



Tourism Development Strategies

Postgraduate degree course

Master of Arts

Studiengang (Degree Course):

Tourism Development Strategies

Studienabschluss (Final Degree):

Master of Arts

Regelstudienzeit (Duration):

Lehrsprache (Language of tuition):

▪ 2 Semester (2 semester)

Englisch (English)

▪ 3 Semester (3 semester)

Englisch/Deutsch (English/German)

▪ 4 Semester (4 semester)

Englisch/Deutsch (English/German)

Educational and professional objectives

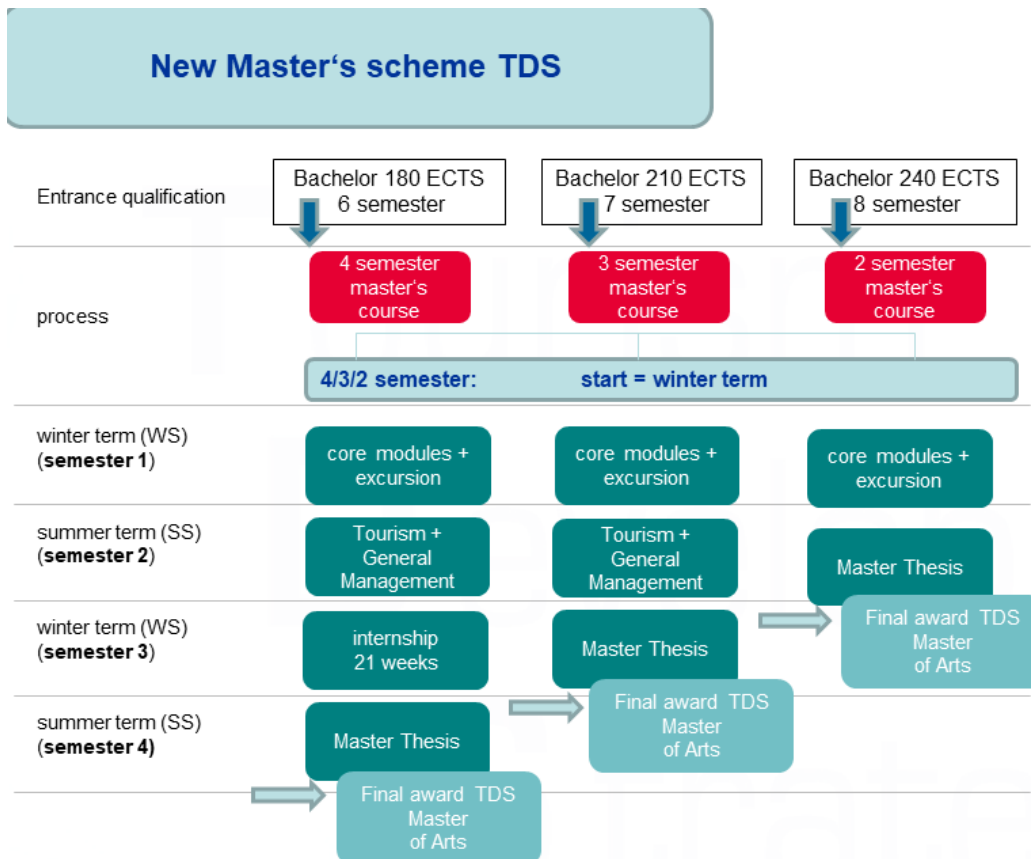
Tourism is an attractive and important economic segment. In this industry many different stakeholders with continuously increasing needs are involved. Hence, the content-related focus of our master's program is consistently aligned to the market. By acquiring branch-specific and general management skills they will be enabled to take part in and to pilot tourism development processes. By that, their active role within the planning and marketing of regions is particularly noteworthy. Apart from receiving sound professional qualifications, students will expand their strategic thinking as well as their expertise towards methodical and soft skills. Modules which will increase participants' personal, social and cultural competence play a decisive role in our international program.

