

# Study Schedule

Sustainable Tourism, B.A.



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## 1. Information About Study Programme

The degree programme **Sustainable Tourism, B.A.** at Rhine-Waal University of Applied Sciences is aimed at students who see travel not just as a leisure activity, but who want to actively contribute to making an important economic factor future-proof and sustainable.

The special features of the degree programme are:

- the practical teaching of application-orientated content in order to develop feasible solutions,
- the transfer of knowledge about global trends such as sustainability and digitalisation as well as challenges such as climate change and the mobility transition in order to train students for a changing world,
- the possibility of versatile specialisation in the main areas of tourism, sustainability and business,
- the international, interdisciplinary orientation of the degree programme to ensure a wide range of career opportunities.

In the first two semesters, the programme teaches the basics of the various relevant disciplines that are essential for understanding the two cross-sectional disciplines of sustainability and tourism.

In the further course,

- knowledge and skills are deepened,
- students have the opportunity to specialise in a particular subject area thanks to a comprehensive range of compulsory elective modules,
- varied teaching concepts and interdisciplinary courses ensure that the necessary technical, methodological and social skills are taught,
- the intensive practical relevance of the knowledge and skills to be taught is of great importance. This is achieved through exercises accompanying lectures, practical case studies, at least one specialised excursion, an interdisciplinary project in cooperation with partners from the tourism industry,
- there is the option of a 20-week internship (as an alternative to a semester abroad).

Graduates of this bachelor's degree programme are change agents in a rapidly changing world. They are able to act independently and successfully in a specialist or management position on the national and international labour market and to initiate necessary changes towards sustainable tourism practice. Experience shows that graduates are able to immediately enter professional practice as well as pursue a subsequent master's degree programme.

## 2. Study Programme

### 2.1 Recommended Study Plan

SEMESTER 1	Basics of Sustainable Tourism	Introduction to Sustainability: Scientific Foundations	Basics of Business Administration and Accounting	Introduction to Applied Information Technology	Basics of Economics	Basics of Scientific Working
SEMESTER 2	Sustainable Destination Management	Geography, Environment and Sustainability	Introduction to Tourism Management	Basics of Marketing	Project and Conflict Management	Diversity, Equality and Inclusion
SEMESTER 3	Sustainable Marketing and Customer Behaviour	Mobility and Tourism	Applied Management	Sustainability Accounting and Reporting	Change Management for Resilient Destinations	Interdisciplinary Project
SEMESTER 4	Digitalisation and Customer Centricity in Tourism	Applied Concepts of Psychology in Tourism	Tourism Ethics	Sustainable Finance and Entrepreneurship	Elective Modules 1	
SEMESTER 5	Tourism and International Relations	Law in Tourism	Sustainable Event Management	Empirical Methods and Philosophy of Science	Elective Modules 2	
SEMESTER 6	Internship or Semester Abroad					
SEMESTER 7	Workshop Bachelor Thesis	Sustainable Impact Camp	Project	Bachelor Thesis		Colloquium

Tourism and Sustainability	Economics and Law	Environment and Society	Research Methods

No.	Modules	CH	V	S	Ü	Pra	Pro	Ex	CP	WT1	ST2	WT3	ST4	WT5	ST6	WT7
ST 1 6440	Basics of Sustainable Tourism	4	4					P	5	5						
ST 1 6441	Introduction to Sustainability: Scientific Foundations and Transdisciplinary Practices	4	3		1			P	5	5						
ST 1 6442	Basics of Business Administration and Accounting	4	4					P	5	5						
ST 1 6443	Introduction to Applied Information Technology	4	1		2	1		P	5	5						
ST 1 6444	Basics of Economics	4	2		2			P	5	5						
ST 1 6445	Basics of Scientific Working	4	2		2			T	5	5						
ST 2 6446	Sustainable Destination Management	4	4					P	5	5	5					
ST 2 6447	Geography, Environment and Sustainability	4	4					P	5	5	5					
ST 2 6448	Introduction to Tourism Management	4	4					P	5	5	5					
ST 2 6449	Basics of Marketing	4	2		2			P	5	5	5					
ST 2 6450	Project and Conflict Management	4	2		2			P	5	5	5					
ST 2 6451	Diversity, Equality and Inclusion	4	4					P	5	5	5					
ST 3 6452	Sustainable Marketing and Customer Behaviour	4	4					P	5	5		5				
ST 3 6453	Mobility and Tourism	4	4					P	5	5		5				
ST 3 6454	Applied Management	4	4					P	5	5		5				
ST 3 6455	Sustainability Accounting and Reporting	4	2		2			P	5	5		5				
ST 3 6456	Change Management for Resilient Destinations	4	2		2			P	5	5		5				
ST 3 6457	Interdisciplinary Project	2					2	P	5	5		5				
ST 4 6457	Digitalisation and Customer Centrality in Tourism	4	2			2		P	5	5		5				
ST 4 6458	Applied Concepts of Psychology in Tourism	4	2		2			P	5	5		5				
ST 4 6459	Tourism Ethics	4	4					P	5	5		5				
ST 4 6460	Sustainable Finance and Entrepreneurship	4	2			2		P	5	5		5		5		
ST 5 6461	Tourism and International Relations	4	4					P	5	5						
ST 5 6462	Law in Tourism	4	4					P	5	5						
ST 5 6463	Sustainable Event Management	4	2		2			P	5	5				5		
ST 5 6464	Empirical Methods and Philosophy of Science	4	1		2	1		P	5	5				5		
	Elective Subjects*	16	46					P	20				10	40		
ST 4 6468	Urban and Cultural Tourism	4	5					P								
ST 4 6469	Case Studies: Global Tourism and Sustainability	4	5					P								
ST 4 6470	Sport and Adventure Tourism	4	5					P								
ST 4 6471	Health, Medical and Wellness Tourism	4	5					P								
ST 5 6472	Society and Politics in Tourism	4	5					P								
ST 5 6473	Ecotourism	4	5					P								
ST 5 6474	Social Transformation and Post-growth	4	5					P								
ST 5 6475	Envisioning Destination Management	4	5					P								
ST 45 6036	Foreign Language*	4	5					P								
ST 6 6037	Internship or Semester Abroad								30						30	
ST 7 6465	Workshop Bachelor Thesis	2	2					T	5							5
ST 7 6466	Sustainable Impact Camp	2	1				1	P	5							5
ST 7 6467	Project	2					2	P	5							5
ST 7 6041	Bachelor Thesis							P	12							12
ST 7 6042	Colloquium							P	3							3
<b>Total</b>		<b>124</b>	<b>92</b>	<b>0</b>	<b>21</b>	<b>6</b>	<b>5</b>		<b>210</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>

Abbreviations: CH = Credits/Hours, V = Lecture, S = Seminar, Ü = Exercise, Pra = Practice, Pro = Project, P = Practical, WT = Winter Term, ST = Summer Term.

## 2.2 Description of Modules

### Module ST 1 6440: Basics of Sustainable Tourism

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	1	Winter Term	-	English	Sebastian Amrhein

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>This module serves to lay a solid foundation in tourism and sustainability, on which in-depth modules will build. After completing the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the phenomenon of tourism as an interplay of different disciplines (geography, sociology, economy, politics, etc.)</li> <li>• interpret the different disciplines in a tourism network of relationships and dependencies</li> <li>• analyse the social, economic, and environmental impacts of tourism at local and global levels.</li> <li>• Identify the relationships and interactions of the sub-areas, and</li> <li>• Appraise the potential positive and negative effects of tourism on them.</li> </ul> <p>Students will furthermore be able to locate the effects of tourism on the basis of the dimensions of sustainability and explain the importance of sustainable (re-)modification of global tourism.</p>

Content
<p>The module is designed to introduce students to the constitutive elements of tourism. The sub-areas of geography, sociology, economy, politics and their interplay and significance for global tourism will be addressed. These include in particular</p> <ul style="list-style-type: none"> <li>• Spatial dimensions of tourism (significance of spaces and the influence of tourism on them)</li> <li>• Social groups and their significance for tourism (both the travellers' and the visitors' side)</li> <li>• Political significance of tourism and vice versa today</li> <li>• Economic effects of tourism as the world's biggest industry</li> <li>• Dimensions of sustainability and their interrelation and significance for tourism organisation</li> </ul> <p>The theoretical content is supported by practical (best practice) examples and interactive methods. Initial models from tourism research are presented and current developments, trends and challenges are discussed. Sustainability as a central element for the future organisation of global tourism is addressed by using theoretical models and practical examples.</p>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Assignment	2.58 %

## Module ST 1 6441: Introduction to Sustainability: Scientific Foundations and Transformational Practice

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	1	Winter Term	-	English	N.N.

