

Alternative Tourism, B.A.

S	1	Basics of Tourism Management • Strategic Marketing • Geography and Environment • Basics of Business Administration and Bookkeeping • Project and Conflict Management • Business Mathematics
E	2	Scientific Methods • Sustainability in Tourism • Legal Basis of Tourism • Management of Destinations • Basics of Economics • Accounting
M	3	Market and Trend Research • Logistics and Transport in Tourism • Information Technologies and Applied Software • Corporate Social Responsibility and Human Resource Management • Project • Corporate Finance and Controlling
E	4	Demographical Change and Tourism • Behaviour and Game Theory • Sociology and Tourism • Topics in Alternative Tourism • Elective Subjects
S	5	Selected Aspects of Management • Development and Ethics • Psychology and Tourism • Project • Elective Subjects
T	6	Internship or Semester Abroad (20 weeks)
E	7	Bachelor Thesis, in cooperation with a company or public institution (3 months)