Besides its focus on professional expertise in the field of tourism, our master's program qualifies participants to interpret markets and environments. Further, their decision-making abilities, problem solving and communication skills will be enhanced. Hence, those competencies can be transferred to other industries, too.

We aim to deepen students' methodological skills and provide specific knowledge necessary to advance tourism development with respect to sustainability.

Structure and content

Our master's program is tailor-made for every graduate of Business Studies as we offer a 2-semester, 3-semester and 4-semester course. Thus, the duration of the master's program depends on the duration of the bachelor's program.



The core modules as well as the international excursion take place together in one group during 1st semester. According to your first cycle degree (Bachelor) the final semester of your master's degree course could be your 2nd, 3rd or 4th semester.

The master's program has a modular structure which culminates in students writing their Master's Thesis at the end of the program. According to your first cycle degree (bachelor) this final semester of your master's degree course could be semester 2., 3. or 4.

I. 2-semester program:

The first semester (winter semester) provides an intensive program of study encompassing the following modules:

- Tourism in Practice (with international excursion)
- Individual and Organizational Development
- Research and Case Project

Compulsory Electives:

- Global Business Development
- Managing Tourism Markets
- Special Topics in Tourism

The summer semester is dedicated to write the final thesis entirely.

II. 3-semester program:

This program starts also in winter semester. The 1st semester is consistent with the 2-semester course totally.

During 2nd semester (summer semester) the following modules take place:

- Managing Financial Performance
- Destination
- Personal Skill Development – Value Based Management

Compulsory Electives:

- Tourism Economics
- Strategic Human Resource Management
- Communication and Media Management
- Political Economy of Tourism

The last semester (winter semester) is dedicated to write the final thesis entirely.

III. 4-semester program:

This program starts in winter semester also. Semester one and two are totally consistent with the 3-semester course.

The 3rd semester is spent gaining job experience by completing a 21-week internship. The internship must be management-related.

The last semester (summer semester) is dedicated to write the final thesis entirely.

Program features

Close ties between the scientific and corporate world as well as direct contact with professors are attributes of the courses. In this way, our lectures resemble professional coaching, rather than typical classroom activities.

Up-to-date teaching and learning methods as well as academic study trips ensure that participants directly apply new skills into practice. Our excursions to attractive destinations (e.g. Canada, USA, Dubai/UAE, Muscat/Sultanate of Oman, Sri Lanka, Thailand) comprise seminars and networking opportunities with international companies and institutions.

Structure: 2-semester program (start: winter semester)

Hochschule Stralsund
Tourism Development Strategies (TDS)

2-semester master's course

from winter term 2017-2018 onwards

| Modul-Code | Modul | winter term | | | | summer term | | | |
|-----------------|--|-------------|-----|---------------|----|-------------|---|---------------|--------|
| | | 1st Sem. | | ECTS Modul | PL | 2nd Sem. | | ECTS Modul | PL |
| | | ECTS | sws | ECTS | | sws | | | |
| | Tourism | | | | | | | | |
| TDSM1000 | Tourism in Practice | | | 5 | EA | | | | |
| | Applied Tourism Management | 2 | 2 | | | | | | |
| | International Field Trip | 3 | 0 | | | | | | |
| | Development | | | | | | | | |
| TDSM1100 | Individual and Organizational Development | | | 5 | HA | | | | |
| | Diversity Management | 2 | 2 | | | | | | |
| | Innovation & Change Management | 3 | 2 | | | | | | |
| | Strategies and Implementation | | | | | | | | |
| TDSM1200 | Research and Case Project | | | 10 | PA | | | | |
| | Research Methods | 4 | 4 | | | | | | |
| | Case Project | 6 | 4 | | | | | | |
| | Tourism Compulsory Electives (two out of three = 10 ECTS) | | | | | | | | |
| TDSM1300 | Global Business Development | | | 5 | K2 | | | | |
| | International Tourism Business Strategies | 3 | 3 | | | | | | |
| | International Risk Management | 2 | 2 | | | | | | |
| TDSM1400 | Managing Tourism Markets | | | 5 | PA | | | | |
| | Tourism Product Development | 3 | 2 | | | | | | |
| | Sales | 2 | 2 | | | | | | |
| TDSM1500 | Special Topics in Tourism | 5 | 4 | 5 | K2 | | | | |
| | Master's Thesis and Colloquium | | | | | | | | |
| TDSM2400 | Master's Thesis and Colloquium | | | | | | | 30 | |
| TDSM2410 | Master's Thesis | | | | | 28 | 0 | | Thesis |
| TDSM2420 | Master's Thesis Colloquium | | | | | 2 | 0 | | M |
| | ECTS | | | 30 | | | | 30 | |

