

Bachelor's degree Tourism

Module Catalogue for Exchange Students

Module descriptions BSc in Tourism for autumn 2023 and spring 2024

This document is only to be used for exchange students.

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1. Semester HS23

1 Basic Concepts of Tourism

Objective

To introduce the concept of Tourism, its various classifications and components.

Type

Mandatory module

ECTS credits

6 ECTS credits

Learning outcomes

On successful completion of the module, students will be able to:

Professional competences:

- Recognize the complexity of tourism both as an industry and a field of study.
- Identify and describe the roles of public, private, and third sector entities involved in the global and national tourism industry.

Methodological competences:

- Think systematically, critically, and creatively about selected tourism concepts, including the sustainability aspects of tourism management.
- consider tourism models, cases, and examples in an analytical manner.
- Locate, record, organise, and analyse relevant tourism information from a variety of library- and web-based sources.
- Research, plan, and produce written work that meets academic standards.
- Manage different tasks and deadlines effectively.
- Demonstrate oral communication and listening skills in tutorials.

Social competences:

- Know how to interact effectively with others.
- Having an ability to take another's perspective concerning a situation.
- Able to learn from past experiences.

1 Academic Writing, Research and Presentation

Objective

Students receive a theoretical introduction to the process of academic work. They learn to understand and successfully apply individual steps of the research process, from selecting a topic and formulating a research question through to writing an assignment.

One of the module's focus areas is literature search and critical appraisal of sources.

Type

Mandatory module

ECTS credits

6 ECTS credits

Learning outcomes

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

- identify an academic topic and formulate a research question;
- successfully carry out a literature search and critical appraisal of sources;
- process sources once they have been found and correctly use and cite them;
- make appropriate use of tools such as reference management programs and bibliographic databases;
- formulate hypotheses and develop an argument, using appropriate language;
- express their thoughts and write correct, clear and understandable English, both in terms of content and form (spelling, grammar and style);
- create a detailed outline of the planned thesis, with all the required components;
- understand the importance of each step and the actual objective of the research process, and apply it to their studies.

1 Managing Tourism Products

Objective

This module teaches students how to identify, develop, and promote tourism and hospitality products and services.

Type

Mandatory module.

ECTS credits

4 ECTS credits

Learning outcomes

On successful completion of the courses, students will be able to:

Professional competences:

- Understand the core elements of the tourism products.
- Know basic principles for the effective management of these resources.
- Be aware of the diversity of cultural and natural resources that can give special aspects to a destination.
- Put basic project management skills into practice.

Methodological competences:

- Critical analysis of existing tourism products and services, its strengths, weaknesses, as well as its potentials.
- Sensible use of targeted project management methods.
- Development of target group oriented digital promotion materials.

Social competences:

- Know how to interact effectively with others.
- Having an ability to take another's perspective concerning a situation.
- Able to learn from past experiences.

1 Tourist Behaviour

Objective

To develop an appreciation and understanding of the core aspects of consumer psychology, especially in the field of tourism and leisure.

Type

Mandatory module. Prüfung deaktivieren Premium-Vorschläge

ECTS credits

4 ECTS credits

Learning outcomes

On successful completion of the course, students will be:

- Able to understand the complexity of the consumer decision-making process, and the variables that influence the consumer in different choice situations.
- Equipped with theoretical and conceptual knowledge of consumer behaviour, drawing heavily on both psychological and sociological viewpoints.

1 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.

2. Semester FS24

2 Marketing Principles and Financial Decision Making

Objective

Modern business is too complex to be covered by a single subject: modern managers need to have a broad outlook.

Marketing planning processes on the one hand are recognised as essential business tools to drive the marketing efforts to achieve specific marketing objectives in any market situation.

Finance management on the other hand is as a holistic approach which merges management and accounting, using the financial management cycle to create strategic plans for clients.

Type

Mandatory module

ECTS credits

4 ECTS credits

Learning outcomes

On successful completion of the courses, students will be able to:

Professional competences:

- Recognise the importance of marketing as well as finance management within a tourism organisation.
- Discuss, as a future tourism expert but also as a manager, marketing and finance aspects with experts from the respective departments at eye level, without being the absolute specialist.
- Understand and communicate using financial information.

