A practical focus will be adopted through the use of international case studies and classroom-based exercises.

Teaching Methods

o Exercises

o Self study

o Seminar teaching

o Guest lectures

o Interdisciplinary field internships

Recommended Literature

Coghlan, A. (2019). An Introduction to Sustainable Tourism

Zamparini, L. (2021). Sustainable Transport and Tourism Destinations

Séraphin, H. and Yallop, A. C. (2020). Overtourism and Tourism Education: A Strategy for Sustainable Tourism Futures

MITM-1-6 QUANTITATIVE AND QUALITATIVE RE-SEARCH METHODS I

Module code	MITM-1-6
Module coordination	Prof. Dr. Georg Christian Steckenbauer
Course number and name	Quantitative and Qualitative Research Methods I
Lecturer	Prof. Dr. Georg Christian Steckenbauer
Semester	1
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	postgraduate
Semester periods per week (SWS)	2
ECTS	3
Workload	Time of attendance: 30 hours self-study: 60 hours Total: 90 hours
Type of Examination	StA
Weighting of the grade	5/90
Language of Instruction	English

Module Objective

Students have a deepened understanding of (applied) research in the field of tourism. They can define a research topic and according research questions, develop an appropriate research design using qualitative and quantitative methods and implement research projects based on this design.

Technical competence:

Students understand basic concepts of research and can apply these concepts the field of tourism and leisure.

In particular students are able to:

o   explain different research paradigms,

o   distinguish research designs and the conditions for application of these designs,

o   define research topics in the field of tourism research and formulate research questions,

o   plan qualitative and quantitative research methods,

o   collect and analyse data using these methods,

- o develop appropriate answers to research questions based on analyses and to

- o write research reports following scientific standards and formal guidelines (APA standard).

Methodological competence:

Students can choose adequate methods to answer research questions, plan and implement these methods.

In particular:

- o Quantitative methods: questionnaire survey (online and offline)

- o Qualitative methods: qualitative interview (in-depth interview), focus group discussion, qualitative observation

- o Furthermore, students can apply tools for research management (citation and referencing software) and analysis of empirical data (PSPP/SPSS).

Personal competence:

Students train their competences of self-responsible and self-guided work by fulfilling a specific task in a research project and therefore contribution to the final result and the joint project report.

Social competence:

Students have to closely cooperate to carry out a research project as a group work during the semester and to contribute to this joint project. Good and smooth cooperation in the working group is a prerequisite for the successful implementation of the joint research project.

Applicability in this and other Programs

The module is the basis for the more application and transfer oriented as well as more in-depth module MITM-2-3. In addition, the prerequisites for the preparation of the master thesis and thus for the modules MITM-2-4 and MITM-3-3 are laid here.

Entrance Requirements

The module is the basis for the more application and transfer oriented as well as more in-depth module MITM-2-3. In addition, the prerequisites for the preparation of the master thesis and thus for the modules MITM-2-4 and MITM-3-3 are laid here.

Learning Content

1. Introduction to research
1.1. Terms and classification

2. Research designs
2.1. Qualitative design
2.2. Quantitative design
2.3. Mixed-methods design

3. Quality criteria
3.1. Objectivity
3.2. Validity
3.3. Reliability

4. Using scientific literature

5. Sampling
5.1 Sampling methods
5.2. Sample size

6. Data collection
6.1. In-depth interview
6.2. Focus-group discussion
6.3. Questionnaire survey

7. Data analysis
7.1. Analysis of qualitative data
7.2. Analysis of quantitative data

8. Presenting research results
8.1. Presenting qualitative results in research
8.2. Presenting quantitative results - creating graphs
8.3. Planning and executing presentations
8.4. Writing research reports / research articles
8.5. Creating scientific posters

9. Research management
9.1. Planning research projects
9.2. Creating research proposals

Teaching Methods

Seminaristic teaching combining topic-oriented lectures, group work, group presentations and classroom discussions.

Recommended Literature

Basic literature:

Brunt, P. (2017). Research Methods in Tourism, Hospitality & Events Management. London: Sage.

Veal, A.J. (2018). Research Methods for Leisure and Tourism. 5th edition. Harlow: Pearson.

American Psychological Association. (2010). Publication Manual of the American Psychological Association, Sixth Edition. Washington, DC.

Recommended literature:

Creswell, J. W. (2014). Research Design. Qualitative, Quantitative, and Mixed Methods Approaches. London: Sage.

Cortinhas, C. & Black, K. (2012). Statistics for Business and Economics. Hoboken: Wiley.

Halter, C. (2017). The PSPP Guide. Second Edition. An Introduction to Statistical Analysis. San Diego: Creative Minds.

