

Bachelor's degree Tourism

Modules overview



Module overview Bachelor's degree Tourism

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Semester 1

ECO: Microeconomics

Objective

Economic framework conditions and laws are of central importance when deriving business-related decisions and strategies.

Microeconomics focuses on the interplay between markets and policy, and how they function.

Knowledge of this is a prerequisite to ensure that scarce resources are used optimally in activities within the market economy and during state interventions.

Type

Mandatory module

ECTS credits

4 ECTS credits

Learning outcomes

- Students are familiar with the fundamental concepts of microeconomic theory (in particular, supply and demand, market equilibrium, elasticities, consumer surplus and producer surplus) and their application across various areas.
- They understand the fundamental economic issue of allocating scarce resources and how microeconomics can be applied to solve this problem. In particular, this encompasses a well-grounded understanding of stakeholders' supply and demand behaviour, the functioning of markets (incl. forms of market failure), how prices are generated for various market forms and the impact of state interventions.
- They can independently assess and evaluate the workings, strengths and limitations of markets, and the role and impact of state interventions, and transfer this to their own working environment (their sector).

GM: Business Studies

Objective

- Understanding of the principles (=theoretically based and related to practice) of companies' internal workings and environment. Comprehension of a company's key interdependencies within a dynamic system.
- Development of methodological skills within the field of business studies.
- A constructive, critical investigation of case-based problems from various perspectives, both as part of solo work and group work.

Type

Mandatory module

ECTS credits

4 ECTS credits

Learning outcomes

Primary outcomes: Students should

- demonstrate methodological skills within the field of business studies by exploring various business-related problems and working through them with the methodology,
- use key business studies concepts and tools in practical cases and understand them,
- work through and submit tasks in a timely manner and make constructive contributions to group work,
- take responsibility for the success of their personal learning and that of the group.

Professional competence: UNDERSTAND

- understand the St. Gallen Management Model and its elements as a holistic, systematic approach to handling complex issues,
- understand how a company interacts and functions within the business system,
- know and understand the importance of stakeholder groups and values in terms of long-term corporate success,
- understand what strategies are and how they are developed,
- understand how organisations are formed,
- describe the key types of services, processes and companies,
- understand the role a company's culture plays in the attainment of objectives,
- and distinguish between key forms of organisations and cooperations.

APPLY:

- correctly apply the St. Gallen Management Model from a methodological perspective as an analysis and development grid for solving business-related problems,
- be able to apply selected business studies methods, procedures and tools to concrete material/practical cases in a structured manner.

INTERACT/SOLVE PROBLEMS:

- solve business studies assignments independently and in a team, making their own contributions to the group.

Mathematics

Objective

In mathematics education, the in-depth training of thought is of central importance. The ability to think flexibly in terms of form and operations, and create logical connections, is a key success factor in business and industry.

Gaining mathematical skills and abilities does not just expand a person's own knowledge. It also leads to the development of innovative ideas and interdisciplinarity, in particular.

When providing mathematical tools, mathematics lessons align with the needs of the modules and courses within degree courses in the fields of economics and service.

Type

Mandatory module

ECTS credits

4 ECTS credits

Learning outcomes

Students ...

- can perform basic arithmetical operations.
- know and understand the most elementary concepts of function theory.
- know and understand the most fundamental characteristics of linear and quadratic functions.
- can solve simpler linear equations and systems of equations.
- can solve simpler quadratic equations.
- can logarithmise simpler expressions.
- can apply compound interest and annuity calculations in selected simpler examples.
- know and understand the most elementary concepts of differential calculus.
- can derive simpler polynomial functions and the most elementary exponential functions.
- can apply differential calculus for curve discussions and minimum/maximum point tasks in selected simpler problems in economic sciences.
- can calculate marginal costs, marginal profits, and marginal profit functions in selected simpler examples using differential calculus.
- know and understand the most elementary concepts of integral calculus.
- can integrate simpler polynomial functions and the most elementary exponential functions.
- can calculate the consumer's and the producer's surplus in selected simpler examples using integral calculus.

Finance and Accounting

Objective

Bookkeeping is the foundation of the entire financial accounting system. The key objective of financial accounting is to reiterate and consolidate pre-existing knowledge of bookkeeping to create the conditions for knowledge relating to the accounting system as a whole.

Type

Mandatory module

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence:

- Understand bookkeeping as the foundation of accounting, and handle bookkeeping in simple cases/very small companies, from setting out the chart of accounts through to writing the annual report.
- Be familiar with and apply key accounting and bookkeeping requirements for individual balance sheet items.
- Apply calculations to determine price limits and to assess performance.

Methodological competence

- Be familiar with approaches to adjusting bookkeeping figures depending on the purpose of cost accounting (material accrual).
- Use the mathematical basis of linear functions (fixed and variable costs) to carry out simple budgetary planning (break-even analyses).

Research Methods

Objective

Students learn the principles of academic work and gain practical experience in it. They also learn decision-making methods.

Type

Mandatory module

ECTS credits

6 ECTS credits

Learning outcomes

Students can isolate an academic topic and formulate an academic question.

Students can independently create an academic paper.

Students can understand the entire process of producing a written paper as a project, and successfully execute it in individual steps.

Students are able to select and apply suitable decision-making methods for typical questions relating to tourism.

Students have recognised that decisions made in (heterogeneous) groups are generally of better quality than decisions made by individuals.

Students are able to develop and implement their own, individual solutions to decision-making problems and defend them from criticism.

Soft Skills 1

Objective

They learn to improve their social and personal soft skills in the fields of psychology, sociology, rhetoric and presentation skills.

Type

Mandatory module

ECTS credits

6 ECTS credits

Learning outcomes

Professional competence

Students are aware of theories from psychology, communications and rhetoric, as well as presentation and moderation skills, and can explain them and critically compare them.

Self-competence

Using the knowledge they have gained, students can describe, explain and critically reflect on their own behaviour.