Legend: K2 = 2hours written exam, HA = assignment, PA = Project work with presentation, M = oral exam, EA = Experimental work

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| Modul Nr. / Module-Code | TDSM1000 |
| Modulbezeichnung / Module description | Tourism in Practice |
| Ggfs. Lehrveranstaltungen des Moduls/ If necessary courses of the module | <ul style="list-style-type: none"> ▪ Applied Tourism Management ▪ International Field Trip |
| Inhalte des Moduls / Syllabus Module | <p>Technical</p> <ul style="list-style-type: none"> - Students use and apply tourism theory in order to evaluate the specific situation of individual tourism business or a destination as a whole <p>Practical</p> <ul style="list-style-type: none"> - Insights into spatial hierarchies in the tourism system - Strategic destination development and destination competitiveness - Contact to various stakeholders through site visits at tourism businesses, tourism administration etc. <p>Interdisciplinary</p> <ul style="list-style-type: none"> - Cultural studies, regional studies, language skills, development studies |
| Lernergebnisse des Moduls / Qualification objectives and learning objectives | <p><u>Knowledge and understanding</u> Understand challenges of various cultural, social and political contexts for tourism management.</p> <p><u>Applying knowledge and understanding</u> Apply specific methodologies to: identify strategies of business development, innovation, and internationalization in the tourism sector; use adequate analytical tools to the tourism sector.</p> <p><u>Making judgements</u> Evaluate the actual situation of a given tourism business, respectively a whole tourism destination in relation to specific local, regional and global trends.</p> <p><u>Communication</u> Students express their perspective on future challenges and possible strategies in the specific case.</p> <p><u>Learning skills</u> Critically evaluate the performance of tourism business and destinations, deal with the transfer of global processes on a local level, transfer the local experience to various other contexts. Experiencing team work and improvement of social and multicultural competence.</p> <p><u>Methodology</u> Competently evaluate the technological and organizational process of change within the firm or destination. Enhance your analytical skills. Integration of a theoretical perspective with the application of tourism management principles, including planning, management, marketing and evaluation in the context of a field trip.</p> |

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| Studiensemester / Study semester | Winter semester |
| Dauer des Moduls / Duration of the module | One semester |
| Häufigkeit des Angebots des Moduls / Frequency of the offered module | Each academic year |
| ECTS-Credits (based on the workload) | 5 |
| Gesamtworkload / Workload and its composition | 150 hours (32 hours contact; 118 hours self-study) |
| Art des Moduls (Pflicht, Wahl etc.) / Kind of module | Obligatory |
| Lehrsprache / Language of teaching | English |
| Lehr- und Lernmethoden des Moduls / Learning methods of the module | seminars, case-studies, discussions, reflection, fieldtrip |
| Literature (further literature during classes) <ul style="list-style-type: none"> ▪ Minca, C./ Oakes, T. (ed) (2011): Real Tourism: Practice, Care, and Politics in Contemporary Travel Culture. Routledge ▪ Buhalis, D./ Costa, C./ Ford, F. (ed) (2005): Tourism, Business Frontiers Butterworth Heinemann ▪ Cooper, C./ Hall, M. (2012): Contemporary Tourism Book; epub ▪ Weaver, D./ Lawton, L. (2009): Tourism Management, J. Wiley & Sons. 4th Edition, ▪ Harvard Business School, selected cases | |