Camoes, J (2016). Data at Work: Best Practices for Creating effective Charts and Information Graphics in Microsoft Excel. San Francisco: New Riders.

PSPP-Manual online: https://www.gnu.org/software/pspp/manual/pspp.html

Additional material (articles form scientific journals, conference proceedings) is presented in course and provided to students on iLearn platform

MITM-1-7 COMPULSORY ELECTIVE SUBJECT OF A GENERAL ACADEMIC NATURE (AWP)

Module code	MITM-1-7
Module coordination	Tanja Mertadana
Course number and name	Compulsory Elective Subject of a General Academic Nature (AWP)
Lecturer	Lecturers for AWP and languages
Semester	1
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	postgraduate
Semester periods per week (SWS)	2
ECTS	2
Workload	Time of attendance: 30 hours self-study: 30 hours Total: 60 hours
Type of Examination	See examination schedule AWP and languages, written student research project, written ex. 60 min.
Duration of Examination	60 min.
Weighting of the grade	2/90
Language of Instruction	English

Module Objective

This AWP (compulsory elective subject of a general academic nature) elective module enables students to acquire knowledge and skills in subject areas beyond the scope of their chosen degree programme.

Students can choose both face-to-face courses and courses offered by the Virtuelle Hochschule Bayern (VHB). Students acquire knowledge and skills in the following areas:

o   in a foreign language (language skills)

o   in the didactic-pedagogical area (methodological skills)

o   in the social sciences (social skills)

o   in the psychological-sociological field (social skills)

o   in the technical and scientific field (professional skills)

o   in the philosophical-social-ethical area (personal skills)

Students are free to choose their courses from the list of elective (AWP) courses offered to expand their knowledge according to their own preferences.

Applicability in this and other Programs

Applicable in other degree programmes.

Entrance Requirements

In order to attend advanced language courses, students need to present the required language skills (e.g. by successfully completing of the previous level).

Elective (AWP) courses may not have any overlapping content with the student's current degree programme.

Learning Content

The course content can be found in the corresponding course description on the Language and Electives Centre homepage: https://www.th-deg.de/en/students/language-electives#languages

Teaching Methods

The teaching and learning methods can be found in the corresponding course description on the Language and Electives Centre homepage: https://www.th-deg.de/en/students/language-electives#languagesFormularende

Remarks

For course-specific details, please refer to the corresponding course description on the Language and Electives Centre homepage: https://www.th-deg.de/en/students/language-electives#languages

All language courses require a compulsory attendance rate of 75% in order to be allowed to take the examination.

Recommended Literature

Recommended reading can be found in the corresponding course description on the Language and Electives Centre homepage: https://www.th-deg.de/en/students/language-electives#languages

MITM-2-1 COMPULSORY ELECTIVE SUBJECT OF A GENERAL ACADEMIC NATURE (AWP)

Module code	MITM-2-1
Module coordination	Tanja Mertadana
Course number and name	Compulsory Elective Subject of a General Academic Nature (AWP)
Lecturer	Lecturers for AWP and languages
Semester	2
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	postgraduate
Semester periods per week (SWS)	2
ECTS	2
Workload	Time of attendance: 30 hours self-study: 30 hours Total: 60 hours
Type of Examination	See examination schedule AWP and languages, written student research project, written ex. 60 min.
Duration of Examination	60 min.
Weighting of the grade	2/90
Language of Instruction	English

Module Objective

This AWP (compulsory elective subject of a general academic nature) elective module enables students to acquire knowledge and skills in subject areas beyond the scope of their chosen degree programme.

Students can choose both face-to-face courses and courses offered by the Virtuelle Hochschule Bayern (VHB). Students acquire knowledge and skills in the following areas:

o   in a foreign language (language skills)

o   in the didactic-pedagogical area (methodological skills)

o   in the social sciences (social skills)

o   in the psychological-sociological field (social skills)

o   in the technical and scientific field (professional skills)

o   in the philosophical-social-ethical area (personal skills)

Students are free to choose their courses from the list of elective (AWP) courses offered to expand their knowledge according to their own preferences.

Applicability in this and other Programs

Applicable in other degree programmes.

Entrance Requirements

In order to attend advanced language courses, students need to present the required language skills (e.g. by successfully completing of the previous level).

Elective (AWP) courses may not have any overlapping content with the student's current degree programme.

Learning Content

The course content can be found in the corresponding course description on the Language and Electives Centre homepage:

https://www.th-deg.de/en/students/language-electives#languages

Teaching Methods

The teaching and learning methods can be found in the corresponding course description on the Language and Electives Centre homepage:

https://www.th-deg.de/en/students/language-electives#languagesFormularende

Remarks

For course-specific details, please refer to the corresponding course description on the Language and Electives Centre homepage:

https://www.th-deg.de/en/students/language-electives#languages

All language courses require a compulsory attendance rate of 75% in order to be allowed to take the examination.

