

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-/ Master's degree courses Agribusiness, B. A. at the campus in Kleve in the summer semester 2024 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 04/LAFLS/24

Subject area/Module: „AB 4 4092 Focus Field Sustainable Development“

The lecturer shall take over lecture in the amount of 4 lecturing hours (per semester week) in the English module "Focus Field Sustainable Development" (4th semester) of the bachelor course Agribusiness, B. A.. The module is to be offered in the summer semester 2024 in attendance.

Content:

Alternative food networks and rural development, marketing of regional and local products and services; understanding consumer demand and preferences in relation to regional and local products and services; trends and developments in different countries; specificity of regional marketing; geomarketing

Tourism and rural development, 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, demand and trends relevant for alternative tourism and agribusiness

Learning objectives include:

On successful completion of this module, students should

- know the relevant concepts of sustainable development¹
- understand importance of consumer demands and preferences in regional marketing and alternative tourism¹
- be able to relate their knowledge about marketing and tourism to the special demand for regional and local products and services²
- be able to apply marketing concepts to regional and local products and services in agribusiness case studies³

- be able to analyse the advantages and disadvantages of alternative food networks and agri-tourism services for agribusiness enterprises⁴
- be able to critically discuss regional and local marketing strategies in agribusiness and agri-tourism contexts⁵
- be able to consider the social impact of professional decisions regarding sustainability^{2,3} and thus deepen their capacity to engage in society^{2,3}

¹Knowledge; ²Comprehension; ³Application; ⁴Analysis; ⁵Synthesis and judgement

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:

Prof. Dr. Dietrich Darr

E-mail: dietrich.darr@hochschule-rhein-waal.de

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