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>After successfully completing the module, students will be able to:</p> <ul style="list-style-type: none"> <li>Recall and describe key sustainability concepts and theories, including an overview of the sustainability crisis and its root causes.</li> <li>Explain the importance of alternative sustainable socioeconomic practices, with an emphasis on how this can address the sustainability crisis and its root causes.</li> <li>Apply systems thinking to practical sustainability challenges, including devising strategies to address the root causes of the sustainability crisis.</li> </ul>

Content
<p>Historical Foundations and Sustainability Crisis</p> <ul style="list-style-type: none"> <li>Tracing the evolution of sustainability concepts through history</li> <li>Key historical events and milestones in sustainability.</li> <li>In-depth exploration of the current global sustainability crisis.</li> <li>Analysis of root causes, including social, economic, and environmental factors.</li> </ul> <p>Systems Thinking and Global Frameworks</p> <ul style="list-style-type: none"> <li>Fundamental concepts and their application in understanding complex sustainability issues.</li> <li>Overview of SDGs and their role in addressing sustainability challenges.</li> <li>Introduction to the Planetary Boundaries framework/ the Safe Operating Space and its significance.</li> </ul> <p>Societal Dynamics and Transformational Change</p> <ul style="list-style-type: none"> <li>Examining how societal changes can lead to large-scale transformations ("Social Tipping Points").</li> <li>Exploration of key domains and practices that contribute to sustainable development.</li> <li>Role of individuals and communities in shaping a sustainable future.</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Oral exam, assignment or any combination	2.58 %

## Module ST 1 6442: Basics of Business Administration and Accounting

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	1	Winter Term	-	English	Prof. Dr. Norbert Dautzenberg

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>At the end of the lecture, the participants will:</p> <ul style="list-style-type: none"> <li>Understand the term „business“ and its tasks.</li> <li>have learned and understood business decision-making</li> <li>Recognise that tourism businesses underly the same economic constraints as other businesses.</li> <li>have acquired knowledge of the most relevant business aspects, including the basic legal framework and the activities of a business, e.g. producing services, marketing, human resources management, but also aspects related to accounting, cost accounting, financing and investment decisions and insurance questions.</li> </ul> <p>Furthermore, the focus will be on tax rules by enabling the students to:</p> <ul style="list-style-type: none"> <li>Grasp the tax rules important for an enterprise.</li> <li>Learn the basic knowledge of personal income taxation.</li> <li>Understand when to ask for tax advice and how to deal with it; especially, to distinguish between legal and illegal tax saving ideas.</li> <li>Understand that international business contacts might entail specific additional problems.</li> <li>Gain the ability to develop their basic knowledge further in the future.</li> </ul>

Content
<ul style="list-style-type: none"> <li>Definition of the term „business“</li> <li>Analysis of what makes a „good“ decision</li> <li>Overview of the process of producing one's services, marketing, human resources, organization, finance and investment, accounting, and similar topics</li> <li>Basics of tax legislation and its impact on enterprises in the tourism sector and on the personal taxation of the employees</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam or any combination	2.58 %



## Module ST 1 6443: Introduction to Applied Information Technology

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	1	Winter Term	-	English	Prof. Dr. Thomas Pitz

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Upon successful completion of this module, students will be able to:</p> <ul style="list-style-type: none"> <li>Acquire foundational knowledge in IT. This includes a solid understanding of key IT concepts and the ability to recall essential details about data management tools like Excel, as well as programming languages such as Python or R.</li> <li>Articulate the evolution of information technology and summarize the functionalities of various standard software tools used by tourism professionals.</li> <li>Demonstrate their ability to employ data management techniques in Excel, R or Python for handling tourism-specific data.</li> <li>Regarding evaluation, the students will be capable of evaluating the practical applications and limitations of Large Language Models in the tourism industry.</li> <li>Design basic IT projects like webpages or develop effective AI-driven prompts for tasks in tourism.</li> </ul> <p>Upon mastering these outcomes, students will possess a strategic toolkit to make informed decisions in international business settings.</p>

Content
<p>In the "Introduction to Information Technology" course lecture, students are introduced to the critical role of IT in the tourism industry.</p> <ul style="list-style-type: none"> <li>The module begins with a basic introduction to Information Technology, offering an overview of IT concepts and their evolving applications in tourism. This sets the foundation for understanding the historical and current trends in technology within the sector.</li> <li>The course then progresses to introducing standard software tools essential for tourism professionals. Students learn the basics of data management and analysis using Excel, followed by an introduction to programming for data analysis with Python or R. The curriculum also covers survey tools, guiding students in designing and implementing market research. Additionally, students explore data visualization and KPI dashboards, for example using Tableau for visualizing tourism data effectively.</li> <li>A unique aspect of this course is the project on Large Language Models (LLMs) and prompt writing. This project educates students on the application of LLMs in the tourism industry and teaches them how to craft effective prompts for AI-driven tasks, a skill increasingly valuable in the modern digital landscape.</li> <li>An optional project is included where students can gain basic skills in creating web pages. This section introduces them to website design tools and platforms, equipping them with the knowledge to build an online presence for tourism-related services or destinations.</li> <li>The course also delves into topics that will be adapted seminaristic to current requirements, like digital marketing, social media strategies, online booking systems, and digital payment systems are also covered. Additionally, the course introduces Customer Relationship Management (CRM) in Tourism, as well as Data Analysis and Decision Making.</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %

## Module ST 1 6444: Basics of Economics

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	1	Winter Term	-	English	Prof. Dr. Corinne Lohre

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Upon successful completion of this module, students will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the functioning of markets.</li> <li>• Analyze the behavior of enterprises, households and the state.</li> <li>• Discuss the effects of changing market conditions and/or government interventions on markets.</li> <li>• Discuss different policy measures affecting the economy in the short- and long-run.</li> </ul> <p>by applying basic tools and methods of economics in order to enhance the general understanding of the economic system and the specific understanding of aspects relevant for (international) tourism.</p>

Content
<p>The module contains the following elements:</p> <ul style="list-style-type: none"> <li>• Introduction to economic principles</li> <li>• Introduction to microeconomics: deriving supply and demand as well as market equilibria, analyzing and discussing adjustment processes in case of changing supply and / or demand conditions, analyzing welfare implications and market efficiency by using the concepts of producer and consumer surplus etc.</li> <li>• Introduction to economics of the public sector: analyzing the effects of different economic policies such as taxation or minimum wages, discussing different reasons of market failure such as externalities and the respective consequences as well as possible policy interventions to deal with market failure</li> <li>• Understanding production decisions based on profit maximization by introducing, different cost categories etc.as well as understanding consumption decisions based on utility maximization by introducing preferences and budget constraints</li> <li>• Introduction to macroeconomics: introducing different concepts to measure national income such as GDP and GNP, measuring the costs of living and discussing inflation, understanding different drivers of economic growth and potential policies to stimulate sustainable economic growth</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, assignment or any combination	2.58 %

## Module ST 1 6445: Basics of Scientific Working

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	1	Winter Term	-	English	Sebastian Amrhein

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Customize, conduct and present their first own research project that meets scientific requirements.</li> <li>• Use and combine the acquired knowledge about the structure and design of a scientific research project, the search for and evaluation of adequate literature, the knowledge about methods of empirical research, the collection and analysis of quantitative and qualitative data as well as different presentation techniques and media.</li> <li>• Work on a research topic of their own choice from the subject area of sustainable tourism in a targeted manner, to document it in a first scientific (term)paper and to present the process and results to an audience.</li> <li>• How to use AI without violating the principles of academic integrity, property rights or data protection regulations</li> </ul>

Content
<p>The contents of the module include</p> <ul style="list-style-type: none"> <li>• basic definitions and terminology of scientific working,</li> <li>• the developing of the structure and design of a research project,</li> <li>• comprehensive knowledge of information searching (use of special search engines and platforms),</li> <li>• evaluating, reproducing and using scientific literature, theoretical foundations of empirical research, the collection and analysis of data as well as different methods of empirical research, legal and ethical principles of knowledge and data (re-)production combined with a critical reflection of one's own position as a researcher,</li> <li>• the basics of scientific writing and presentation skills applied by the students on the basis of their own chosen research project.</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Assignment	Unmarked

## Module ST 2 6446: Sustainable Destination Management

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	2	Summer Term	-	English	Prof. Dr. Dirk Reiser

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Upon successful completion of this module, students will be able to:</p> <ul style="list-style-type: none"> <li>• Deliver basic knowledge of destination management.</li> <li>• Understand linkages of specific locations and tourism development, in particular the associated impacts.</li> <li>• Select and apply suitable methods for evaluating the sustainability of destinations.</li> </ul>

Content
<p>This course covers the following topics:</p> <ul style="list-style-type: none"> <li>• the evaluation and basics of a destination, including the definition and evaluation of a destination, strategic and organizational destination management, destination management organisations and destination stakeholders,</li> <li>• critical issues relating to destination development with regard to touristic impacts and sustainability,</li> <li>• a comprehensive overview of destination management with a focus on sustainability and the Sustainable Development Goals (SDGs)</li> <li>• strategic destination management for sustainability.</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %

## Module ST 2 6447: Geography, Environment and Sustainability

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	2	Summer Term	-	English	Prof. Dr. Diana Marquardt