Recommended Literature

Recommended reading can be found in the corresponding course description on the Language and Electives Centre homepage:

https://www.th-deg.de/en/students/language-electives#languages

MITM-2-2 APPLIED CUSTOMER EXPERIENCE MANAGEMENT

Module code	MITM-2-2
Module coordination	Prof. Dr. Georg Christian Steckenbauer
Course number and name	Applied Customer Experience Management
Lecturers	Anke-Andrea Sponer
	Prof. Dr. Georg Christian Steckenbauer
Semester	2
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	postgraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 90 hours
	self-study: 60 hours
	Total: 150 hours
Type of Examination	presentation 15 - 45 min.
Weighting of the grade	5/90
Language of Instruction	English

Module Objective

Methodological competences:

Based on the fundamentals provided in the module "Customer Experience Management" students acquire the necessary competences to develop experience-oriented tourism offers and to analyse existing offers and improve them for specific target groups.

For this purpose recent concepts of imagineering are discussed in course. Furthermore, the set of methods used in Service Design is introduced to students. Equipped with the necessary theoretical foundations and practical methods, students can now analyze and improve existing products and develop modern products for service industry and tourism in particular.

After successful completion of the module, students have all the necessary skills to develop tourist offers with a high experience value.

Personal competence:

Students train their competences of self-responsible and self-guided work by fulfilling a specific task in the field of product development in tourism using methods of Service Design.
Social competence:

Students have to closely cooperate to carry out a practice-oriented project during the semester and to contribute to this joint project. Good and smooth cooperation in working groups is a prerequisite for the successful implementation of the joint semester product.

Applicability in this and other Programs

Master Thesis

Entrance Requirements

The module Customer Experience Management should be successfully completed beforehand.

Learning Content

o   Concepts of imagineering in service industries

o   Development of new or improvement of existing touristic services and products

o   Service Design: process, tools and strategies

o   Service Design implementation from a management perspective

o   Best practise in Service Design

Teaching Methods

Seminaristic teaching combining lecture, exercises, group work, group presentations, classroom discussions.

Students are encouraged to actively participate in course by choosing appropriate didactical methods.

Recommended Literature

Kozak, Metin, & Decrop, Alain (2001). Handbook of Tourist Behavior. London: Routledge.

Lockwood, Thomas (ed.) (2010). Design Thinking. Integrating Innovation, Customer Experience, and Brand Value. New York: Allworth Press.

Pine, J., & Gilmore, J. (1999). The Experience Economy. Work Is Theatre & Every Business a Stage. Boston: Harvard Business School Press.

Polaine, Andy et. al. (2015). Service Design. From Insight to Implementation. N.Y.: Rosenfeld

Reason, Ben et. al. (2016). Service design for business: a practical guide to optimizing the customer experience. Hoboken, N.J.: Wiley.

Stickdorn, M., & Schneider, J. (2012). This is Service Design Thinking: Basics, Tools, Cases. Indianapolis: Wiley.

Stickdorn, Marc (2018). This is service design doing: applying service design thinking in the real world : a practitioners' handbook. Sebastopol, CA: O'Reilly.

Stickdorn, Marc (2018). This is service design - methods: expanded service design thinking methods for real projects. Sebastopol, CA: O'Reilly.

Tarssanen, S. (Ed.) (2009). Handbook for Experience Stagers. Rovaniemi: LEO, Lapland Center of Expertise for the Experience Industry.

Additional material (articles form scientific and business journals, case studies...) is presented in course and made available on iLearn platform.

MITM-2-3 QUANTITATIVE AND QUALITATIVE RE-SEARCH METHODS II

Module code	MITM-2-3
Module coordination	Prof. Dr. Georg Christian Steckenbauer
Course number and name	Quantitative and Qualitative Research Methods II
Lecturer	Prof. Dr. Georg Christian Steckenbauer
Semester	2
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	postgraduate
Semester periods per week (SWS)	2
ECTS	3
Workload	Time of attendance: 30 hours self-study: 60 hours Total: 90 hours
Type of Examination	StA
Weighting of the grade	3/90
Language of Instruction	English

Module Objective

The module builds directly on the theoretical content taught in module MITM-1-6. The aim of this module is to implement the theoretical knowledge gained in a practical field project. To make this possible, the university works closely with partners in the region. The students are to be enabled to set up field research projects and carry them out independently.

Applicability in this and other Programs

Das Modul baut direkt auf dem Modul MITM-1-6 auf und bildet gemeinsam die Grundlage für die Module Master Thesis Tutorial (Scientific Workshop) (MITM-2-4) und Masterarbeit (MITM-3-3).