Social competence

Using the knowledge they have gained, students can describe, critically reflect upon and constructively shape their own and third-party relationships. They can recognise, describe, analyse and constructively manage conflicts.

Methodological competence

Students can put their ideas and views across to an audience in a convincing, understandable manner.

Tourism 1: Market

Objective

The objective of the module is acquire core knowledge about the national and international tourism market.

Tourism is a global industry with approximately 1 billion international trips taken annually. Tourism is a major source of income with both, positive and negative impacts, not only on an international scale, also for all size of destinations. Tourism business deals with the organization of journeys away from home and the way in which tourists are welcomed and catered for in the destinations.

Type

Mandatory module

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence:

- Knowledge of the national and international tourism market, as well as sustainability and ethics in tourism

Methodological competence

- Ability to communicate with the recipient in mind

Social competence

- Ability to work collaboratively in an intercultural context

Self-competence

- Capacity for (self) reflection and self-organisation

Semester 2

Business Informatics

Objective

Knowledge of the principles of informatics is a prerequisite for all further modules within the field of information and communication systems.

These principles assist with handling tasks in corporate practice, with the aim of recognising, assessing and managing potential solutions with digital tools.

Type

Mandatory module

ECTS credits

4 ECTS credits

Learning outcomes

After successfully participating in the module, students can:

- distinguish between common types of computers, their operating systems and usage areas;
- depict numbers in various numeral systems and distinguish between various character encodings;
- outline the basic construction and functioning of a computer;
- describe the construction of computer networks and the internet;
- define and distinguish between system and application software;
- understand and comprehend the principles of data security and data protection;
- characterise key document and file formats and state the associated application systems;
- hold subject-specific knowledge for each course (see below under 'Content').

ECO: Macroeconomics

Objective

Economic framework conditions and laws are of central importance when deriving business-related decisions and strategies.

Macroeconomics focuses on overarching economic interactions and the opportunities the state has to control them. Knowledge of macroeconomic principles should enable students to correctly assess the short and long-term development of the economic environment, as well as the impact of any economic policy interventions, with regard to their own economic activity (as producers and consumers, employers and employees).

Type

Mandatory module

ECTS credits

4 ECTS credits

Learning outcomes

Students are familiar with the basic concepts of macroeconomics (in particular, aggregate supply and aggregate demand, economic growth and development, inflation and unemployment) and how they are applied in the analysis of economic policy.

They understand the basics of macroeconomic theory and how it is applied to tangible problems. In particular, this includes a well-grounded, critical understanding of national accounts and gross domestic product, GDP (concept and measurement), the explanation of long-term economic growth and short-term economic fluctuations, unemployment, the role of money and inflation, and the workings and impact of fiscal and monetary policy.

Students can explain the workings of the economy and independently assess the capability of fiscal and monetary policy to exert control. They can transfer macroeconomic concepts onto their own working environment (their sector).

Law: Principles

Objective

In a modern social, political and economic context, it is indispensable to have some basic legal knowledge to act in accordance with the law and to be able to react competently to legal changes.

Students are able to resolve quite complex cases by themselves within the fields of contract law, liability law and the law of persons. In other areas, they have the ability to decide whether they can handle legal issues by themselves or if they're in need of professional support.

Type

Mandatory module

ECTS credits

4 ECTS credits

Learning outcomes

At the end of the module, students can solve general legal questions relating to the Swiss Code of Obligations (OR), the Swiss Civil Code (ZGB) and the Swiss Debt Collection and Bankruptcy Act (SchKG).

Soft Skills 2

Objective

Soft skills play a key role in the tourism economy. In this module, students can consolidate various aspects of their social competence and self-competence, get to grips with them and improve their own soft skills through various applications.

Type

Mandatory module

ECTS credits

4 ECTS credits

Learning outcomes

Students

- can analyse and evaluate the range of interests affected and the share of power and force, and display different solutions to the conflicts that can arise in various areas of society.
- can understand their own and other people's behaviour in communication, and can thereby communicate successfully with other people.

Statistics

Objective

The 'Statistics' module provides indispensable knowledge for collecting, preparing and analysing data in a business context, thereby gaining information that bolsters the basis on which management make their decisions.

Type

Mandatory module

ECTS credits

4 ECTS credits

Learning outcomes

After successfully participating in the module, students are able to:

- calculate and interpret measures of descriptive statistics (averages, variation, frequencies, proportions, concentration measures and correlation coefficients)
- apply probability theory
- conclude from a sample to its population, and apply and interpret hypothesis-testing procedures (one-sample-t-test, two-sample-t-test, test for independence, simple linear regression)
- efficiently use Excel or R to solve statistical problems

Semester 3

Market and Social Research

Objective

Understanding and applying market and social research

Type

Mandatory module

ECTS credits

4 ECTS credits

Learning outcomes

After successful participation in the module, students are able to

- understand the essential principles of qualitative and quantitative research methods;
- to apply qualitative research methods to concrete research questions, i.e. to carry out the research design as well as the data collection, analysis and interpretation;
- to critically analyse and evaluate the use of methods of empirical social research in scientific publications.

Consumers and Cultures 1

Objective

In these multi-cultural times, it is essential to fully understand the basic concept of culture and to realize how people's behaviour is influenced by the cultural context in which they navigate. In addition, this module highlights the fact that culture directly influences consumption patterns of people in the marketplace and it explains how consumers use products and services to define their identities.

Type

Mandatory module

ECTS credits

6 ECTS credits

Learning outcomes

Professional competence

Students are able to:

- explain how customers use products and services to define their identities
- analyse the range of consumer needs that a given product can satisfy
- demonstrate in which way other people often influence consumers' decisions about what to buy
- justify that marketers need to be concerned about a consumer's evaluation of a product after he or she buys it as well as before
- study how cultural practices, institutions and human artifacts may shape, reflect, reproduce or question ideas, beliefs and value systems.