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Upon successful completion of the module, students will be able:</p> <ul style="list-style-type: none"> <li>to explain basic geoscientific and environmental processes</li> <li>to describe critical interventions in the complex human-environment system and their effects on natural resources. The knowledge of different sub-disciplines of geography and environmental sciences is also transferred to tourism</li> <li>to determine and assess the effects of tourism on environmental systems and the destination's resources</li> <li>to show alternative choices for sustainable resources use.</li> </ul>

Content
<ul style="list-style-type: none"> <li>Considering the interdisciplinary character of the human-environment system, knowledge is imparted e.g. on the topics of climatology, geomorphology, biogeography, hydrogeography, and human interventions in the ecosystems.</li> <li>The basic knowledge is related to selected examples in tourism. Topics covered include tourism induced climate change climate change and decarbonisation of the sector as well as the use of various resources by tourism, e.g. biodiversity as a tourism resource, water and food consumption in destinations, the use of geological heritage (geotourism).</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %

## Module ST 2 6448: Introduction to Tourism Management

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	2	Summer Term	-	English	Prof. Dr. Dirk Reiser

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Upon successful completion of this module, students will be able to</p> <ul style="list-style-type: none"> <li>understand the geographical characteristics of tourist regions and tourism flows,</li> <li>identify economic, environmental, social and political tourism challenges,</li> <li>classify international tourism activities,</li> <li>recognise national and international tourism stakeholders and associated standards and quality requirements,</li> <li>explain trends and current developments of globalisation and localisation in relation to the field of international tourism management</li> <li>describe the reasons for internationalization of tourism,</li> <li>compare the advantages and disadvantages of international tourism,</li> <li>transfer the acquired knowledge to tourism and compare the different internationalisation strategies of different tourism stakeholders,</li> <li>understand service quality and quality management and know how to apply it to tourism,</li> <li>apply different procedures for recording and measuring service quality and different quality management models,</li> </ul> <p>convey this knowledge to the service and tourism sector and learn to pay attention to the specifics of quality management in the tourism industry.</p>

Content
<ul style="list-style-type: none"> <li>Geographical characteristics of tourist regions</li> <li>influence of tourism on economy, environment, economy and politics</li> <li>tourism processes related to competition, mobility, globalisation and localization</li> <li>internationalisation of tourism providers, especially tour operators, transport operators and the hotel industry.</li> <li>different forms of market entries into tourism</li> <li>motivations for international tourism market activity</li> <li>practical examples of strategies that tourism actors choose in order to enter international markets.</li> <li>quality management in tourism including the definition, characteristics and importance of quality management and the measurement of quality (e.g. certifications).</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %

## Module ST 2 6449: Basics of Marketing

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	2	Summer Term	-	English	Prof. Dr. Marina Gregorić

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Upon successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> <li>• Discuss marketing mix elements and elaborate their importance in tourism.</li> <li>• Analyze internal and external marketing environment.</li> <li>• Differentiate market segmentation and market positioning in tourism sector.</li> <li>• Distinguish successful marketing strategies for tourist destinations and tourism companies.</li> <li>• Prepare and present marketing plan for the tourism business/service entity or tourist destination.</li> </ul>

Content
<ul style="list-style-type: none"> <li>• Introduction to marketing</li> <li>• The marketing environment in tourism sector</li> <li>• Market research in tourism</li> <li>• Market segmentation and Positioning</li> <li>• Marketing strategies</li> <li>• Product</li> <li>• Place</li> <li>• Price</li> <li>• Promotion</li> <li>• Digital marketing opportunities in tourism sector</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %

## Module ST 2 6450: Project and Conflict Management

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	2	Summer Term	-	English	Prof. Dr. Thomas Lucht

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
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Learning Outcomes
<p>Upon completion of this module, students have developed abilities to:</p> <ul style="list-style-type: none"> <li>• Plan and implement projects.</li> <li>• Be proficient in the use of methodological tools for planning, implementing, monitoring, and completing projects with regard to personnel, costs, appointments, and quality.</li> <li>• Be proficient in adequately presenting project results.</li> <li>• Understand the dynamics and common pitfalls in projects.</li> <li>• Deal appropriately with conflicts in project teams.</li> <li>• Understand the most relevant theories and ideas of conflict management.</li> <li>• Develop an understanding of the different approaches and current problems of conflicts in (project) teams.</li> <li>• Reflect on their own behaviour in conflict situations.</li> <li>• Deal constructively in potential conflict situations and counteract escalations.</li> </ul>

Content
<ul style="list-style-type: none"> <li>• Goals, processes, and phases of projects</li> <li>• Goal setting and project planning (definition of work packages, planning of milestones, network plans, etc.)</li> <li>• Project monitoring and controlling</li> <li>• Tools in project management</li> <li>• Project completion and documentation</li> <li>• Presentation of project results</li> <li>• Definitions, types of conflicts</li> <li>• Analysis of different causes of conflicts</li> <li>• Dynamics and development of conflicts</li> <li>• Methods and strategies of conflict resolution</li> <li>• Significance of conflicts in teams and organizations</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %



## Module ST 2 6451: Diversity, Equality and Inclusion

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	2	Summer Term	-	English	Prof. Dr. Dirk Reiser

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

### Learning Outcomes

This module will help students to:

- Achieve an understanding that all individuals in tourism should be treated fairly and respectfully.
- Understand the meaning of the terms diversity, equity and inclusion in general and specifically in tourism and tourism development.
- Be able to organise this knowledge as a potential force to reduce the reproduction of social inequalities in tourism.
- Recognize the connection of diversity, equity and inclusion with tourism and the Sustainable Development Goals.
- Develop their conceptual thinking that leads to more fairness and equality in the outcomes of tourism development.
- Apply this theoretical knowledge to practical developments, especially with regards to creating an inclusive tourism environment.
- Analyse existing concepts of social inclusion and accessibility to tourism development.
- Develop ideas for alternative possibilities of inclusion within tourism.

### Content

- Definition of the term and concepts of diversity, equity, inclusion and justice.
- Examination of the ethical, socio-cultural, economic and political aspects of integration and inclusion.
- Application of those concepts to sustainable tourism and tourism development with a particular focal point on the special needs of people with physical and mental disabilities.
- Clarification why inclusion in tourism ultimately affects all (potential) types of tourists and groups of people and therefore offers opportunities for the tourism industry.
- Explanation of the importance of an inclusive and diverse touristic workforce as well as the touristic participation of disadvantaged groups.
- Description of specific subjects such as the unconscious bias towards particular groups in tourism because of their ethnicity, gender, sexual orientation, physical and mental abilities, socio-economic status, age, geographic background, religious beliefs, political beliefs and life experiences.
- Analysis of touristic development from the perspective of the disadvantaged tourists as well as the touristic workforce.
- Illumination of the importance of self-determination and accessibility for everyone while travelling.

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %

## Module ST 3 6452: Sustainable Marketing and Customer Behaviour

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	3	Winter Term	-	English	Prof. Dr. Marina Gregorić

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Upon successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> <li>Classify differences in tourism marketing mix influenced by sustainability.</li> <li>Identify sustainable tourism environment in destinations.</li> <li>Discover change in trends of customer's behavior towards sustainable tourism products/services.</li> <li>Examine successful sustainable marketing strategies.</li> <li>Develop sustainable marketing plan for the tourism business/service based on new trends in consumer behavior.</li> </ul>

Content
<ul style="list-style-type: none"> <li>Sustainable marketing mix in tourism</li> <li>Environmental aspects in creation of marketing product/services</li> <li>Trends in sustainable marketing strategies</li> <li>Change in customer values</li> <li>Customer's expectations in sustainable tourism</li> <li>Cultures and different lifestyles in decision-making process</li> <li>Ethics in sustainable marketing offers in tourism</li> <li>The impact of customer's perception of quality in sustainable tourism products/services</li> <li>Marketing planning for sustainable tourism destination development</li> <li>Use of digital technologies in creating sustainable tourism offers</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %

## Module ST 3 6453: Mobility and Tourism

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	3	Winter Term	-	English	Prof. Dr. Diana Marquardt

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>After successfully completing the module, students:</p> <ul style="list-style-type: none"> <li>• will have a comprehensive understanding of tourism mobility and transportation markets.</li> <li>• can describe different modes of transport and explain their importance for tourism.</li> <li>• are able to outline the current market and the intermodal competition between the different service providers.</li> <li>• can identify trends in tourism transport and analyze possible problems related to increasing mobility, especially with regard to climate change.</li> <li>• can illustrate greener mobility options for travelers.</li> </ul>

Content
<p>After a general introduction to the topic of transport as well as transport and tourism, the course will analyze the current market situation of the individual transport providers and their development perspectives. Special attention will be paid to the following topics:</p> <ul style="list-style-type: none"> <li>• Air transportation (institutional framework, different airline types, airports, demand, environmental impact)</li> <li>• Ground transportation (Rail, coaches, etc.)</li> <li>• Water-based transportation</li> </ul> <p>Furthermore, the sustainability of different means of transport is analyzed and various options are presented with regard to the sustainable design of tourist mobility.</p>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %

## Module ST 3 6454: Applied Management

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	3	Winter Term	-	English	Prof. Dr. Diana Marquardt

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Upon successful completion of the module, the students</p> <ul style="list-style-type: none"> <li>are familiar with essential aspects of applied management with regard to intercultural management and human resources management and they are able to apply them to the tourism industry.</li> <li>have gained an advanced understanding of the relevant terminology, concepts and models, as well as of the roles, processes and functions of HRM within business.</li> <li>will have an overview of human resource management, with emphasis in human resource planning, personnel selection, training and development, performance appraisal, compensation, and contemporary issues in the context of the global tourism environment</li> <li>will have also gained a profound knowledge of organizational behavior as a research area that deals with the explanation, prognosis and control of behavior in and of organizations</li> <li>will be able to critically reflect on different levels of analysis of organizational behavior and are sensitized to the characteristics and challenges of both HRM and OB in an international tourism context.</li> <li>know the basics of intercultural management and they can explain different cultural models as well as their strengths and weaknesses.</li> <li>recognize their own culturally shaped perceptions and they show sensitivity to intercultural communication, e.g. with international tourism service providers, and different culture-related behavior and values</li> <li>understand the problems associated with travelling, living and working in a different cultural context and are able to solve cultural misunderstandings by applying appropriate approaches.</li> </ul>

Content
<p>The lecture gives a general overview of the problems associated with intercultural encounters and of methods of intercultural management. Basic theoretical and practical aspects of intercultural management are dealt with. In order to acquire intercultural competence, it is necessary to become aware of the significance of cultural influences on human behavior. Therefore, fundamental aspects are not only dealt with theoretically, but also by means of case studies. Important topics are:</p> <ul style="list-style-type: none"> <li>What is culture?</li> <li>Theoretical cultural models</li> <li>Culture shock and Intercultural competence</li> <li>Intercultural communication</li> <li>The strategic role of HRM</li> <li>Human resource planning (scope, job analysis, job description, flexibility)</li> <li>Recruitment and selection processes</li> <li>Performance measurement and appraisal</li> <li>Training and development</li> <li>Fundamentals of organizational behavior (conceptual approach and classification)</li> <li>Essential aspects of the behavior of individuals in organizations</li> <li>Behavioral dynamics and processes at the group and organizational level</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %

## Module ST 3 6455: Sustainability Accounting and Reporting

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	3	Winter Term	-	English	Prof. Dr. Ute Merbecks

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>Explain the main concepts of corporate sustainability and provide understanding on how green, social, and governmental (ESG-) transformation of firm influences accounting practices.</li> <li>Delve into three key pillars of sustainability: management, reporting, and accounting. As the tourism industry grows, addressing sustainability challenges has become increasingly important to protect ecosystems, local communities, and cultural heritage. By examining topics like biodiversity and ecosystem protection, community empowerment and involvement, and labor rights and fair employment students will gain a comprehensive understanding of how organizations can navigate the complex landscape of ESG.</li> <li>Classify and implement sustainable business models and strategies from an entrepreneurial perspective. They get familiar with both the new European Sustainability Reporting Standards (ESRS) and the IFRS Sustainability Disclosure Standards, management control for sustainability as well as analysing sustainability reports.</li> <li>Prepare a sustainability report and will be equipped with the skills and insights needed to drive sustainability initiatives within their organizations, make informed decisions, and contribute to a more sustainable future for businesses and society.</li> <li>Apply the different methods in market-oriented sustainability management successfully and without making mistakes.</li> </ul> <p>Many examples, exercises and case studies help students to apply methods for the measurement and the management of corporate sustainability fast and accurately without any cognitive effort. Students will also acquire the skills to be able to analyse the sustainability performance of a business and recommend how sustainability performance can be improved.</p>

Content
<ul style="list-style-type: none"> <li>Introduction to Sustainability: Sustainability and its significance in today's business world; the triple bottom line approach: People, Planet, Profit.; historical perspectives and the evolution of sustainability in business.</li> <li>Sustainability Management: Sustainable business strategies and models; incorporating sustainability into corporate culture; leadership and decision-making for sustainability.</li> <li>Sustainability Metrics and KPIs: Key Performance Indicators (KPIs) for sustainability measuring environmental, social, and economic impacts; importance of data collection and analysis.</li> <li>Sustainability Reporting Frameworks: Introduction to sustainability reporting standards (e.g., ESRS GRI, SASB, IIRC); reporting best practices and global trends.</li> <li>Assurance and Verification: The importance of third-party assurance in sustainability reporting; verification processes and standards (e.g., ISAE 3000); enhancing the credibility and reliability of sustainability reports.</li> <li>Case Studies</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %

## Module ST 3 6456: Change Management for Resilient Destinations

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	3	Winter Term	-	English	Prof. Dr. Dirk Reiser

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Upon successful completion of this module, students will be able to:</p> <ul style="list-style-type: none"> <li>Understand important constructs of change management for resilient destinations such as risk, crisis, disaster, resilience and network management within sustainable destination management.</li> <li>Transfer this knowledge to conduct a destinations specific risk management assessment to develop a crisis and disaster management plan within the framework of sustainable tourism development.</li> <li>Learn about the vital importance of cooperating within networks to facilitate and enhance the adaptive capacity of a destination especially after the experiences of the COVID-19 crisis and the challenges of digitalization.</li> </ul>

Content
<ul style="list-style-type: none"> <li>Recap of the course sustainable destination management and change management</li> <li>Definition of resilience and destination resilience</li> <li>Approaches to destination resilience as a vital factor in sustainable tourism development</li> <li>Strategic destination management in a post-COVID and digitalised world</li> <li>Crisis and disaster management, risk assessment, networks, social capital and adaptive capacity building</li> <li>A comprehensive destination resilience framework focusing on the unique structures of individual destinations and sustainable tourism.</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %

## Module ST 3 6118: Interdisciplinary Project

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	3	Winter Term	-	English German	Various

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
up to 30	150 h	30 h	120 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Upon successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> <li>Independently and collaboratively conduct interdisciplinary project work by integrating perspectives from different academic disciplines.</li> <li>Apply project management principles to plan, execute, and evaluate interdisciplinary projects in diverse teams.</li> <li>Analyse complex topics from multiple academic and professional viewpoints, critically assessing relevant stakeholders and their roles.</li> <li>Develop innovative solutions for interdisciplinary challenges by synthesizing insights from various fields.</li> <li>Present and communicate project outcomes effectively to different audiences, using appropriate methods and formats.</li> <li>Reflect on their own role and contributions within interdisciplinary teamwork, demonstrating adaptability and problem-solving skills.</li> <li>Address ethical considerations and cultural perspectives relevant to interdisciplinary work.</li> <li>Develop transferable skills in project management, strategic thinking, and communication, fostering career readiness in international, public, and private sectors.</li> </ul>

Content
<ul style="list-style-type: none"> <li>Theoretical and practical aspects of interdisciplinary project management, including key challenges and strategies.</li> <li>Exploration of interdisciplinary collaboration: advantages, barriers, and techniques for effective teamwork.</li> <li>Choice of thematic projects: students select from a range of projects that vary in academic focus and practical application.</li> <li>Hands-on project work: small teams conduct independent research, develop solutions, and implement project plans.</li> <li>Stakeholder engagement: understanding and addressing different perspectives, interests, and roles in interdisciplinary projects.</li> <li>Presentation and reflection: students communicate findings, receive peer and instructor feedback, and critically assess their project experiences.</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Oral exam, assignment or any combination	2.58 %

## Module ST 4 6457: Digitalisation and Customer Centricity in Tourism

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	4	Summer Term	-	English	Prof. Dr. Ulrich Pfeiffer

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Upon successful completion of the module students will be able to:</p> <ul style="list-style-type: none"> <li>Identify key digital trends in tourism by understanding the evolution of digital transformation, in order to evaluate their implications for sustainable tourism practices.</li> <li>Understand the needs of digital tourists by analysing contemporary customer trends, in order to develop more effective tourism marketing strategies.</li> <li>Analyse popular digital tourism platforms by studying their business models and market presence, in order to inform business strategy in the tourism sector.</li> <li>Determine effective digital strategies for tourism by understanding core concepts of competitive positioning, in order to strengthen brand value and market share.</li> <li>Make data-informed decisions by understanding data analytics tools and methods, in order to support sustainable practices in the tourism industry.</li> <li>Maintain ethical digital standards in tourism by comprehending data protection regulations and ethical considerations, in order to safeguard customer information and ensure fair practices.</li> <li>Assess the role of technology in sustainability and vice versa by exploring digital solutions and sustainable practices, in order to enhance eco-friendly initiatives in the industry.</li> <li>Design user-centric digital tourism experiences by applying design thinking principles to prioritize sustainability and enhance customer engagement and satisfaction.</li> </ul>