Entrance Requirements

Quantitative and Qualitative Research Methods I

Learning Content

Implementation of an empirical research project, depending on the context and the research question.

Teaching Methods

o   seminar

o   field research

o   presentations

Recommended Literature

Basic literature:

Brunt, P. (2017). Research Methods in Tourism, Hospitality & Events Management. London: Sage.

Veal, A.J. (2018). Research Methods for Leisure and Tourism. 5th edition. Harlow: Pearson.

American Psychological Association. (2010). Publication Manual of the American Psychological Association, Sixth Edition. Washington, DC.

Recommended literature:

Creswell, J. W. (2014). Research Design. Qualitative, Quantitative, and Mixed Methods Approaches. London: Sage.

Cortinhas, C. & Black, K. (2012). Statistics for Business and Economics. Hoboken: Wiley.

Halter, C. (2017). The PSPP Guide. Second Edition. An Introduction to Statistical Analysis. San Diego: Creative Minds.

Camo?es, J (2016). Data at Work: Best Practices for Creating effective Charts and Information Graphics in Microsoft Excel. San Francisco: New Riders.

PSPP-Manual online: https://www.gnu.org/software/pspp/manual/pspp.html

Additional material (articles form scientific journals, conference proceedings) is presented in course and provided to students on iLearn platform

MITM-2-4 MASTER THESIS TUTORIAL (SCIENTIFIC WORKSHOP)

Module code	MITM-2-4
Module coordination	Prof. Dr. Marcus Herntrei
Course number and name	Master Thesis Tutorial (Scientific Workshop)
Lecturer	Prof. Dr. Marcus Herntrei
Semester	2
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	postgraduate
Semester periods per week (SWS)	2
ECTS	5
Workload	Time of attendance: 30 hours self-study: 120 hours Total: 150 hours
Type of Examination	StA
Weighting of the grade	5/90
Language of Instruction	English

Module Objective

The aim of the module is to prepare students for writing a master's thesis of approx. 80 pages - even those foreign students who have not previously written a bachelor's thesis. Based on the modules Quantitative and Qualitative Research Methods MITM-1-6 & MITM-2-3), students will be introduced to additional tools to ensure the successful completion of this scientific thesis. The module focuses on the elaboration and presentation of a proposal, which can form the basis for the Master's thesis in the following semester

Applicability in this and other Programs

The module is based on the modules Quantitative and Qualitative Research Methods MITM-1-6 & MITM-2-3) and forms the basis for the elaboration of the master's thesis (MITM-3-3).

Entrance Requirements

Learning Content

o   Defining research topic & research questions

- o Literature review

- o Formal aspects

- o Writing and structuring

Teaching Methods

- o Lectures

- o Seminar teaching

- o Exercises

- o Self-study

Recommended Literature

Anson, C.M. & Schwegler, R.A. (2005): The Longman Handbook for Writers and Readers. London: Pearson Education4.

Brunt, P.; Horner, S.; Semley, N. (2017): Research Methods in Tourism, Hospitality & Events Management. London: SAGE.

Coles, T.; Duval, D.T.; Shaw, G. (2013). Student's Guide to Writing Dissertations and Theses in Tourism Studies and Related Disciplines. Abingdon: Routledge.

Finn, M.; Walton, M.; Elliott-White, M. (2000). Tourism and Leisure Research Methods: Data Collection, Analysis, and Interpretation. London: Pearson Education.

Jennings, G. (2011). Tourism Research. Hoboken/ NY: Wiley.

Phillimore, J. & Goodson, L. (2004). Qualitative Research in Tourism: Ontologies, Epistemologies and Methodologies. London: Psychology Press.

Ritchie, B.W.; Burns, P.; Palmer, C. (2005). Tourism Research Methods: Integrating Theory with Practice. Wallingford: CABI.

Veal, A.J. (2006). Research Methods for Leisure and Tourism: A Practical Guide. London: Pearson Education.

MITM-2-5 ENTREPRENEURSHIP AND BUSINESS DEVELOPMENT

Module code	MITM-2-5
Module coordination	Prof. Dr. Georg Christian Steckenbauer
Course number and name	Entrepreneurship and Business Development
Lecturers	Andrea Kahr Hendrike Werwigk
Semester	2
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	postgraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	presentation 15 - 45 min.
Weighting of the grade	5/90
Language of Instruction	English

Module Objective

Entrepreneurship is a significant factor in social and economic development within society. As a sector that is dominated by small and medium enterprises, entrepreneurship is crucial to the development of the tourism industry. Knowledge of principles and practice of entrepreneurship can help students not only develop their future career as entrepreneurs creating their own businesses but also as effective managers of existing businesses.

