

The Rhine-Waal University of Applied Sciences in Kleve and Kamp-Lintfort offers an innovative, international environment combined with first-rate teaching in interdisciplinary Bachelor and Master's degree courses, taught mainly in English. It is strong in conducting research in disciplines such as technology, natural sciences and social sciences. More than 7,500 students have already enrolled at the Rhine-Waal University of Applied Sciences.

The University of Applied Sciences has to award for the faculty Life Sciences in the Bachelor's degree courses Agribusiness, B.A. at the campus in Kleve in the winter semester 2020/2021 the following

## **Lectureship**

within the meaning of Section 43 of the Law regarding the Universities in the State of North Rhine-Westphalia (HG NRW):

### **Reference number 24/LA/20**

### **Subject area/Module: „Alternative Tourism“**

The lecturer shall take over the lecture in the amount of 2 lecturing hours in the elective module "Alternative Tourism" (5<sup>th</sup> semester) of the bachelor course Agribusiness, B.A. The lectures shall be held in English.

Due to the current pandemic, lectures shall be held in a digital format and shall begin as of November 02, 2020.

### **Contents**

Concepts and definition of tourism; traditional and alternative approaches in tourism; demand and trends relevant for alternative tourism and agribusiness; infrastructure in rural areas; perspectives for alternative tourism in rural areas and for agriculture Introduction to tourism; community based tourism; introduction to destination analysis: background and situation analysis, supply analysis, demand analysis, assessment of tourism potential, product market combinations (PMCs), visioning on sustainable tourism development, strategy for sustainable tourism development; social media in tourism; tourism trends

### **Learning outcomes**

On successful completion of this module, students should

- know the relevant concepts of alternative tourism in relation to agribusiness
- be able to adapt concepts of alternative tourism in the agribusiness context
- be able to apply concepts of alternative tourism to assess tourism potential of a destination
- be able to critically discuss pros and cons of alternative tourism concepts in rural areas
- be able to develop a vision and recommendations for sustainable tourism
- be familiar with tourism methodology such as tourism potential assessment, SWOT analysis, destination mix, visitor profiles etc.

**Requirements:**

The lecturer shall have a corresponding university degree and have practical experience. Didactic skill and the ability to hold the course with an international group of students in the English language are required (the language level shall be C1 according to the European reference framework).

The Rhine-Waal University of Applied Sciences offers lectures a systematic networking with the university as well as the opportunity of a specific training development to ensure a sustainable skill improvement, a closely link between theory and practice and a support for the personal development of lectures.

It is asked to send in just copies of documents as these cannot be returned.

Please send your application via e-mail **stating the reference number and the module title** addressed to

**Contact person:**

Title Prof. Dr. Dietrich Darr

E-mail: [Dietrich.darr@hochschule-rhein-waal.de](mailto:Dietrich.darr@hochschule-rhein-waal.de)

For questions and further information please contact the mentioned contact person above.