Content
<p>The module focuses on the dual challenges of integrating digital transformation and sustainability within the tourism sector. Students will explore how modern tech tools can be harmonized with eco-friendly practices to create impactful, sustainable tourism experiences.</p> <ul style="list-style-type: none"> <li>The Digital Transformation of Tourism: Introduction to how digitalisation has impacted and transformed the tourism sector.</li> <li>Digital Markets in Tourism: Overview of digital platforms and business models that drive today's tourism industry.</li> <li>The Digital Tourist: Understanding the changing expectations and behaviours of tourists as customers in the digital age.</li> <li>Digital Strategy &amp; Competitive Positioning: How digital strategies shape competitive positioning and brand value in the tourism sector.</li> <li>Data-driven sustainable tourism development: Embracing data analytics to improve sustainability measures in tourism operations.</li> <li>Digital Ethics and Data Protection: Navigating ethical challenges and ensuring data protection in digital tourism practices.</li> <li>Balancing Digitalisation and Sustainability in Tourism: Delving into the dual challenges and opportunities presented by digital transformation and the imperative of sustainability in tourism.</li> <li>Hands-On Digital Business Development: The comprehensive process of conceptualizing, strategizing, pitching and launching a digital tourism product or service using design thinking and other customer-centric methods.</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, assignment or any combination	2.58 %



## Module ST 4 6458: Applied Concepts of Psychology in Tourism

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	4	Summer Term	-	English	Prof. Dr. Corinna Titze

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>After successfully completing the course, the students will be able to:</p> <ul style="list-style-type: none"> <li>• Accurately describe and comprehensively understand (socio-)psychological concepts and models relevant to (inter-)national tourism, in order to critically engage with scientific theories, evaluate their applicability to real-world tourism scenarios, and reflect on their implications for understanding human behavior in tourism contexts.</li> <li>• Analyze specific situational contexts from multiple perspectives, applying relevant psychological and sociological theories in order to systematically examine the underlying conflicting motives, needs and attitudes that shape behavior in tourism settings. This includes recognizing and critically assessing potential conflicts, biases, and contextual influences, enabling students to develop well-founded, theory-driven interpretations and solutions.</li> <li>• Question work-related instantaneous affective reactions based on individual values, societal norms and conventions and develop alternative response strategies to promote professional and culturally sensitive behavior.</li> <li>• Actively engage in different communicative situations (e.g., interactions between tourists and the service industry, other tourists, or the local population) by selecting and applying suitable and established methods (e.g., non-violent communication) in order to foster constructive and effective communication.</li> </ul>

Content
<p>This module introduces students to psychological concepts and theories relevant to tourism, focusing on interaction and identity construction. Key topics include:</p> <ul style="list-style-type: none"> <li>• Demarcation, intragroup, and intergroup relations</li> <li>• Individual tourist behavior (e.g., attitudes, stereotypes, prejudices)</li> <li>• Influence of gender and psychological factors (e.g., openness to new experiences) on tourist identity and choices</li> <li>• Emotion work in the service industry and its impact on mental health</li> <li>• The psychological and societal effects of tourism.</li> </ul> <p>During the concomitant seminar, students will be able to explore the practical implications of selected theories and methods as well as reflect upon their own role(s), attitudes and behavior.</p>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %

## Module ST 4 6459: Tourism Ethics

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	4	Summer Term	-	English	Prof. Dr. Dirk Reiser

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>At the end of this module, students will be able to:</p> <ul style="list-style-type: none"> <li>Understand the fundamentals of ethical behavior with a particular focus on ethics in tourism.</li> <li>Comprehend that all human behaviour is based on a more or less profound ethical foundation.</li> <li>Apply this knowledge to their own travel experience as well as to transfer it to tourism in general.</li> <li>Recognise that they have to face ethical issues in both a personal and a professional environment.</li> <li>Link ethical theories with questions and challenges of the tourism industry to develop possible solutions.</li> <li>Realise ethical considerations to individual, business and entrepreneurial action in a national and international context especially within the tourism industry.</li> <li>Determine the importance of corporate social responsibility in today's world and to apply its basics to entrepreneurial strategy development.</li> </ul> <p>After successful completion, students are familiar with the essential theoretical and practical aspects of corporate social responsibility in an intercultural tourism context and can also integrate this into their actions. This is deepened in particular through the application of case studies.</p>

Content
<ul style="list-style-type: none"> <li>Definition of ethics and tourism ethics</li> <li>Overview of the classical and current theories and models of corporate social responsibility in general</li> <li>Fundamental concepts, issues and critique of ethics and tourism</li> <li>Overview of central ethical concepts and directions, global codes of ethics (including the Global Code of Ethics for the Tourism Industry)</li> <li>Environmental ethics and the commons, intercultural ethics, exemplary value conflicts and dilemmas in tourism and intercultural ethics</li> <li>Ethical decision making</li> <li>Ethical and moral challenges in the global tourism market</li> <li>Moral and ethical questions within a tourism development context</li> <li>Definition and guiding principles of corporate social responsibility</li> <li>Advantages and disadvantages of applying corporate social responsibility in tourism business operations and</li> <li>Role of sustainability and sustainable tourism in the context of corporate social responsibility and ethics.</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %

## Module ST 4 6460: Sustainable Finance and Entrepreneurship

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	4	Summer Term	-	English	Prof. Dr. Ute Merbecks

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Make sustainable financing decisions by using different valuation techniques in order to become successful entrepreneurs aligned with the Sustainable Development Goals (SDGs).</li> <li>• Define financial and sustainability metrics and analyze the effects of business transactions.</li> <li>• Classify sustainable financial instruments (e.g., green bonds/loans, social bonds, sustainability-linked bonds) in different types of financing (equity financing and debt financing).</li> <li>• Identify and compare different valuation techniques for decision-making.</li> <li>• Explain the limitations of the approaches. After the course, students will be able to evaluate sustainability-related financial contracts and develop a sustainable finance strategy for a start-up company.</li> <li>• Apply the different valuation techniques successfully and without making mistakes.</li> <li>• Apply the valuation procedures quickly and accurately without any cognitive effort (Many examples, exercises, and case studies).</li> </ul> <p>Due to the discussion of the limitations of each of the approaches in the course, students internalize the assumptions of valuation theories and are able to express their opinions on green and social financial instruments and green and social start-ups.</p>

Content
<ul style="list-style-type: none"> <li>• Introduction to Sustainable Finance/Sustainability related regulatory environment on Financial Markets.</li> <li>• Definitions and Metrics, Types of Green and Social Financing.</li> <li>• Valuation and Decisions Rules.</li> <li>• Basic Financial Calculations.</li> <li>• Internal Financing: Overview, sustainability related financial Instruments.</li> <li>• Equity Financing: Overview, Stock Basics, ESG-Rating/ESG-Scores.</li> <li>• Debt Financing: Overview, Financial Instruments, Green/Social/Sustainability Linked Bonds.</li> <li>• Entrepreneurship and SDGs: Ideation, market research/business plan, pitch-technique.</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %

## Module ST 4 6468: Urban and Cultural Tourism

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Elective Module	4	Summer Term	-	English	Prof. Dr. Diana Marquardt

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
up to 30	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Upon successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> <li>• Describe different forms of urban and cultural tourism and discuss the supply and demand in these tourism segments.</li> <li>• Critically analyze the sustainability and impact of these tourism forms.</li> <li>• Minimize potential problems, e.g. by application of visitor management approaches.</li> <li>• Understand different management tools in cultural tourism and will be able to employ them.</li> </ul>

Content
<p>First, a definition of the segments of urban and cultural tourism is given. Furthermore, the demand and different supply forms are analyzed and future trends are presented. In addition, the following contents are discussed:</p> <ul style="list-style-type: none"> <li>• economic, social and ecological impact of urban and cultural tourism</li> <li>• implementation of sustainable practices</li> <li>• management instruments in cultural tourism</li> <li>• different forms of cultural tourism, e.g. culinary tourism</li> <li>• industrial and rural spaces as cultural tourism attractions</li> <li>• city and tourism: the city as tourist space and competing interests regarding the use of the city</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %

## Module ST 4 6469: Case studies: Global Tourism and Sustainability

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Elective Module	4	Summer Term	-	English	Prof. Dr. Dirk Reiser

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
up to 30	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>This module will allow students to:</p> <ul style="list-style-type: none"> <li>• Bridge the gap between theoretical touristic knowledge and its practical applications.</li> <li>• Develop their problem-solving skills to challenges in sustainable tourism development.</li> <li>• Strengthen their independent, critical thinking skills within an interdisciplinary context.</li> <li>• Critically review and compare their ideas and approaches to those of other students.</li> </ul>

Content
<ul style="list-style-type: none"> <li>• analysis of a variety of international tourism case studies to connect real life situations with the theoretical knowledge learned in previous courses such as project management or sustainable destination management.</li> <li>• case studies in different topic areas such as tourism management, sustainable marketing, event management and hospitality management.</li> <li>• presentation, analysis and discussion of case studies to build a toolbox of potential problem-solving solutions.</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %

## Module ST 4 6470: Sport and Adventure Tourism

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Elective Module	4	Summer Term	-	English	Sebastian Amrhein