This module provides a comprehensive understanding of entrepreneurship within the context of the contemporary tourism sector. The theories, concepts and practical aspects of entrepreneurship development, and its role in promoting creativity, innovation and improved business performance are examined systematically.

Furthermore, students develop in depth knowledge of entrepreneurship and important skills such as budgeting and efficient management of resources within the context of the tourism sector and promote entrepreneurship as a future career choice.

Personal and social competences: Students should develop written and verbal presentational skills. They demonstrate group-work, questioning and listening skills.

Applicability in this and other Programs

MITM-1-2: Current Issues of Business Administration

MITM-1-3: Managerial Accounting

MITM-3-1: Destination Development and Marketing

Entrance Requirements

None.

Learning Content

1. Theories, concepts and definitions of entrepreneurship

2. The psychology and characteristics of entrepreneurs

3. The role of creativity and innovation in entrepreneurship development

4. Characteristics of small and medium enterprises in tourism

5. Analysing business environments in tourism

6. Budgeting, finance and accounting for tourism businesses

7. Business planning

Entrepreneurship and innovation are important drivers for success in any industry. This is particularly so in the dynamic and rapidly evolving industries worldwide. This module examines key issues in entrepreneurship, with a special focus on tourism. Tourism industry is dominated by small and medium-sized enterprises all around the world. There is a need for an entrepreneurial approach to management in both the development of new businesses and in existing businesses. Such an approach is appropriate for both large and small businesses whether they be in the private or public sector of economies. Low barriers mean that independent entrepreneurship is a realistic prospect for graduates. This module addresses this need.

Teaching Methods

o   Exercises

o   Self study

o   Seminar teaching

o   Guest lectures

o   Interdisciplinary field internships

Recommended Literature

Blackburn, R.A. & Schaper, M.T. (2016). Government, SMEs and Entrepreneurship Development: Policy, Practice and Challenges. London: Routledge.

Bolton, B. & Thompson, J. (2013). Entrepreneurs: Talent, Temperament and Opportunity. London: Routledge.

Bridge, S. & O'Neill, K. (2012). Understanding Enterprise: Entrepreneurship and Small Business. Basingstoke: Palgrave Macmillan.

Hatten, T.S. (2015). Small Business Management: Entrepreneurship and Beyond. Boston/ MA: Cengage Learning.

Kaplan, J. & Warren, A. (2013). Patterns of entrepreneurship management. Chichester: John Wiley & Sons[4].

Kuratko, D.F. (2016). Entrepreneurship: Theory, Process, and Practice. Boston/ MA: Cengage Learning.

Longenecker, J.G.; Petty, J.W.; Palich, L.E.; Hoy, F. (2013). Small Business Management. Boston/ MA: Cengage Learning.

Lowe, R. & Marriott, S. (2012). Entrepreneurship and Innovation. Abingdon: Routledge.

Sheldon, P.J. & Daniele, R. (eds.) (2016). Social Entrepreneurship and Tourism: Philosophy and Practice Tourism on the Verge. Wiesbaden: Springer.

Walmsley, A. (2019). Entrepreneurship in Tourism. Abingdon: Routledge.

MITM-2-6 DIGITAL MARKETING AND SOCIAL ME-DIA IN TOURISM

Module code	MITM-2-6
Module coordination	Prof. Dr. Katerina Volchek
Course number and name	Digital Marketing and Social Media in Tourism
Lecturer	Prof. Dr. Katerina Volchek
Semester	2
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	postgraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	presentation 15 - 45 min.
Weighting of the grade	5/90
Language of Instruction	English

Module Objective

Students should understand and explain the nature and scope of digital marketing in an increasingly connected world. They use critical analysis to perceive service shortcomings with reference to ingredients to create digital excellence. Characteristics and challenges of managing service firms in the modern world are identified and discussed including cultural implications. Students also should explain the social paradigm, which comes along with the rise of digital technologies, and critically discuss its impact for service marketing practices and social life in leisure, hospitality and tourism. In this context, they will creatively employ digital marketing tools and strategies to meet service/ marketing goals. Students will be able to critically analyze the suitability and ethics of different digital marketing practices.

Personal competence: Students should develop written and verbal presentational skills. They demonstrate group-work, group-interactions, questioning and listening skills. They will develop argumentation skills in relation to the analysis of digital marketing and demonstrate the ability to take part in the creation of a digital tourism marketing campaign.

Applicability in this and other Programs

MITM-2-2: Applied Costumer Experience Management

MITM-2-5: Entrepreneurship aud Business Development

MITM-3-3: Master Thesis

Entrance Requirements

None.