Methodological competences

- compare different approaches to the concept of culture and define 'culture' as applied in cultural studies.
- analyse varying ways in which culture regulates behaviour and routines of life and prescribes patterns within which humans develop their identities, roles, ideals, values and norms.
- scrutinise mechanisms of inclusion and exclusion put in place by cultural practices and relate these mechanisms to the social and political order.
- evaluate different cultural practices in their function to create and stabilise the sociopolitical order and to exert power and domination.

Management Concepts 1

Objective

Students become familiar with selected management concepts and tools as part of the module. The objectives, instruments and measures for the individual concepts are explored and their use is critically reflected upon.

Type

Mandatory module

ECTS credits

6 ECTS credits

Learning outcomes

Students have a foundation in sustainable development, innovation management and project management.

Service Management

Objective

Knowledge of service management and marketing is becoming increasingly important in order to understand social and economic phenomena. Since the service sector is continuously growing, it is beneficial to understand the unique challenges that service management entails, as compared to the manufacturing of products. This is particularly true in the tourism industry, which is almost a pure service industry. The course will present students with various tools and models to use when analysing, developing, managing, and marketing service offerings.

Type

Mandatory module

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

Students ...

- Comprehensively understand similarities and differences between manufacturing and services companies in terms of organisation and business processes
- Understand the challenges in service marketing and management and apply the learnings in the specific segment
- Systematically analyse aspects of marketing and leadership of service driven companies
- Recognise and understand different types of services delivered by current services-based organisations
- Recognise, anticipate and accommodate the uncertainties inherent in a service-based process

Methodological competence

Students ...

- Understand, select and apply appropriate modelling methodologies and tools of service marketing and management
- Apply tools such as service blueprints and customer journey maps that are useful for service managers and marketers

Social competence

- Students develop a customer and service-driven business attitude

Tourism 2: Management

Objective

This module provides an advanced knowledge of management functions in the tourism market. As a result, students will gain well-grounded knowledge of the key areas of law, marketing and financial management.

Type

Mandatory module

ECTS credits

6 ECTS credits

Learning outcomes

Students...

- are familiar with company law and the law of immaterial goods, plus key legal issues relating to tourism.
- can create and execute a marketing plan, and also develop the appropriate controlling.
- can create a financial budgetary plan, investment appraisal and financial analysis relating to tourism.

Semester 4

Consumer and Cultures 2

Objective

Students will gain experience in Project Management, and they will reflect their own cultural heritage compared to the ones of the tourists and learn to understand consumer behaviors of future incoming guests.

Type

Mandatory module

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence: students gain knowledge of project management, as well as theories of culture and communication in the context of the international tourism market.

Methodological competence: students develop the ability to manage projects and communicate with the recipient in mind.

Social competence: students develop the ability to work collaboratively in an intercultural context.

Self-competence: students develop the capacity for (self-)reflection and the ability to communicate in other languages.

Destination Management

Objective

Destination management is a core component of the travel and tourism industry under both incoming and outgoing aspects. Only a few places became destinations without skillful, professional and focused management efforts which recognize and respond to the characteristics of demand, tourism industry value chain, politics, and the needs and concerns of the consumption process and flows within spatial entities.

In order to remain successful sustainably, destinations need to maintain and develop their management activities through a strategic approach embracing the purpose, the structure, the distribution and the prospect of travel and tourism with respect to place.

This module introduces and enables students to theory and practice in strategic destination management with a specific emphasis on tactical devices. The rationales for and limitations to strategic management approaches for destinations are reviewed, and recent as well as future developments are discussed.

Type

Pflichtmodul

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

- Display the application of theory to destination management, understand how destinations and tourism in general is financed, as well as recognize the interdependence between tourism destinations and the tourism industry as well as other stakeholders.
- Comprehend the complex multilateral nature of destinations and the different political contexts to their strategic management approaches, as well as comprehend the importance of destination image and assess influencing factors.
- Understand the sustainable characteristics and impacts of a destination in an economical, ecological and social way as well as the tourism area life cycle of different destinations.

Methodological competence

- Analyse the differentiation between business destinations (incl. MICE tourism) and leisure destinations, as well as competently access and assess current information on a range of destinations' management practices.

Social competence

- Develop some cases in different groups.

eTourism

Objective

Individuals and organizations often assume that all innovations in IT are per se good and therefore embrace new technologies. Internet offers tourism enterprises opportunities to develop their business and to gain a competitive advantage by lowering labour, distribution and marketing costs while increasing sales and service quality. Over hyped technologies, poor implementation and unintended consequences, however, may offset the benefits claimed for new technology, and so backfire. Developing strategies in eTourism with a focus on online marketing and advertising is the objective of this module.

Type

Mandatory module

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

- Students are able to explain key terms and tools of Information Communications Technologie (ICT) in tourism
- Students are able to give examples for current developments in the touristic use of ICT
- Students can illustrate the impact of ICT strategies for touristic players
- Students relate topics discussed to the special situation of tourism in the alps (eg. prevalence of SMEs), (Sustainability & Ethics competence)

Methodological competence

- Students can recommend ICT strategies for touristic players regarding the creation of competitive advantage
- Students manage to create an online marketing campaign using Google Ads

Social competence

- Students are able to organize a professional, project-based cooperation with a real world company.

Self-competence

- Students develop a professional terminology for online tourism in a foreign language (English).
- Students are able to critically evaluate their own project work and present their findings to an audience.

Management Concepts 2

Objective

This module links to Management Concepts 2. Students deepen their knowledge on select managerial concepts and discuss implications on business and management.

Type

Plichtmodul

ECTS credits

6 ECTS credits

Learning outcomes

Students understand and are proficient in:

- Sustainable Tourism, its challenges and regional development
- Design Thinking methodologies
- Knowledge Management in organisations

Marketing: Practical Application in Tourism

Objective

The objectives of this module focus on the different areas of service marketing, including tourism marketing issues on a fundamental level as well as some aspects of digital marketing in the tourism industry.