Methodological competences:

- Understanding marketing fundamentals.
- Reviewing business and analysing market, Identifying target markets and their needs.
- Implementing, evaluating, and reviewing of the result.
- Explain the objectives, concepts and relationships that underpin financial reports.
- Apply analytical tools, techniques and frameworks to evaluate and critically examine the contents of financial reports.

Social competences:

- Solve challenges within a group related to different ideas and different working styles.

2 Transport, Mobility and Management of Tourism Flows

Objective

The course Transport and Mobility Management enables students to fully understand existing mobility needs and challenges and the way they operate in order to facilitate change of behaviour.

The course Service Management discusses the fact that an increasing number of companies in tourism compete on service, not product. As a result, understanding a service-based approach to business is essential - even for product-based businesses.

Type

Mandatory module

ECTS credits

4 ECTS credits

Learning outcomes

On successful completion of the courses, students will be able to:

Professional skills:

- Understand the value of strategic transport and mobility management.
- Analyse and evaluate the individual transport and mobility organisations in the tourism industry and evaluate their value for a destination.
- Identify and understand central theories, concepts and models within service management.
- Apply relevant theories, concepts and models to common service management challenges.

Methodological competences:

- To understand current transport and mobility challenges and develop feasible options to secure the accessibility of tourism destinations.
- Have the necessary knowledge of the organizational significance of managing the service encounter to achieve internal and external customer satisfaction.
- Critically discuss processes work in service firms and how to analyse processes in terms of process capacity, utilization and bottleneck; and furthermore, how to manage process variability.
- have the necessary knowledge of the operations of successful service firms that can be benchmarks for future management practice.

Social competences:

- Appreciate the entrepreneurial opportunities in transport, mobility and in services.

- Enhance communication, reflection and teamwork skills.
- Solve challenges within a group related to different ideas and different working styles.

2 Sustainable Destination Planning and Development

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 skilful, 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

Mandatory module.

ECTS credits

4 ECTS credits

Learning outcomes

Professional competences:

On successful completion of the courses, students will be able to:

- 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

On successful completion of the courses, students will be able to:

- 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.
- Consider tourism models, cases, and examples in an analytical manner.
- Locate, record, organise, and analyse relevant tourism information from a variety of library- and web-based sources.

Social competences:

On successful completion of the courses, students will be able to:

- Develop cases in different groups effective and efficient.

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').

2 Tourism Marketing

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 competences:

On successful completion of the courses, students will be able to:

- 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 with the aim to write a marketing plan of a tourism service (group assignment).

Methodological competences:

On successful completion of the courses, students will be able to:

- 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 with regards to the future loyalty of the target group.

Social competences:

On successful completion of the courses, students will be able to:

- Know how to interact effectively with others.
- Having an ability to take another's perspective concerning a situation.
- Able to learn from past experiences.
- Develop marketing cases as well as the assignment in different groups.

2 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).

3. Semester HS23

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.

3 Module description Consumers and Cultures 1, Bsc in Tourism

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.

3 Module description Management Concepts 1, Bsc in Tourism

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.

3 Module description Service Management, Bsc in Tourism

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

3 Module description Tourism 2: Management, Bsc in Tourism

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.

4. Semester FS24

4 Module description Consumer and Cultures 2, Bsc in Tourism

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.

4 Module description Destination Management, Bsc in Tourism

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.

4 Module description eTourism, Bsc in Tourism

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.

4 Module description Management Concepts 2, Bsc in Tourism

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

4 Module description Marketing: Practical Application in Tourism, Bsc 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.