Learning Content

1. Marketing in the digital industry

2. Customer behavior, customer satisfaction and service quality in a digital context

3. Managing people for service advantage

4. Positioning digital services, supplementary and core services

5. Distributing services through physical and electronic channels

6. Digital marketing strategy

7. Online market research, web analytics and technologies

8. Campaign planning for digital media

9. The ethics of digital marketing: security and privacy

10. Marketing for the future: virtual worlds

This module is designed to broaden the student's knowledge of digital marketing in a tourism environment. During this module, theoretical foundations and practical application of marketing is examined. Topics include the general nature of the marketing mix, service encounter, human factor and service quality. This module focuses on the key elements (culture, communications, strategy, operations, people and technology) that marketers must integrate to establish and sustain successful service excellence and provide customer value. While the course examines broad issues in managing tourism businesses, a core theme is how customer value is created.

In particular, the role and consequences of digital technologies on both social relations and marketing practice is explored. Digital technologies are now pervasive, infiltrating many aspects of our lives, especially in leisure and traveling. They are not only tools to achieve traditional business and marketing goals; they are part of a paradigm shift, with an increasing emphasis on social interaction and consumer collaboration in the field of tourism. From this perspective, not only does this module consider implications, opportunities and challenges faced by marketing practitioners in a digital setting, but it also critically examines what it means for 'consumers' to live in a digital world from a cultural perspective.

Teaching Methods

o   Exercises

o   Self study

o   Seminar teaching

o   Guest lectures

o   Interdisciplinary field internships

Recommended Literature

Benckendorff, P.J.; Sheldon, P.J. & Fesenmaier, D.R. (2014). Tourism Information Technology (=CABI Tourism Texts). Wallingford: CABI.

Chaffey, D. & Ellis-Chadwick, F. (2015). Digital Marketing: Strategy, Implementation and Practice. Pearson: Prentice Hall.

Egger, R. & Buhalis, D. (2011). eTourism case studies. London: Routledge.

Fuchs, C. (2014). Social Media: A Critical Introduction. London: SAGE.

Hudson, S. & Hudson, L. (2017). Marketing for Tourism, Hospitality & Events: A Global & Digital Approach. London: SAGE.

Katsoni, V. (2015). Cultural Tourism in a Digital Era: First International Conference IACuDiT, Athens, 2014 (=Springer Proceedings in Business and Economics). Wiesbaden: Springer.

Schegg, R. & Stangl, B. (2017). Information and Communication Technologies in Tourism 2017: Proceedings of the International Conference in Rome, Italy, January 24-26. Wiesbaden: Springer.

Youngs, G. (2013). Digital World: Connectivity, Creativity and Rights (=Routledge Research in Political Communication). London: Routledge.

MITM-2-7 SPECIALIZED MANDATORY ELECTIVE MODULE I

Module code	MITM-2-7
Module coordination	Prof. Dr. Marcus Herntrei
Course number and name	Specialized Mandatory Elective Module I
Semester	2
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	postgraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	course assessment
Weighting of the grade	5/90
Language of Instruction	English

Module Objective

This module is a so-called "free compulsory elective module" within the master pro-gramme and provides an additional opportunity to specialise and develop an individual career profile.

Depending on the individual situation and the sense of the subject, the module can be combined with a later module (in the 3rd and last semester of the study programme), an interdisciplinary field internship or the module of an international guest lecturer. Especially the latter is a major concern of the decision makers due to the international-isation of the campus. In the context of tourism development, there exist strategic partnerships with universities from abroad - an international study of tourism depends on the exchange with international lecturers, which should be taken into account in this module.

Applicability in this and other Programs

The module is open to all students of the university, as long as a meaningful connection to the actual study programmes is ensured.

Entrance Requirements

None

Learning Content

The lectures offered within the free compulsory elective module have been purposely designed to take a dynamic approach within the framework of this programme. The lectures offered within, taught in alternate years, where required, are intended to provide a useful platform for suggestions and ideas which are drawn from the dialogue between teaching and practical application, or between students and lectures.

The programme offers various opportunities for individual specialisation, enabling students to develop new knowledge or broaden existing knowledge and practical skills relevant to leisure, event, hospitality and tourism. Depending on the range of courses offered, students are able to choose one of the following areas of specialisation:

o   Cultural and Heritage Tourism

o   Current Issues in Health & Medical Tourism

o   Fundamentals of Tourism Management

o   Golf Tourism

o   Interdisciplinary field internship

o   International Tourism Policy and Development

o   Nature-based Tourism

o   Project Management

o   Service & Quality Management

o   Strategic Planning and Product Development

o   Tourism Marketing and Quality Management

o   Wellness & Spa Management

and so on.