Type

Mandatory module

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

- Understand the processes in service marketing and how to develop the tourism marketing mix (incl. some disciplines in digital marketing with a connection to tourism)
- Analyse a strategic marketing approach in the digital age of the tourism sector and appropriate methods of service management, pricing, communication and distribution
- Apply basic processes, models and functions in tourism marketing and recognize tourism marketing strategies to write a marketing plan of a tourism service (group assignment)

Methodological competence

- Manage the group assignment over the whole semester.
- Research a tourism product or company about their marketing.
- Evaluate the sustainable economic outcomes of the marketing regards to the future loyalty of the target group.

Social competence

- Develop some marketing cases as well as the assignment in different groups.

Transportation and Mobility

Objective

Within the module, students will gain an overview of the main characteristics of the main transport providers, markets, users and means of transportation. They should be able to define the fields and areas of application of the single modes. Students get an insight into the most important developments and trends of the main fields of transportation: Aviation, Public Transportation, Human Powered Mobility, (Cruise Ships), Cable Car Industry. Students understand the meanings of the different transportation systems in the context of tourism development. Students should be able to recognize the benefits of transportation and know adverse impacts of transportation.

Type

Mandatory module

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

- Students are familiar with the main providers of tourist transport services (air, rail, road, cable car, non-motorised personal transport) and the main characteristics of each business model
- Students can describe the future global challenges facing the individual business models and multi-modal transport
- Students can apply these challenges and consequences for the tourism development in Switzerland

Methodological competence

- Students acquire required knowledge and are aware of approaches for a business model analysis
- Students develop and present their case study findings in line with MECE standards

Social competence

- Students are able to structure a case study in a small team and handle its content on schedule

Self-competence

- Students reflect on the learning content provided and apply it to a case study
- Students present in English

Semester 5

Advanced Management

Objective

Building on knowledge acquired in previous semesters, this module advances students' business and management skills by adding the dimensions of international economics and management as well as that of leadership. After successful completion of the module, students will be able to apply leadership and management concepts in an international context.

Type

Pflichtmodul

ECTS credits

6 ECTS credits

Learning outcomes

Professional Competence

- to gain basic knowledge regarding international trade theories and currency board systems
- to obtain knowledge of important European institutions and the basic elements of the single market
- to be able to analyse leadership situations
- to be able to analyse and evaluate leadership behaviour
- to be familiar with selected leadership techniques and their areas of application.
- to strategically analyse a number of competitive situations with regard to the hospitality / Tourism industry;
- to appraise and prioritise relevant available information and identify issues requiring immediate attention and long term actions

Methodological competence

- to be able to contextualize and to discuss current issues in international economic integration
- to be able to develop recommendations concerning business and management decisions in an international economic context
- to obtain an understanding for the high complexity of management tasks and to be able to accept them

Self-competence

- to effectively present findings
- to cooperate in an intercultural context
- to be aware of (inter-) cultural issues in international management

Built Environment and Tourism

Objective

In the module Built Environment and Tourism students will study and discuss the topic from different perspectives. On one side they will learn what tourism infrastructure is, how it is planned, built, operated, financed and how tasks are shared between the private and the public sector. On the other side they will learn concepts about how landscapes can be protected and upgraded by human activities and creative power, always with the sustainable development in mind.

Type

Mandatory modul

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

- combine the competencies in destination management with aspects of tourism infrastructure and public governance
- identify the conflicting interests between business development and protection of the natural resources
- describe the atmosphere of a location or building
- explain the advantages of project development over traditional methods

Methodological competence

- apply methods of valuation
- visualize impressions by photographs
- apply data from database to individual situations

Social competence

- discuss problems in a group in a solution oriented way
- understand and accept different solution concepts and patterns for similar problems

Self competence

- Analyze situations without political biases
- Structure his or her own work throughout the different phases of the module

Strategic Management in Tourism

Objective

The module gives students a profound understanding of business strategies and strategic management in tourism and industries in general. The focus lies on developing and implementing strategies in the context of tourism. Illustrative case studies support the theory and the practical application of strategies. Throughout the semester, students work on hands-on group assignments, where they implement and discuss various concepts of strategic management in the tourism industry.

Type

Mandatory module

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

- Understand a business as a complex productive and social system and assess the interaction of the different production factors and stakeholders a business has
- Understand the characteristics of businesses and business strategies
- Understand the external environment, the stake- and shareholder analysis as well as the interaction between these factors (PEST-analysis, external analysis, Porter 5-forces)
- Understand key elements when implementing strategies according to the approach “structure and culture follow strategy”
- Understand the difference between strategy, business models and business plans.
- Know innovative business models
- Understand network management and behaviour in cooperative system
- Understand the implication of Corporate Governance, the steering the cooperative systems and the top management
- Understand the relevance of ethics and sustainability in the context of corporate governance
- Understand basis instruments for strategy evaluation and controlling (Balanced Scorecard, etc.)
- Understand the tools for internal company analysis to get a strengths and weaknesses of a company (internal analysis, Porter Value Chain, capability analysis, benchmarking, core competencies)
- Understand the combination of external and internal analysis in the SWOT-analysis

Methodological competence

- Be able to apply new models of Strategic Management (Business Model Generation, Value Proposition Design, Blue Ocean)
- Develop strategies based on key strategic models (vision and mission of companies, portfolio theories – BCG and McKinsey, Ansoff strategies, Porter competitive strategies, etc.).
- Describe strategic objectives of a business (strategic segmentation models and different strategies levels in a company)

Social competence

- Apply theoretical knowledge in group assignments / living case and various tourism case studies

Semester 6

Advanced Tourism Management

Objective

The module Advanced Tourism Management allows the integration of competences obtained in previous modules as well as taking a broad perspective on the tourism industry as a whole. Additionally, students are encouraged to build up their professional network using the DSS events as an opportunity.