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
up to 30	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>Identify the essential components and various socio-political dimensions of sports and adventure tourism.</li> <li>Assess the economic, social, and environmental impacts of sports and adventure tourism on destinations and local communities.</li> <li>Develop sustainable strategies and management approaches for adventure and sports tourism businesses.</li> </ul> <p>For this purpose, concepts from the design of offers such as experience staging and flow theory, but also socio-political dimensions based on sports washing and soft power are discussed. Finally, the students are able to use the tools to analyse and evaluate existing practices as well as to design and market socially and ecologically sustainable products that cater to different levels of adventure seekers and sports tourists</p>

Content
<ul style="list-style-type: none"> <li>Basic understanding of the importance of emotions and authenticity in the design of sport and adventure tourism products.</li> <li>At the same time, students also gain an insight into how emotions, sport and tourism can be misused for political purposes and how unsustainable practices can be disguised.</li> <li>Social and tourism trends, crises and future challenges as well as the connection, handling and responsibility of sports and adventure tourism with the respective developments.</li> <li>Comprehensive and wide-ranging perspective on sport and adventure tourism practices, which enables both the analysis of existing or intended practices and enables them to design sustainable, authentic products.</li> <li>This module prepares students for careers in adventure tourism management, event organization, outdoor recreation, destination planning, and sustainable tourism development</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Assignment	2.58 %

## Module ST 4 6471: Health, Medical and Wellness Tourism

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Elective Module	4	Summer Term	-	English	Prof. Dr. Marina Gregorić

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
up to 30	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Upon successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> <li>• Identify meaning, forms and specifics of health tourism.</li> <li>• Analyse medical and wellness tourism trends in destination development process.</li> <li>• Classify customer's niche in health tourism .</li> <li>• Review the management and organization of health tourism in different markets.</li> <li>• Create and evaluate key elements related to the promotion of health, medical and wellness tourism.</li> </ul>

Content
<ul style="list-style-type: none"> <li>• History of health tourism</li> <li>• Definition of health, medical and wellness tourism</li> <li>• The economic effects of health tourism</li> <li>• Tourist destination and prerequisites for the development of health tourism</li> <li>• Content of health tourism offers</li> <li>• Types of services in medical tourism</li> <li>• The characteristics of wellness and its impact on development of tourist destinations</li> <li>• Synergy of tourism and hospitality sector in creation of health, medical and wellness offers in destinations</li> <li>• Management and organization of health tourism</li> <li>• Modern trends and demands for health tourism</li> <li>• Successful health tourism destination</li> <li>• Promotion of health tourism and digitalization</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %

## Module ST 4/5 6036: Foreign Language

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Elective Module	4 / 5	Winter Term + Summer Term	-	-	International Center

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
up to 30	150 h	52 h	98 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
Appropriate proficiency for the specific course level	-	-

Learning Outcomes
<p>Upon successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> <li>Communicate appropriately by using their vocabulary and strengthen their knowledge of grammatical structures.</li> <li>Develop relevant language skills and rhetorical skills.</li> <li>Acquire autonomous learning strategies in the used language.</li> </ul>

Content
<ul style="list-style-type: none"> <li>Developing oral communication and writing skills,</li> <li>Expanding and consolidating vocabulary,</li> <li>Practising and consolidating existing grammatical and rhetorical structures,</li> <li>Acquiring and practising autonomous learning strategies.</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %



## Module ST 5 6461: Tourism and International Relations

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	5	Winter Term	-	English	Prof. Dr. Diana Marquardt

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	ST 1 6444: Basics of Economics	-

Learning Outcomes
<p>Upon successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> <li>Contextualize tourism as a globally operating sector. References are made to theories of international (economic) relations as well as development and trade policy.</li> <li>Understand the characteristics and problems of developing countries and to outline and critically contrast basic theories of international development policy as well as the approaches of development cooperation based on them.</li> <li>Understand the basics of tourism in developing countries. They can assess the social, economic and ecological impact of the sector and make proposals to solve possible problems.</li> <li>Explain the (welfare) effects of international trade and the consequences of respective trade policy interventions by applying theoretical and conceptual tools in order to analyze tourism in the global economy from different perspectives with specific focus on sustainability.</li> </ul>

Content
<p>The course first deals with the basics in the field of development policy and its implementation in development cooperation. The characteristics of developing and emerging countries are introduced and, building on this, various development theories and strategies are explained. Subsequently, the features of tourism in developing countries are elaborated, special forms of tourism in developing countries are explained and tourism as a possible instrument of development cooperation is discussed.</p> <p>In addition, the following topics are covered:</p> <ul style="list-style-type: none"> <li>Introduction to theories of international trade (Ricardo, Heckscher/Ohlin)</li> <li>Analysis and critical reflection of different trade policy measures</li> <li>Introduction to relevant multilateral frameworks and institutions (such as WTO, SDGs)</li> <li>Analysis of regional integration</li> <li>Relation between international (economic) exchange and sustainable development</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %

## Module ST 5 6462: Law in Tourism

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	5	Winter Term	-	English	Prof. Dr. Heiko Wilde

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Upon successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> <li>Identify and describe fundamental practically highly relevant legal issues in the field of civil law related to the tourism industry and tourism by using basic legal knowledge in such field.</li> <li>Argue simple cases regarding frequently recurring situations in tourism law.</li> <li>Act as an intermediary for the legal profession in the area of tourism law,</li> </ul> <p>in order to relate the respective issues covered in the module to various real-life situations and in order to consider them for the purpose of the management of a business in the tourism industry.</p>

Content
<ul style="list-style-type: none"> <li>Basic principles of contract law.</li> <li>Basic principles of the law of a German limited liability company.</li> <li>Package travel law.</li> <li>Individual travel law with a focus on aviation law.</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, assignment or any combination	2.58 %

## Module ST 5 6463: Sustainable Event Management

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	5	Winter Term	-	English	Prof. Dr. Dirk Reiser

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Upon successful completion of this module, students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the idea of event management.</li> <li>• Distinguish different types of events including their stakeholders.</li> <li>• Integrate sustainable event management strategies and prioritize these actions and measures according a portfolio matrix.</li> <li>• Incorporate, develop, assess and optimise sustainable event management strategies along the supply chain.</li> <li>• Show awareness of integral parts of stakeholder communication in terms of an integrative and holistic communication approach.</li> <li>• Understand methods of sustainable development apply this into event design and communication concepts.</li> <li>• Plan and assess sustainable events responsibly.</li> <li>• Present their results to their peer group and / or potential project partners.</li> <li>• Jointly prepare projects presentations on the topic of sustainable event management, discuss them critically and illustrate their practicability by giving specific examples. They are ready to be in charge, individually or team-wise, in handling and solving problems, develop solutions, agreeing with other team and presenting results in the area of sustainable event management They are aware of possible target conflicts between event target, sustainability target and enterprise/organization target.</li> <li>• Apply acquired methods to planning sustainable events.</li> <li>• Use specific management, planning, design and presentation techniques, tools or methods to develop sustainability strategies for events.</li> <li>• Assess and improve positive and negative effects of different kinds of events.</li> </ul>

Content
<ul style="list-style-type: none"> <li>• Event management, design and planning</li> <li>• Different concepts and methods how to integrate sustainable strategies in event management, design and planning.</li> <li>• Sustainable development, basics, subjects, applications and indicators to holistic communication concepts for different stakeholders involved in event management.</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %

## Module ST 5 6464: Empirical Methods and Philosophy of Science

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	5	Winter Term	-	English	Prof. Dr. Thomas Pitz

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
60	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>By the end of this module, students will be able to:</p> <ul style="list-style-type: none"> <li>Recall key terms associated with empirical methods, like qualitative and quantitative methods and philosophy of science (remembering).</li> <li>Describe the significance and application of empirical methods in sustainable tourism (understanding).</li> <li>Use appropriate qualitative or quantitative methods to address specific tourism research questions (application).</li> <li>Differentiate between various philosophical approaches to science and their implications for sustainable tourism (analysis).</li> <li>Assess the appropriateness of different empirical methods for specific sustainable tourism challenges (evaluation).</li> <li>Design a sustainable tourism research project, incorporating sound philosophical and empirical methods (creation).</li> <li>Understand empirical methods and the philosophy of science as a holistic and interdisciplinary perspective on the nature of scientific inquiry.</li> </ul>

Content
<p>The Empirical Methods part of this module:</p> <ul style="list-style-type: none"> <li>Introduction to the methodological foundation of empirical research, about both quantitative and qualitative methodologies.</li> <li>Exploration and reflection on quantitative methods, including experimental design, computer simulations, survey design, hypothesis formulation, and statistical analysis, using examples from and applications in sustainable tourism including disciplines such as psychology, economics, and computer science.</li> <li>Qualitative methods (examining the scientific foundations of interviews, content analysis, and case studies), with examples drawn from economics, politics, and sociology.</li> <li>Hands-on exercises and real-world case studies with practical insights into designing, executing, and analyzing empirical research across diverse fields.</li> </ul> <p>In the Philosophy of Science part of this module:</p> <ul style="list-style-type: none"> <li>Philosophical foundations of scientific inquiry (an introduction to Logic, offering tools for constructing valid arguments, and exploring its role in rigorous scientific reasoning)</li> <li>Metaphysical and ontological questions concerning the nature of reality, epistemology focusing on the nature of knowledge and belief, and the philosophy of mind addressing the intricacies of consciousness and mental phenomena.</li> <li>A robust understanding of the empirical and philosophical foundations underpinning sustainable tourism research.</li> <li>Development of the ability to critically evaluate, design, and conduct studies in the field and experiments in the laboratory, ensuring the sustainability and efficacy of tourism practices.</li> <li>Reflective discussions and thought experiments to develop a deeper appreciation of how philosophical considerations shape and interact with scientific investigation.</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %

## Module ST 5 6472: Society and Politics in Tourism

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Elective Module	5	Winter Term	-	English	Prof. Dr. Alexander Brand

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
up to 30	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Recognise key political and societal frameworks and forces that shape "tourism" as an industry and a leisure time-activity.</li> <li>• Explain the basics of national and international political (de-)regulation in the field of tourism.</li> <li>• Summarise basic mechanisms of political impact a/o societal pressure on tourism in order to better assess opportunities and challenges to tourism ideas and projects.</li> <li>• Apply their knowledge on how society and politics shape tourism to a self-selected case study, thereby demonstrating their competence to embed business ideas in tourism into relevant shaping frameworks.</li> </ul>

Content
<ul style="list-style-type: none"> <li>• A basic understanding of the various societal and (national as well as international) political frameworks, which shape tourism as a business field as well a leisure time-activity.</li> <li>• Forms of political (de-)regulation of mobility opportunities, e.g. through national decisions and international agreements on security and economic policy.</li> <li>• Important settings for the political regulation of tourism – select parliaments and international organisations – as well as key societal actors and their influence on tourism-relevant policies.</li> <li>• The politics and societal forces behind e.g. violent conflict, destabilisation, socio-economic inequality, and climate-related turmoil, and their respective impact on tourism activities.</li> <li>• In the exercise-track of the module, students are invited to work on a pertinent case study, which links tourism with select aspects of politics a/o the wider society.</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Oral exam, assignment or any combination	2.58 %

## Module ST 5 6473: Ecotourism

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Elective Module	5	Winter Term	-	English	Prof. Dr. William Megill

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
up to 30	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>On completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>Identify the fundamental qualities that define ecotourism worldwide.</li> <li>Explain the underlying processes in an ecosystem as they relate to eco- and science tourism.</li> <li>Identify the relevant sustainability concepts, including the SDGs, of ecotourism and development in the community.</li> <li>Compare and contrast case studies of successful and unsuccessful ecotourism efforts.</li> <li>Assess the socio-cultural and ecological impacts of an ecotourism programme.</li> <li>Design an ecotourism programme appropriate to a given eco-socio-cultural environment and market.</li> </ul>

Content
<p>The module will follow the structure of Fennell's Ecotourism 5<sup>th</sup> edition, augmented with case studies from the teacher's own experience in designing and running eco- and science tourism programmes in North America, Europe, and Africa. Topics will include:</p> <ul style="list-style-type: none"> <li>The nature of ecotourism</li> <li>The ecotourist</li> <li>Nature-basis</li> <li>Sustainability 1: local participation and benefits</li> <li>Sustainability 2: parks and conservation</li> <li>Learning and science tourism</li> <li>The moral imperative</li> <li>Socio-cultural and ecological impacts of ecotourism</li> <li>Economic impacts and marketing of ecotourism</li> <li>Development, governance and policy</li> <li>Programme planning</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Oral exam, assignment or any combination	2.58 %

## Module ST 5 6474: Social Transformation and Post-growth

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Elective Module	5	Winter Term	-	English	Sebastian Amrhein

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
up to 30	150 h	60 h	90 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>After successfully completing the course, students will be able to:</p> <ul style="list-style-type: none"> <li>Localise the position of tourism in a growth-driven system and describe the interactions with social and ecological transformation processes.</li> <li>Analyse the process and dynamics of social change and its consequences and challenges in various social, ecological and economic dimensions.</li> <li>Scrutinise developments, establish connections, and develop solutions at various spatial and socio-economic levels, built on a critical attitude towards growth-driven capitalism.</li> <li>Evaluate existing proposed solutions, view them from different perspectives, make independent decisions and justify them on the basis of scientific theory and/or practical examples.</li> </ul>

Content
<ul style="list-style-type: none"> <li>The role and responsibility of tourism (as the biggest global industry) for profound social and economic change</li> <li>A critical look at our growth-driven socio-economic system, including the questioning of basic assumptions of economics</li> <li>Critical theoretical approaches from geography (e.g. path dependency) and sociology (e.g. theory of practice) for the analysis and exploration of structural deficits.</li> <li>Alternative theoretical perspectives (feminist, Marxist, postcolonial) and (allegedly) progressive socio-economic approaches (e.g. green economy, Degrowth, Buen Vivir), measures (e.g. Economy for the Common Good, Divestment, Unconditional Basic Income)</li> <li>The meaning of those alternative approaches for and applicability in tourism.</li> <li>The connection with social transformation processes and their necessity</li> <li>Theories, concepts and approaches of current debates in transformation research</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Assignment	2.58 %

## Module ST 5 6475: Excursion Destination Management

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Elective Module	5	Winter Term	-	English	Prof. Dr. Dirk Reiser

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
up to 25	150 h	90 h	60 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Participating students will be able to:</p> <ul style="list-style-type: none"> <li>• Bridge the gap between theoretical knowledge learned within the course and its practical application at destination level by experiential learning.</li> <li>• Deepen the understanding of tourism and sustainable tourism development within a specific destination through a critical on-site evaluation.</li> <li>• Discuss the different aspects of tourism destination management as experienced during the excursion.</li> <li>• Assess the key complexities of destination management (e.g. positive and negative impacts of sustainable tourism development), in particular the various interests of tourism stakeholders.</li> <li>• Apply critical thinking to collect material about a specific aspect of a destination, combine it into a presentation and report to propose appropriate management strategies.</li> </ul>

Content
<ul style="list-style-type: none"> <li>• Application of theoretical touristic knowledge of sustainable destination management acquired during the previous studies with the practical reality of a specific destination,</li> <li>• a seminar-supported field study course with thematic lectures before and after the travels,</li> <li>• during the excursion visits to a variety of tourism businesses and destination management organisations.</li> </ul> <p>The module will only take place if at least 10 students participate in the module (maximum 25 students). The elective is open for students from other study areas. The students will have to cover at least part of the cost.</p>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %



## Module ST 6 6037: Internship or Semester Abroad

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	6	Summer Term	-	English	Various

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
-	<b>Internship:</b> 20 weeks, full-time <b>Semester Abroad:</b> Depends on host university	-	-	30

Formal Prerequisites	Recommended Prerequisites	Further Information
90 CP	-	-

Learning Outcomes
<p><b>Internship:</b> Upon successful completion of this module, students show that they can:</p> <ul style="list-style-type: none"> <li>Carry out work in one or more functional areas of a company, organisation or institution that corresponds to the field of "sustainable tourism".</li> <li>Apply the knowledge and methods acquired during their studies.</li> <li>Communicate and cooperate in a work environment with peers and non-specialists.</li> <li>Develop their personal professional image</li> <li>Assess their own abilities in relation to a later professional activity.</li> </ul> <p>(The practical semester can be carried out nationally or abroad.)</p> <p><b>Semester Abroad:</b> Students will be able to:</p> <ul style="list-style-type: none"> <li>Study a semester abroad at a foreign-language university another possibility.</li> <li>Deepen their theoretical and practical knowledge.</li> <li>Take course(s) in selected subjects to widen their knowledge within the subject area of sustainable tourism ore related fields, which they complete by passing an examination.</li> <li>Exchange ideas with students and teachers in an intercultural academic environment.</li> <li>Improve their language skills in an authentic environment.</li> </ul>

Content
<p><b>Internship:</b></p> <ul style="list-style-type: none"> <li>The objectives result from the activities and the business environment of the companies, organisations or institutions.</li> <li>Coordination between the companies and the university is necessary with regard to the content and objectives in order to ensure a professional connection to the degree programme.</li> <li>These are coordinated with the internship supervisor in advance of the internship.</li> </ul> <p><b>Semester Abroad:</b></p> <ul style="list-style-type: none"> <li>The objectives depend on where and how the semester abroad is spent.</li> <li>The selection of the course(s) attended is coordinated by the student together with the supervising lecturer with regard to later recognition of the examination results.</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
<p><b>Internship</b></p> <ul style="list-style-type: none"> <li>Recognition of internship</li> <li>Internship report</li> </ul> <p><b>Semester Abroad</b></p> <ul style="list-style-type: none"> <li>Recognition of host university and courses</li> <li>At least 20 CP from host University</li> <li>10 CP for preparation and final report</li> </ul>	-	Unmarked

## Module ST 7 6465: Workshop Bachelor Thesis

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	7	Winter Term + Summer Term	-	English	Prof. Dr. Dirk Reiser

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
up to 30	150 h	30 h	120 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Upon successful completion of this module, students will:</p> <ul style="list-style-type: none"> <li>• Know the necessary skills to successfully write their thesis.</li> <li>• Practice the necessary skills to successfully write their thesis.</li> <li>• Prepare to pass the colloquium.</li> </ul>

Content
<ul style="list-style-type: none"> <li>• Preparation bachelor thesis</li> <li>• Preparation colloquium.</li> <li>• Support to write the exposé.</li> <li>• Explanation of the formal requirements for the bachelor thesis (e.g. referencing style, format of bachelor thesis, writing style, finding first and second supervisor),</li> <li>• recapitulation of qualitative and quantitative research methods,</li> </ul> <p>This course will be taught in a bloc.</p>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	Unmarked

## Module ST 7 6466: Sustainable Impact Camp

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	7	Winter Term + Summer Term	-	English	N.N.