The programme of study is based on a variety of university entrance qualifications and takes into account the practical and professional qualifications and experiences of international students coming from all over the world. This module aims to help future postgraduates become confident, independent and reflective practitioners dedicated to implementing standards of professional conduct in a variety of tourism development settings. This is reflected, in one way, in the ability of students to plan, organise, systematically develop and critically reflect tourism professional practice, promote processes of empowerment and advocacy as well as provide and evaluate effective tourism development practice in specific fields of practice. Additionally, students are able to analyse the social, cultural, scientific, administrative and economic contexts in which international tourism development takes place.

Teaching Methods

o Exercises

o Group-work

o Self study

o Seminar teaching

o Questioning and listening skills

o Written and verbal presentational skills

o Guest lectures

o Interdisciplinary field internships (if it is not the core topic of the module)

Recommended Literature

Depends on each single module.

MITM-3-1 DESTINATION DEVELOPMENT AND MAR-KETING

Module code	MITM-3-1
Module coordination	Prof. Dr. Erik Lindner
Course number and name	Destination Development and Marketing
Lecturer	Prof. Dr. Erik Lindner
Semester	3
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	postgraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	written ex. 90 min.
Duration of Examination	90 min.
Weighting of the grade	5/90
Language of Instruction	English

Module Objective

Trends in globalisation, demographics and technology has ensured that the economic development and management of destinations has become a vital component to the sustainability of global tourism. This module explores the key aspects and developments in this evolving concept. According to that, students will be provided with a detailed knowledge about destination management, destination marketing and its practicability. Students will be able to successfully manage and promote a destination in an international environment by considering intercultural challenges.

The objective of the module is furthermore to understand and to be able to apply the different concepts of international destination management and marketing, and apply these concepts in a real-life environment/ project.

Personal competence: Students should develop written and verbal presentational skills. They demonstrate group-work, group-interactions, questioning and listening skills. They will develop argumentation skills in relation to the analysis of destination management organisations, its promotion and demonstrate the ability to take part in running a destination.

Applicability in this and other Programs

This module offers an interface to modules from health, tourism and destination management as part of the study program "International Tourism Development". It can also be used in other modules from - for example - the Faculty of Applied Health Sciences or the School of Management.

Entrance Requirements

None.

Learning Content

1. An introduction to destination management and marketing

2. Definition, importance and objectives of destination management

3. Models of destination management

4. Stakeholders and stakeholder analysis

5. Quality and risk management

6. Planning tools and budgeting

7. The importance of partnership and strategic cooperation in tourism

8. Tourism and the local community

9. Understanding tourist behaviours and motives

10. The future of destination management organisations

In this multi-disciplinary module students will be introduced to the role destination management and marketing plays in the modern tourism business in addition to the more traditional planning and control aspects of management. Without a detailed understanding of topics related to destination management, especially in an international context, students will not be able to successfully operate in an increasingly project-related world. Consequently, they need to be aware of the basic (project) management concepts and standards when working in an international environment.

Teaching Methods

o   Exercises

o   Self study

o   Seminar teaching

o   Guest lectures

o   Interdisciplinary field internships

Recommended Literature

Capone, F. (eds.) (2015). Tourist Clusters, Destinations and Competitiveness: Theoretical Issues and Empirical Evidences. Oxford: Routledge.

Godfrey, K. & Clarke, J. (2000). The tourism development handbook: a practical approach to planning and marketing. Boston/ MA: Cengage Learning.

Hall, M.C. (2010). Fieldwork in Tourism: Methods, Issues and Reflections (Contemporary Geographies of Leisure, Tourism and Mobility). London: Routledge.

Howie, F. (2010). Managing the Tourist Destination. Boston, MA: Cengage Learning.

Morrison, A.M. (2013). Marketing and Managing Tourism Destinations. Oxford: Routledge.

Pinto, J.K. (2016). Project Management: Achieving competitive Advantage. Harlow: Pearson Education.

Ritchie, J. & Crouch, G. (2003). The Competitive Destination. A Sustainable Tourism Perspective. Oxford: CABI Publishing.

Wilson, J. (2012). The Routledge Handbook of Tourism Geographies. Oxford: Routledge.

MITM-3-2 SPECIALIZED MANDATORY ELECTIVE MODULE II

Module code	MITM-3-2
Module coordination	Prof. Dr. Marcus Herntrei
Course number and name	Specialized Mandatory Elective Module II
Semester	3
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	postgraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	course assessment
Weighting of the grade	5/90
Language of Instruction	English

Module Objective

This module is a so-called "free compulsory elective module" within the master pro-gramme and provides an additional opportunity to specialise and develop an individual career profile.

Depending on the individual situation and the sense of the subject, the module can be combined with a previous module (in the 2nd semester of the study programme), an interdisciplinary field internship or the module of an international guest lecturer. Espe-cially the latter is a major concern of the decision makers due to the internationalisation of the campus. In the context of tourism development, there exist strategic partnerships with universities from abroad - an international study of tourism depends on the ex-change with international lecturers, which should be taken into account in this module.