Type

Mandatory module

ECTS credits

6 ECTS credits

Learning outcomes

Bachelor Thesis

Objective

Students at the end of their degree use the bachelor's thesis to show that they are able to work through a problem relating to tourism and/or leisure and to derive theoretical conclusions for practical use, independently, in line with academic methods and within a fixed period of time.

Type

Mandatory module

ECTS credits

12 ECTS credits

Learning outcomes

Professional competence:

- Students can plan, execute and evaluate an academic, practice-oriented research project.
- Students can execute an analysis of an isolated phenomenon in the tourism and leisure industry.

Methodological competence:

- Students can apply the methodological skills gained during their degree to independently respond to a self-selected problem on a topic related to tourism or leisure, in the form of a piece of academic writing.
- Students can execute qualitative and/or quantitative data collection and evaluation processes.
- Students can evaluate various research methods and select the methods suited to the content at hand.

Social competence:

- Students can act in a self-organised manner.

Self-competence:

- Students can independently fulfil a demanding task within a particular period of time and substantiate it academically.
- Students can defend and advocate for the

decisions they made during the research process as part of a specialist discussion (presentation & defence).

Mandatory elective modules

Event Communication - Modul 1

Leitidee

Sie lernen, Veranstaltungen zu planen und durchzuführen. Sie entwickeln Konzepte für begeisternde Events. Auch Teamführung, Produktionsplanung, Raumgestaltung und Inszenierung werden vermittelt.

Typ

Wahlpflichtmodul Major

Umfang

6 ECTS-Punkte

Lernergebnisse

Sie lernen die Grundlagen von Eventmanagement und können erste Events nach den 5 Phasen planen und umsetzen

Event Communication - Module 2

Leitidee

Sie lernen, Veranstaltungen zu planen und durchzuführen. Sie entwickeln Konzepte für begeisternde Events. Auch Teamführung, Produktionsplanung, Raumgestaltung und Inszenierung werden vermittelt.

Typ

Wahlpflichtmodul Major

Umfang

6 ECTS-Punkte

Lernergebnisse

Sie lernen professionell Eventkonzepte zu erstellen und kennen sich über die Grundlagen der Eventinszenierung aus.

Kreuzfahrttourismus

Leitidee

Mittels des Fernstudien-Moduls Kreuzfahrttourismus erhalten die Studierenden einen Ein- und Überblick in die Seekreuzfahrt sowie aktuelle Fragestellung dieses rasant wachsenden Teilbereichs der internationalen Tourismusbranche

Typ

Wahlpflichtmodul

Umfang

4 ECTS-Punkte

Lernergebnisse

Fachkompetenz

Die Studierenden

- verfügen über ein breites und integriertes Wissen und verstehen der wissenschaftlichen Grundlagen zum Kreuzfahrttourismus auf dem Stand der Fachliteratur,
- skizzieren die jeweiligen Besonderheiten.
- verstehen die wirtschaftliche Bedeutung des Kreuzfahrttourismus und stellen diese gegenüber anderen Tourismusformen vergleichend gegenüber.

Methodenkompetenz

Die Studierenden

- können die spezifischen Tourismusformen des Kreuzfahrttourismus einschätzen und darauf bezogen sowohl inhaltliche Konzepte als auch Management- und Vermarktungsstrategien entwickeln,
- vergleichen und beurteilen Leistungen, Angebote und Partner des Kreuzfahrttourismus auf betriebswirtschaftlicher Basis,
- sind in der Lage, sich mit Fachvertretern über Lösungen und Konzepte auszutauschen und diese kritisch zu reflektieren,
- schätzen die Bedeutung von Organisation, Aufgaben, Rechtsformen, Vertrieb und Finanzierung ein und können diese Aspekte in ihrem beruflichen Zusammenhang einordnen.

Persönlichkeitskompetenz

Im vorliegenden Modul werden insbesondere die folgenden fachübergreifenden Kompetenzfelder angesprochen:

- Kommunikationsvermögen,
- Führungsfähigkeit/ Entscheidungen treffen/ unternehmerisch handeln,
- Interkulturelle Kompetenz,
- Zeitmanagement/ Organisation.

Leadership and Change - Modul 1

Leitidee

Sie erlernen spezifische Methoden, um Führungssituationen in kleinen und mittleren Unternehmen bewältigen zu können, inklusive Mitarbeiterführung, Konflikt- und Stressbewältigung.

Typ

Wahlpflichtmodul Major

Umfang

6 ECTS-Punkte

Lernergebnisse

Die Studierenden

- kennen verschiedene Modelle im Zusammenhang mit dem Thema Sinnstiftung und Life Balance, können diese erklären, anwenden und zur Selbstreflexion nutzen.
- können ausgehend vom erarbeiteten Wissen selbständig einen Fragebogen erstellen für ein Interview zum Thema 'Sinnstiftung und Life Balance' und dieses Interview mit einer Person ihrer Wahl durchführen.
- können die Ergebnisse dieses Interviews mit der im Unterricht erlernten Theorie sinnvoll und überzeugend verknüpfen und persönlich reflektieren.

Leadership and Change - Modul 2

Leitidee

Die Studierenden werden als künftige Nachwuchs-Führungskräfte befähigt, führende Rollen in Innovations- und Veränderungsprozessen zu übernehmen. Dazu lernen Sie, Situationen zu analysieren und Veränderungsprozesse so zu gestalten, dass alle die wichtigsten Anspruchsgruppen angemessen involviert sind.

Die Studierenden sind in der Lage, auf der Basis einer Unternehmensstrategie und im Kontext laufender Veränderungen (neue Arbeitswelt, Digitalisierung, Innovationen, etc.) praxisrelevante HRM-Instrumente zu erarbeiten sowie deren Umsetzung im Unternehmen sicherzustellen.