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
up to 30	150 h	30 h	120 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Upon successful completion of this module, students will be able to:</p> <ul style="list-style-type: none"> <li>Critically analyze sustainable tourism practices and develop innovative solutions for real-world challenges.</li> <li>Engage in networks and teams, learning from thought leaders and professionals in the field.</li> <li>Precisely formulate, reflect upon, and, if necessary, rethink their own ideas and projects in sustainable tourism.</li> <li>Understand the interplay between sustainability, tourism, and societal transformation.</li> <li>Apply the 'Sustainability Compass' to tackle future challenges in sustainability.</li> </ul>

Content
<p>This camp serves as an intensive learning and development experience, immersing students in the complexities of sustainable tourism and preparing them for their final thesis work. It combines theoretical learning with practical application, ensuring that students are well-prepared for both their academic and professional futures in sustainability. The Camp comprises 3 sequences:</p> <ul style="list-style-type: none"> <li>Interactive Workshops and Future Labs: Hands-on sessions with a focus on innovative problem-solving and real-world applications.</li> <li>Expert-Led Sessions and World Cafes: Interactive discussions and mentorship from industry professionals and thought leaders.</li> <li>Integrated Roadmapping and Focus Groups: Collaborative sessions for developing sustainable tourism strategies and solutions.</li> </ul> <p>An Interactive and Open Learning Environment:</p> <ul style="list-style-type: none"> <li>The camp is designed to be highly interactive, fostering an environment that encourages active participation and collaborative work.</li> <li>It serves as a dynamic platform for students to engage deeply with the subject matter.</li> </ul> <p>Modern and Interactive Learning Methods:</p> <ul style="list-style-type: none"> <li>Future Labs: Where students explore future scenarios and develop forward-thinking solutions in sustainable tourism.</li> <li>World Cafes: Informal interactive sessions for knowledge sharing and brainstorming on key sustainability topics.</li> <li>Integrated Roadmapping: Strategic planning sessions to map out potential paths for sustainable tourism development.</li> </ul> <p>Engagement with Experts:</p> <ul style="list-style-type: none"> <li>Thought leaders and professionals in sustainability science and tourism are invited to provide lectures and mentorship.</li> <li>These sessions allow for real-world insights and guidance, bridging academic learning with innovative business practices.</li> </ul> <p>Collaborative Work and Network Formation:</p> <ul style="list-style-type: none"> <li>Students will work in teams, simulating real-world collaborative environments.</li> <li>Emphasis on forming networks, encouraging peer learning, and collective problem-solving.</li> </ul> <p>Incorporation of Transition Management Principles:</p> <ul style="list-style-type: none"> <li>The program integrates Transition Management principles to guide the learning process and solution development.</li> <li>This approach aids students in understanding how to manage change and transformation effectively in the tourism sector.</li> </ul> <p>Preparing for Bachelor's Thesis:</p> <ul style="list-style-type: none"> <li>The camp is strategically placed before the bachelor's thesis, offering students a comprehensive preparatory experience.</li> <li>It aims to equip students with the necessary tools, knowledge, and mindset to embark on their thesis with a strong foundation in sustainable tourism.</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.5 %

## Module ST 7 6467: Project

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	7	Winter Term + Summer Term	-	English	Various

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
up to 30	150 h	30 h	120 h	5

Formal Prerequisites	Recommended Prerequisites	Further Information
-	-	-

Learning Outcomes
<p>Upon successful completion of this module, students will be able to:</p> <ul style="list-style-type: none"> <li>• Apply their knowledge of scientific work.</li> <li>• Analyze a current research topic.</li> <li>• Evaluate sources relevant to the topic.</li> <li>• Identify subsequent research needs.</li> </ul>

Content
<ul style="list-style-type: none"> <li>• Students independently investigate, elaborate and analyse theoretical or practical research problems,</li> <li>• they can also put those problems into an academic context,</li> <li>• the topic is determined in discussion of the student with the respective lecturer/supervisor,</li> <li>• in contrast to the project already completed in the third semester, the project in the last study semester should be more academically oriented and requires independent literature research as well as the application of scientific methods,</li> <li>• successful completion of the project is evidenced by a term paper.</li> </ul>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Written exam, oral exam, assignment or any combination	2.58 %

## Module ST 7 6041: Bachelor Thesis

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	7	Winter Term + Summer Term	-	English German	Various

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
-	360 h	-	360 h	12

Formal Prerequisites	Recommended Prerequisites	Further Information
175 CP	ST 7 6465: Workshop Bachelor Thesis	-

Learning Outcomes
<p>Upon successful completion of the module, students will be able to:</p> <ul style="list-style-type: none"> <li>Independently plan, structure, and execute a practice-oriented, scientific problem assigned to their degree programme.</li> <li>Critically analyze and synthesize academic literature, theories, and empirical findings to develop a well-founded research framework.</li> <li>Apply appropriate research methods to collect, evaluate, and interpret data in a structured and academically rigorous manner.</li> <li>Develop innovative solutions or strategic insights based on in-depth research and critical reflection.</li> <li>Demonstrate advanced analytical and problem-solving skills by formulating clear research questions and deriving sound conclusions.</li> <li>Communicate complex ideas effectively in a coherent, structured, and academically sound written thesis.</li> <li>Adhere to academic integrity and ethical standards in research and professional writing.</li> <li>Reflect on the research process and its implications for academic and professional development.</li> </ul>

Content
<ul style="list-style-type: none"> <li>Selection and formulation of an application-oriented research topic relevant to Sustainable Tourism.</li> <li>Development of a research proposal, including problem definition, objectives, and methodology.</li> <li>Review of relevant literature and theoretical frameworks to establish the research context.</li> <li>Application of qualitative and/or quantitative research methods for data collection and analysis.</li> <li>Critical discussion and interpretation of findings in relation to existing research and practical implications.</li> <li>Academic writing and structuring of the thesis according to formal research standards.</li> <li>Guidance and supervision by faculty members throughout the research process.</li> </ul> <p><i>The bachelor thesis serves as the capstone of the program, demonstrating students' ability to conduct independent academic work and apply their knowledge to real-world business challenges.</i></p>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Thesis	15 %

## Module ST 7 6042: Colloquium

Classification	Study Semester	Offered	Equivalent	Language	Responsible Professor
Required Module	7	Winter Term + Summer Term	-	English German	Various

Size of Group	Workload	Contact Hours	Self-Study	Credit Points
-	90 h	8 h	82 h	3

Formal Prerequisites	Recommended Prerequisites	Further Information
207 Credit Points	-	-

Learning Outcomes
<p>In the context of the colloquium, students demonstrate that they are able to:</p> <ul style="list-style-type: none"> <li>• Present and defend the findings of their bachelor thesis in a structured and academically sound manner.</li> <li>• demonstrate a deep understanding of their research topic, including its theoretical foundations, methodologies, and practical implications.</li> <li>• Engage in critical discussion, responding to questions and feedback from faculty members and peers with well-reasoned arguments.</li> <li>• Apply academic communication skills to articulate complex ideas clearly and convincingly.</li> <li>• Reflect on their research process, identifying strengths, limitations, and potential areas for further study.</li> <li>• Exhibit confidence in presenting research in a professional and academic setting, preparing them for future career or postgraduate opportunities.</li> </ul>

Content
<ul style="list-style-type: none"> <li>• Oral presentation of the bachelor thesis, summarizing key research questions, methodology, findings, and conclusions.</li> <li>• Defense and discussion of the thesis in a formal academic setting, addressing questions and critiques from faculty members.</li> <li>• Critical reflection on the research process, including challenges faced and lessons learned.</li> <li>• Academic discourse and debate, demonstrating subject-matter expertise and analytical thinking.</li> <li>• Evaluation of research competencies, including methodological rigor, argumentation, and the ability to communicate findings effectively.</li> </ul> <p><i>The colloquium serves as the final step of the bachelor's program, assessing students' ability to present, defend, and critically engage with their research in a professional setting.</i></p>

Requirements for the Awarding of Credit Points	Possible Examination	Significance of Mark
Examination	Oral examination	5%