Applicability in this and other Programs

The module is open to all students of the university, as long as a meaningful connection to the actual study programmes is ensured.

Entrance Requirements

None.

Learning Content

The lectures offered within the free compulsory elective module have been purposely designed to take a dynamic approach within the framework of this programme. The lectures offered within, taught in alternate years, where required, are intended to provide a useful platform for suggestions and ideas which are drawn from the dialogue between teaching and practical application, or between students and lectures.

The programme offers various opportunities for individual specialisation, enabling students to develop new knowledge or broaden existing knowledge and practical skills relevant to leisure, event, hospitality and tourism. Depending on the range of courses offered, students are able to choose one of the following areas of specialisation:

o   Cultural and Heritage Tourism

o   Current Issues in Health & Medical Tourism

o   Fundamentals of Tourism Management

o   Golf Tourism

o   Interdisciplinary field internship

o   International Tourism Policy and Development

o   Nature-based Tourism

o   Project Management

o   Service & Quality Management

o   Strategic Planning and Product Development

o   Tourism Marketing and Quality Management

o   Wellness & Spa Management

and so on.

The programme of study is based on a variety of university entrance qualifications and takes into account the practical and professional qualifications and experiences of international students coming from all over the world. This module aims to help future postgraduates become confident, independent and reflective practitioners dedicated to implementing standards of professional conduct in a variety of tourism development settings. This is reflected, in one way, in the ability of students to plan, organise, systematically develop and critically reflect tourism professional practice, promote processes of empowerment and advocacy as well as provide and evaluate effective tourism development practice in specific fields of practice. Additionally, students are able to analyse the social, cultural, scientific, administrative and economic contexts in which international tourism development takes place.

Teaching Methods

o   Exercises

o   Group-work

o   Self study

o   Seminar teaching

o   Questioning and listening skills

o   Written and verbal presentational skills

o   Guest lectures

o   Interdisciplinary field internships (if it is not the core topic of the module)

Recommended Literature

Depends on each single module.

MITM-3-3 MASTER THESIS

Module code	MITM-3-3
Module coordination	Prof. Dr. Marcus Herntrei
Course number and name	Master Thesis
Semester	3
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	postgraduate
Semester periods per week (SWS)	0
ECTS	20
Workload	Time of attendance: 0 hours
	self-study: 600 hours
	Total: 600 hours
Type of Examination	master thesis
Weighting of the grade	20/90
Language of Instruction	English

Module Objective

The master thesis documents the students' ability to independently deal with questions within a defined topic based on scientific and discipline-specific theories and methods.

The thesis must deal with theoretical and preferably theoretical-empirical questions, ideally in cooperation with a company or organisation, and work out approaches to solutions. The topic must be related to tourism and must be completed within 6 months with regard to methodology, complexity and scope.

Professional competence: The students deal with a practically relevant problem and questions in a scientific way.

Social competence: The possibility of data collection and cooperation with companies opens up new perspectives for students.

Methodological competence: The students deepen and apply the methods and instruments learned during their studies.

Personal competence: The students learn to deal intensively with a question over a longer period of time.

Applicability in this and other Programs

The module is the final element of the study program, with students having to bring together all theoretical and practical skills gained in the course of 3 semesters.

Entrance Requirements

A prerequisite for registration for the Master's thesis is that at least 40 ECTS points have been attained.

Learning Content

personal counselling

Teaching Methods

personal counselling

Recommended Literature

Anson, C.M. & Schwegler, R.A. (2005): The Longman Handbook for Writers and Readers. London: Pearson Education.

Brunt, P.; Horner, S.; Semley, N. (2017): Research Methods in Tourism, Hospitality & Events Management. London: SAGE.

Coles, T.; Duval, D.T.; Shaw, G. (2013). Student's Guide to Writing Dissertations and Theses in Tourism Studies and Related Disciplines. Abingdon: Routledge.

Finn, M.; Walton, M.; Elliott-White, M. (2000). Tourism and Leisure Research Methods: Data Collection, Analysis, and Interpretation. London: Pearson Education.

Jennings, G. (2011). Tourism Research. Hoboken/ NY: Wiley.

Phillimore, J. & Goodson, L. (2004). Qualitative Research in Tourism: Ontologies, Epistemologies and Methodologies. London: Psychology Press.

Ritchie, B.W.; Burns, P.; Palmer, C. (2005). Tourism Research Methods: Integrating Theory with Practice. Wallingford: CABI.

Veal, A.J. (2006). Research Methods for Leisure and Tourism: A Practical Guide. London: Pearson Education.