Typ

Wahlpflichtmodul Major

Umfang

6 ECTS-Punkte

Lernergebnisse

Nach erfolgreicher Teilnahme am Modul sind die Studierenden in der Lage,

- Veränderungen interner und externer Umweltfaktoren wahrzunehmen und hinsichtlich ihrer Auswirkungen auf die Organisation zu beurteilen
- bei festgestelltem Veränderung-bedarf Innovations- und Veränderungsprozesse systematisch zu strukturieren

Applied Research in an International Context

Objective

This module focuses on applied research in the fields of tourism & service management. Students will engage in research projects and will write an academic paper. The module also foresees participation in the International Tourism Students Conference (ITSC) where students will present their research project to an audience of other Tourism students.

Type

Mandatory elective module, Minor

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

- to understands the requirements and procedures for academic conferences in their field as well as in an international context,
- to learn about the different topics of the International Tourism Student Conference

methodological competence

- to acquire advanced academic writing skills,
- to apply advanced skills in conducting research,
- to present the findings of research projects to an academic audience
- to apply the relevant tools learned in project management
- to experience first-hand an academic publication process in the ITSC

Social competence

- to strengthen intercultural competence
- to present in front of a professional audience and to deal with questions raised from this audience
- to set up a project together in a team

Aviation Management

Objective

Through the use of theoretical knowledge, students familiarise themselves with the aviation industry from a practical perspective and develop a better understanding of the special features of this sector. Students also learn how companies in the aviation industry are managed.

Type

Mandatory elective module, Minor

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence:

- Students are able to take on managerial tasks in the aviation industry.
- Students are capable of talking knowledgeably about topics relating to aviation policy.
- Students understand how advantages are created within the network economy.
- Students understand how airlines' prices are put together.

Methodological competence:

- Students can implicitly assess customers' needs.

Social competence:

- Students can organise themselves in teams and distribute work in the best way possible.

Self-competence:

- Students are able to understand an academic article and present it in summarised form.

Designing Memorable Experiences

Objective

Students learn how to develop new tourism service offerings that are extraordinary and that emotionally appeal to guests.

Type

Mandatory elective module, Minor

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

- to be aware of the basics of staging experiences
- to be able to critically question and examine experience concepts

Methodological competence

- to analyse existing concepts
- to be able to understand the process of staging experiences

Social competence

- to be able to efficiently work in teams
- to be able to reflect critically

eCommerce & Sales in Tourism - Module 1

Objective

Students learn how to actively shape and provide offers as well as how to enable customers to book them digitally. The principles and strategies for hard selling in theory and practice are discussed.

Type

Mandatory elective module

ECTS credits

6 ECTS credits

Learning outcomes

Professional competence

The students...

- apply gained knowledge in online marketing, sales online and web technologies
- analyse the consumers' actions and decision making within the e-commerce context and draw the necessary conclusions for their projects
- analyse, evaluate and apply current / future standards and trends within the e-commerce industry

Methodological competence

The students...

- evaluate the current situation of an industry partner and develop suggestions for improvement
- develop a concept for a website

Social competence

- communicate and share ideas or questions with the class in order to help the community
- demonstrate the ability to work in a team

Self competence

The students...

- demonstrate the ability to work on assignments and projects independently
- realise when having an issue and precisely formulate this to the responsible person

eCommerce & Sales in Tourism - Module 2

Objective

Students learn how to actively shape and provide offers as well as how to make it possible for customers to book them digitally. The principles and strategies for hard selling are discussed in theory and practice.

Type

Mandatory elective module

ECTS credits

6 ECTS credits

Learning outcomes

Professional competence

- Students apply gained knowledge in online marketing, sales online and web technologies
- Students may analyze the consumers' actions and decision-making within the e-commerce context and draw the necessary conclusions for their projects
- Students are able to analyze, evaluate and apply current / future standards and trends within the e-commerce industry

Methodological competence

- Students demonstrate the ability to create and publish content with a predefined content management systems.
- Students evaluate the current situation of an industry partner and develop suggestions for improvement

Social competence

- Students communicate and share ideas or questions with the class in order to help the community
- Students demonstrate the ability to work in a team

Self competence

- Students demonstrate the ability to work on assignments and projects independently
- Students realise when having an issue and precisely formulate this to the responsible person

Health Tourism Management

Objective

You will acquire knowledge on the importance of health tourism and its drivers. You will learn to design and implement sustainable health-tourism strategies and to apply these in tourism destinations and tourism and hospitality businesses.

Type

Mandatory elective module, Minor

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence: Students will be able to develop a sustainable health tourism strategy for a real region

Methodological competence: Students will be able to acquire research skills in health tourism (e.g. statistical analysis, market segments analysis, data collection, netnography)

Social competence: Students will be able to work in groups on simulated projects and coursework

Self competence: Students will be able to develop critical and creative thinking and the ability to apply theory to practice

Hospitality Management

Objective

Students appreciate the importance of the hotel industry and the various forms it takes. They can find their bearings with respect to typical hotel processes and are prepared for activities in accommodation businesses. The analyses and development competences obtained can also be transferred to other fields in tourism.

Type

Mandatory elective module, Minor

ECTS credits

4 ECTS credits

Learning outcomes

Professional Competence

- The students develop a holistic knowledge about development and management of hotels from a strategic perspective.
- The students foster their entrepreneurial thinking in the conceptual framework of the hospitality industry.
- The students gain marketing and distribution competencies which focus especially on the hospitality industry.
- The students gain knowledge about social corporate responsibility.

Method competence

- The students are able to apply economic planning methods in the hospitality industry.
- The students are able to lead a strategic planning process in a hotel by fostering their project management skills.
- The students are able to contribute in a hotel development process.

social competence

- The students gain the ability to work in groups and discuss hospitality issues from different perspective
- The students are able to cooperate in an intercultural context and understand the different prerequisite of hotels in international markets.

self competence

- The students are able for a self-assessment of the job opportunities in the hotel industry and related industries (marketing agencies, consulting firms, project development companies) which might be suitable for them.
- The students are able for a self-reflection about their knowledge and skills in the field of hospitality.