4 Module description Transportation and Mobility, Bsc in Tourism

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

5. Semester HS23

5 Module description Advanced Management, Bsc in Tourism

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

5 Module description Strategic Management in Tourism, Bsc 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 Propo-

sition 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

6. Semester FS24

6 Module description Advanced Tourism Management, Bsc in Tourism

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 Prüfung deaktivieren Premium-Vorschläge

ECTS credits

6 ECTS credits

Learning outcomes

Professional competence

Within the following fields of competence students are able to:

Knowledge of management theory, project management & organizational theories

- create business plans using an online program
- create entrepreneurial teams

Knowledge of entrepreneurial thinking

- explain and apply entrepreneurship theory
- design the transformation of a business idea into a business model
- Acquire knowledge of the national and international tourism market:

Derive entrepreneurial thinking and acting

Methodological competence

- apply project management skills
- Ability to communicate in a receiver-oriented way
- conceptualize business ideas
- shape a critical discussion culture between students, lecturers and practitioners

Social competence

- carry out a group work with students from different backgrounds

Self-competence

- coordinate different tasks within a group
- evaluate the own work (business plan) and the own contribution to the project work
- apply interdisciplinary joined-up thinking
- use the English language in discussions, presentations and writings

6 Module description Bachelor Thesis, Bsc in Tourism

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).

Languages

In general, there is a German A1 course for international students and different course levels for Italian, Spanish, and French.

The language course offer depends on the number of students enrolling. Each course has a value of 2 ECTS per semester.

Mandatory elective Modules HS23

Depending on availability

Module description Aviation Management, Bsc in Tourism

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.

Module description Hospitality Management, Bsc in Tourism

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.

Module description Media & Public Relations, Bsc in Tourism

Objective

Students gain comprehensive insights and skills, which will enable them to effectively manage organisational communication in the field of tourism and beyond.

Type

Mandatory elective module, Minor

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence:

- You understand the role and function of Public Relations as a discipline within broader corporate or organisational communication
- You are familiar with the intricate workings of the media, as well the implications of current major changes in the media landscape and their impact of media relations work.
- You understand the impact of media relations and PR on organisation's reputation.
- You are well-equipped to manage industry issues and are fit to embrace ethical, environmental, societal and humanitarian considerations in media relations work.
- You know the instruments in the environment of PR / media relations / event communication within the Swiss tourism industry.

Methodological competence:

- You have gained insight into the frameworks, guidelines and laws which govern successful organisational communication.
- You have perfected and developed your writing skills.
- You master the possibilities offered by digital PR and know how to engage these tools.
- You know the rules and requirements for successful communication in a crisis.

Social competence and self-competence:

- You know the procedures for fostering constructive relationships with media and organisational stakeholders and can deal effectively with diverse stakeholder groups.
- You have developed your presentation, interview and moderation skills and recognise the importance of authentic personal communication and personal branding.

Module description Niche Tourism, Bsc in 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.

Mandatory elective Modules FS24

Module description Designing Memorable Experiences, Bsc in Tourism

Leitidee

Die Studierenden lernen wichtige Inszenierungs-Werkzeuge kennen, zwecks Emotionalisierung von Besuchern und Gästen mit dem Ziel, mehr Aufmerksamkeit zu generieren, Absatz zu fördern oder ein einmaliges Erlebnis zu auszulösen.

Typ

Wahlpflichtmodul, Minor

Umfang

4 ECTS-Punkte

Lernergebnisse

Fachkompetenz

die Studierenden

- verfügen über ein breites und integriertes Wissen und verstehen den wissenschaftlichen wie praxisnahen Zusammenhang, um ein Erlebnis oder Aufmerksamkeit zu generieren.
- verstehen die wirtschaftlichen Bedeutungen der Erlebnisökonomie
- sind in der Lage Soundscapes als Aktivierungsinstrument einzusetzen
- können ein Erlebniskonzept erstellen
- verstehen den Zusammenhang zwischen Akustik und Aufmerksamkeit

Methodenkompetenz

die Studierenden

- sind in der Lage bestehende Konzepte zu analysieren
- verstehen des Prozess des Erlebnis-Settings
- können ein Erlebnis-Konzept erstellen
- können Soundcollagen erstellen

Persönlichkeitskompetenz

die Studierenden

- können im Team zusammenarbeiten
- sind in der Lage kritisch zu reflektieren und hinterfragen

Module description Leisure Management, Bsc in Tourism

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

Module description Mountain Tourism Management, Bsc in Tourism

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

Module description Sports Tourism, Bsc in 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.