

Bachelor's degree Tourism

# Module Catalogue for Exchange Students





Fachhochschule Graubünden  
University of Applied Sciences

# Module descriptions BSc in Tourism for autumn 2024 and spring 2025

This document is only to be used for exchange students.

Date: 19.09.2023

**Semester 1 HS 24**

Basic Concepts of Tourism .....	4
Managing Tourism Products .....	5
Tourist Behaviour .....	6
Mathematics .....	7

**Semester 2 FS 25**

Marketing Principles and Financial Decision Making .....	8
Transport, Mobility and Management of Tourism Flows .....	9
Sustainable Destination Planning and Development.....	10
Tourism Marketing.....	11
ECO: Microeconomics.....	12

**Semester 3 HS 24**

Tourism and Innovation .....	13
Digital Transformation and Financial Competence in Tourism.....	14

**Semester 4 FS 25**

Scientific Field Research.....	15
Leadership and Communication .....	16
Ethical and responsible Tourism .....	17
Macroeconomics.....	18
Market and Social Research.....	19
Statistics .....	20

**Semester 5 HS 24**

Advanced Management .....	21
Strategic Management in Tourism .....	22
Aviation Management .....	23
Hospitality Management.....	24
Media & Public Relations .....	25
Niche Tourism.....	26

**Semester 6 FS 25**

Mountain Tourism Management.....	27
Leisure Management.....	28

# 1.Semester HS 24

## 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 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

**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.

# 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 FS 25

# 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. Prüfung deaktivieren Premium-Vorschläge

### 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 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.

# 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 HS 24

### 3 Tourism and Innovation

#### Objective

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

Professional competences:

- Recognize the complexity of innovation in tourism both as an industry and a field of study.
- be equipped with the design thinking principles and innovative problem-solving tools to solve business challenges and guide their organization's strategy

Methodological competences:

- Break cognitive fixedness and approach problems with a new mindset that integrates creative problem-solving and management
- Develop an innovation toolkit, and determine when to apply design thinking frameworks, tools, and exercises to your own strategic initiatives
- Practice empathy and apply human-centered design through techniques such as ideation, prototyping, user journey mapping, and analyzing mental models
- Put design thinking into action by collaborating with peers from a wide range of professional experiences and backgrounds

Social competences:

- Assess group dynamics and maximize your team's potential for developing and iterating prototypes and managing the implementation of new designs
- Understand how leaders can create the optimal environment and team dynamics to guide innovation and collaboration

#### Type

Mandatory module

#### ECTS credits

4 ECTS credits

## 3 Digital Transformation and Financial Competences in Tourism

### Objective

The digital transformation in the tourism industry means adapting modern solutions to the daily tasks of organizing travel – from choosing a destination and planning an itinerary to booking flights and other modes of transportation, as well as hotels or generating offers that are maximally tailored to customers' needs and taking virtual tours before actually choosing a destination.

Furthermore, in this course students will learn the fundamentals of financial and management accounting, particularly as applied to the management of hospitality and tourism businesses.

### Type

Mandatory elective module

### ECTS credits

4 ECTS credits

### Learning outcomes

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

Professional competences:

- Learn the fundamentals of digital transformation and to gain the skills needed to land an entry-level job
- Understand the core financial components within a tourism organisation
- understand and discuss the fundamentals of financial statements and how to measure a company's financial health using financial ratios.

Methodological competences:

- Measure performance through analytics and present insights
- Explain financial tools and techniques, which can be used to help firms maximise value by improving decisions relating to capital budgeting, capital structure, and working capital management.

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.

## 4. Semester FS 25

### 4 Scientific Field Research

#### Objective

Students will undertake an independent research project and communicate their findings, with due attention to research design, methodology, research ethics, information sources, field practise, data analysis, and research communication.

These small group research projects involve fieldwork (compulsory), desktop analysis or other research activities.

#### Type

Mandatory module.

#### ECTS credits

4 ECTS credits

#### Learning outcomes

Professional competences:

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

- Enhance their understanding of the principles and processes of scientific (field-) research in tourism.
- Show experience in critical thinking, experimental design and data analysis that will be applicable to independent research projects and graduate studies.
- Students will also explore the practical requirements and limitations of scientific research.

Methodical competences:

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

- Apply their Project Management skills.
- Apply their solid competences in qualitative as well as quantitative research methods.
- Set up a clear research design, including the scientific context of the project, logistics, and ethical considerations.
- Apply appropriate methods and techniques related to Data collection, including field research and other information sources.
- Analyse and interpret data.

Social competences:

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

- Analyse team and management situations and develop and implement change measures.
- Prepare and give presentations that are suitable for the audience in question.
- Prepare for business meetings, execute them, analyse them, and implement improvements in a timely manner in subsequent meetings.

# 4 Leadership and Communication

## Objective

In this module, students will learn industry-relevant communication practices to master professional, organizational, and business communications that are crucial for career and business growth.

## Type

Mandatory module.

## ECTS credits

4 ECTS credits

## Learning outcomes

Professional competences:

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

- Understand what communication is, its functions, and processes.
- Understand the key differences between verbal, nonverbal, and visual communication.
- Master the art of written communication.
- Deep into the types and barriers of effective organizational communication.

Methodical competences:

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

- Delve into different models of communication.
- Understand the key differences between formal and informal communication.
- Learn the finer nuances of corporate communication.
- Improve the business and organizational communication skills.

Social competences:

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

- Recognise that communication can be used to improve comprehension on the basis of appreciative interpersonal relationships. They do not just see the benefit for themselves, but also take other people's interests into consideration, and as a result, behave in a manner that enables others to comprehend and understand the construction of their thoughts.
- Students can give feedback constructively.



## 4 Ethical and Responsible Tourism

### **Objective**

This course introduced the basic principles of tourism master planning, enabling students to learn how communities, governments, business, and civil society can take a more inclusive and sustainable approach to planning tourism destinations worldwide. Students learned to present quantitative and qualitative economic, sociocultural, and environmental data, to determine the best management of vital natural and social resources, and to build scenarios that include the impacts of climate change, including approaches to mitigation and adaptation, over the next 20-30 years.

### **Type**

Mandatory elective module

### **ECTS credits**

6 ECTS credits

## 4 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).

## 4 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.

# 4 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

## 5. Semester HS 24

# 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

Mandatory module

### 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 Strategic Management

### 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

# 5 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.

## 5 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.



## 5 Media & Public Relations

### 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.

## 5 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.

## 6. Semester FS 25

### 6 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

## 6 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