Integrated Mobility Management

Objective

Students get to know the relevant aspects and obtain background information relating to mobility in the tourism industry. In particular, the module covers land-based transport systems and explores the challenges faced by integrated mobility systems.

Type

Mandatory elective module, Minor

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

- to be familiar with current mobility concepts, particularly car sharing, e-bikes, e-rollers and their main providers
- to assess the current distribution and the expected future distribution of these mobility concepts across global tourist markets
- to reflect this in tourism planning for traffic and infrastructure within Switzerland
- to be familiar with the main challenges of integrated mobility network planning

Methodological competence

- to understand diffusion models to assess future market developments
- to be aware of the essential features of network planning models, particularly in the context of mobility solutions
- to develop and present their case study findings in line with MECE standards

Social competence

- to be able to structure a case study in a small team and deal with its content on schedule

Self-competence

- to reflect on the learning content provided and apply it to a case study
- to present in English

Leisure Management

Objective

You acquire knowledge on the fundamental drivers of demand in the leisure industry and on how suitable offers are to be developed.

Type

Mandatory elective module, Minor

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

- be acquainted with concepts of leisure management
- better understand different aspects of the leisure market and selected trends, leisure attractions and leisure activities
- be familiar with selected scientific backgrounds
- understand principles of visitor management of different attractions
- Identify sustainability issues regarding leisure attractions and activities

Methodological competence

- be able to analyse and work with complex business challenges present in the leisure industry
- be able to transfer learnings from case studies to other attractions and businesses.

Social competence

- be able to work effectively in Groups in order to design solutions for leisure business challenges
- be able to effectively communicate and justify their ideas
- be able to work across intercultural boundaries to complete group tasks

Self-competence

- Be able to work independently in completing self-study tasks
- Manage their time effectively to achieve successful completion of individual tasks within set deadlines
- Develop their skills of critical reflection on cases presented and be able to express an opinion on issues raised

Marketing and Product Development in Tourism - Module 1

Objective

Students learn how to develop and market innovative and practical tourism offers by applying creative techniques and communication strategies. The Major Marketing and Product Development is based on knowledge from marketing analysis, strategies, and basics. Furthermore creative idea generation and adapted design thinking are important content of this module.

Type

Mandatory Elective Module, Major

ECTS credits

6 ECTS credits

Learning outcomes

Professional competence

- Understand the modern approach of design thinking methods
- Analyze existing tourism products
- Understand relevance and basics of innovation in tourism
- Differentiate pricing and distribution strategies
- Adapt the design thinking approach

Methodological competence

- Analyze and apply marketing and communication tools
- Know and analyze aspects of customer management
- Generation of new product ideas with creative procedures

Social Competence

- Working in groups and communicate results
- Presentation skills
- Understand the situation of external partners

Self-competence

- Individual reflexion of learnings
- Time management concerning groupwork vs. individual work

Marketing and Product Development in Tourism - Module 2

Objective

Students learn how to develop and market innovative and practical tourism offers by applying creative techniques and communication strategies.

Type

Mandatory elective module, Major

ECTS credits

6 ECTS credits

Learning outcomes

Professional competence

- Understand the modern approach of business canvas models.
- Analyze existing tourism products
- Understand relevance and basics of innovation in tourism
- Adapt the different steps of a customer journey
- Conduct feasibility studies
- Generate a basic knowledge of customer management

Methodological competence

- Apply communication tools and plan integrated campaigns
- Adapt business plans and describe business ideas.
- Generation of new product ideas with creative procedures
- Solve practical business cases

Social competence

- Working in groups
- Individual Proposals
- Presentation skills
- Experience the business of external partners

Self-competence

- Individual reflexion of learnings

Media & Public Relations

Objective

Students will receive an introduction on how media work today and how to interact with them. Students will acquire knowledge in the area of current developments and learn to actively shape corporate PR.

Type

Mandatory elective module, Minor

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence: students know how media and public relations are used as part of corporate communications as a whole. They are familiar with common communication measures, tools and channels, including digital and social media, and can use these in a targeted and coordinated way for the right approach and dialogue with target groups.

Methodological competence: students learn how to analyse situations in terms of communication/media and public relations and approach them from a conceptual perspective in terms of planning, targets and messaging, so that they can select/implement suitable measures in the future and monitor their effectiveness.

Social competence: students learn the importance of relationship work in dealing with and in dialogue with an array of groups and how they can behave in various situations.

Self-competence: students improve their presentation skills (answering questions, presenting cases etc.).

Mountain Tourism Management

Objective

Students gain relevant knowledge and skills in order to master marketing-related and managerial challenges relating to Alpine transportation systems (cable cars) in the context of alpine tourism destinations.

Type

Mandatory elective module, Minor

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

- to understand fundamentals and the structure of mountain tourism Industry
- to understand the relevance and the basics of change management process
- to differentiate pricing strategies in mountain tourism
- to understand approaches and implications of the regional responsibility concept (sustainability and ethics)

Methodological competence

- to analyze mountain tourism industry Change processes and to evaluate an Owner Strategy (Case)
- to analyze and apply financial benchmarks in mountain tourism
- to be aware of and to analyze aspects of seasonality and diverse demand structure

Social competence

- to work in groups and communicate results
- to interact in role play
- to individually reflect on learnings

Niche Tourism

Objective

You learn to identify interesting niche tourism products, understand the framework conditions and successfully assess the challenges associated with the implementation process.

Type

Mandatory elective module, Minor

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

In order to increase student's competence in their professional expertise, after this module students will be able to *apply* their gained theoretical knowledge in **sustainability, ethics and the national and international tourism market** throughout *analyzing* and *assessing* the framework conditions of different niche products and their specific environments.

Methodological competence

In order to train student's competence on methods, after this module students will be able to *categorize* throughout a **scientific literature research** the framework conditions within a self-chosen niche, and *assess* and *evaluate* its tourism development conditions.

They will also be *able to analyze* throughout practical experiences and assessments during field excursions the challenges and chances of different niches with the goal to be *able to give advises* for the **development of touristic niche products** by themselves.

Social competence

In order to strengthen their social competences students will be able to better *cooperate* and *discuss* complex situations within a group context, and thereby improve their **social skills**. This happens during the process of *analyzing* and *evaluating* content for presentations and essays in their group discussions.

Retail Management

Objective

Students learn about the concepts of the retail trade in a theoretical and practical manner. They acquire the ability to position shopping as an important component of the overall tourism experience.

Type

Mandatory elective module, Minor

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

The national and international tourism market

- to classify retail experiences in Switzerland and beyond
- to know the most relevant aspects of retail tourism
- to be aware of different definitions and concepts of retail tourism and tourism induced retail

Entrepreneurial thinking

- to understand the significance of retail as an essential component of the destination mix
- to be aware of the influences of retail on the destination choice
- to understand the significance of retail as part of Built Environment Concept Development (e.g. retail mix)
- to understand the economic contribution of retail tourism and retail as source for ancillary revenues for suppliers
- to develop retail strategies to capture tourism expenditure

Marketing

- to understand the changing trends in relation to customer needs

Digital competences

- to understand the role of digital technologies in the evolution of the tourism retail market.

Method expertise

Research

- to be able to conduct desk based and situational research relation to tourism retail offers / best practices locally and globally

Innovate

- to be able to transform motivations and retail behaviour into successful products and services
- to practice learning through an innovation process such as design thinking including opportunity identification, prototyping and interactive solution development.

Social competence

Cooperate in an intercultural context

- to be aware of (inter-) cultural issues in retail tourism.

Self-competence

- to self-reflect individually and in a group context.
- to develop learning strategies, to continue studying with a high degree of autonomy and to understand learning as a continuous process (lifelong learning).
- to communicate in other languages

Service Quality Management

Objective

In this module, students analyse a wide range of quality management models and learn how you can design and implement quality structures and processes.

Type

Mandatory elective module, Minor

ECTS credits

4 ECTS credits

Learning outcomes

professional competence

- Students are able to develop, introduce and implement quality management in the tourism industry.
- Students analyze the advantages and disadvantages of quality management systems and explain different models.
- Students identify the cultural challenges of process management
- Students apply an innovation method (Design Thinking) within a quality management system.

Methodological competence

- Students will be able to apply different procedural methods used in Service Quality Management.
- Students will be able to draw conclusions and gain practical understanding of design thinking and QMS.
- Students will observe Quality Management and Design thinking in daily business.

Social competence

- Students will show their findings within presentations and project works in groups.

Sports Tourism

Objective

Students examine the relationships at the interface between sport and tourism, familiarising themselves with the various stakeholder groups and analysing the influence of sports tourism on society, the economy as well as the environment.

Type

Mandatory elective module, Minor

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

- to understand the complexity of sport tourism with the main elements place, people and activity as well as the connection to their stakeholders and the environment.
- to gain an overall knowledge about the topic to forecast some possible future trends of sport tourism
- to analyze different destinations with this model as well as potentials and challenges in sport tourism.
- to evaluate a tourism destination with its sport positioning and to create suitable offers and the related promotional concepts
- to analyze the connection between a sport and destination life cycle and apply some sport tourism trends to existing example.

Methodological competence

- to manage the individual assignment (project) over the semester.
- to evaluate the assignment of other students (tourism destinations in their sport positioning, sport offers and marketing).

Social competence

- to develop sport tourism cases in different groups.

Self-competence

- to research a destination about their sport positioning and develop creative offers and marketing.

Sustainable Tourism and International Development - Module 1

Objective

Students appreciate the role and importance of tourism as an instrument for sustainable economic development within the tourism sector and as part of international development cooperation.

Type

Mandatory elective module, Major

ECTS credits

6 ECTS credits

Learning outcomes

Professional competence

The students...

- know and understand sustainability in tourism and the different challenges for different stakeholders
- understand the necessity for tourism to implement more sustainability.
- understand several key topics of sustainability in tourism in detail
- know and understand instruments for implementation, measurement and evaluation as well as for monitoring CSR and sustainability
- know and understand national, international and supranational policy(s) and political framework conditions for sustainable tourism
- can put tourism into the context of the (inter)national Sustainable Development agenda

Methodological competence

The students...

- can act in roles of different touristic stakeholders in a responsible manner
- discuss competently at the interface of tourism, sustainability and development

Social competence

The students...

- communicate and share ideas or questions with the class in order to help the community
- work competently in intercultural and interdisciplinary teams

Self competence

The students...

- work on the assignment independently and in intercultural teams
- realise when having an issue and precisely formulate this to the responsible person

Sustainable Tourism and International Development - Module 2

Objective

Students understand the role and importance of tourism as an instrument for sustainable development with a focus on the practical implications for sustainable entrepreneurship and communication of sustainable tourism products.

Type

Mandatory elective module, Major

ECTS credits

6 ECTS credits

Learning outcomes

Professional competence

The students...

- know and understand environmental and sustainability monitoring, assessment, management and certification instruments
- know and understand governance issues in companies and on a destination level
- know and understand multi-stakeholder theories and instruments for participation
- know and understand communication and marketing of sustainability

Methodological competence

The students...

- can apply environmental and sustainability monitoring, assessment, management and certification instruments
- can organise touristic governance within and outside the company on an interdisciplinary basis
- can carry out participative processes in operation and in the destination
- can develop concrete natural / cultural tourism products

Social competence

The students...

- communicate and share ideas or questions with the class in order to help the community
- work competently in intercultural and interdisciplinary teams

Self competence

The students...

- work on the assignments independently and in intercultural teams
- realise when having an issue and precisely formulate this to the responsible person