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| Modul Nr. / Module-Code | TDSM1100 |
| Modulbezeichnung / Module description | Individual and Organizational Development |
| Ggfs. Lehrveranstaltungen des Moduls / If necessary courses of the module | <ul style="list-style-type: none"> ▪ Diversity Management ▪ Innovation & Change Management |
| Inhalte des Moduls / Syllabus Module | <p>Technical</p> <ul style="list-style-type: none"> - Foundations of diversity, innovation and change processes in the economy. - Methods, models, success factors and implications of diversity management and organizational development. <p>Practical</p> <ul style="list-style-type: none"> - Creativity and innovation: How to find new ideas as a basis for innovations. <p>Interdisciplinary</p> <ul style="list-style-type: none"> - The social and economic meaning of innovation and change. - Diversity and change management and its impact on business culture. - As the “people`s factor” is of utmost importance, special sessions on integrative diversity management will be included. |
| Lernergebnisse des Moduls / Qualification objectives and learning objectives | <p><u>Knowledge and understanding</u></p> <p>Students master the meaning and basics of innovations and their impact on companies. They are aware of the cultural and ethical dimension to operating in culturally and institutionally complex environments, particularly in emerging markets.</p> <p><u>Applying knowledge and understanding</u></p> |

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| | <p>Students are capable of analyzing the causes and effects of a problem and finding a way to stop the causes or the effects.</p> <p>They are able to apply and implement the acquired knowledge with concrete examples from practice.</p> <p>They know how to develop innovative ideas, to assess these independently and to implement them in the organizational context.</p> <p><u>Making judgements</u></p> <p>Students are capable of breaking topics down into their parts and of noting how the parts fit together.</p> <p>They are able to use a series of statements connected logically together, backed by evidence, to reach a conclusion.</p> <p>They are able to decide on the worth of topics by comparing it against an accepted standard of value.</p> <p><u>Communication</u></p> <p>Students know how to point out the similarities and differences between two or more subjects. Listening actively (taking notes, asking questions, engaging in ideas being communicated), Reading (decoding written words and images), Turn taking (effectively switching from receiving ideas to providing ideas).</p> <p><u>Learning skills</u></p> <p>They are sensitized and aware of their personal development with regard to methods of diversity.</p> <p><u>Methodology</u></p> <p>With selected creative methods students learn how to develop innovative ideas, to assess these independently and to implement them in changing organizational environments. They learn to deal with uncertainty and change in management functions and to facilitate team processes and group dynamics.</p> |
| Studiensemester / Study semester | Winter semester |
| Dauer des Moduls / Duration of the module | One semester |
| Häufigkeit des Angebots des Moduls / Frequency of the offered module | Each academic year |
| ECTS-Credits (based on the workload) | 5 |
| Gesamtworkload / Workload and its composition | 150 hours (64 hours contact; 86 hours self-study) |
| Art des Moduls (Pflicht, Wahl etc.) / Kind of module | Obligatory |
| Lehrsprache / Language of teaching | English |
| Lehr- und Lernmethoden des Moduls / Learning methods of the module | Lectures, exercises, case-studies, discussions, presentations, online-research |
| Literature | |

- Case, K. & Stewart, B. (2010). Heterosexual Privilege Awareness, Prejudice, and Support of Gay Marriage Among Diversity Course Students. *College Teaching*, 58, 3-7.
- Cox, T. (2001). *Creating the Multicultural Organization: a strategy for capturing the power of diversity*. San Francisco: John Wiley & Sons.
- Harvey, C.P. & Allard, M.J. (2014). *Understanding and Managing Diversity (6th Ed.)*, Boston: Pearson.
- Kim, B.Y. (2006). Managing Workforce Diversity: developing a learning organization. *Journal of Human Resources in Hospitality and Tourism*, 5, 69-90.
- Mejia, C., Aday, J.B., Phelan, K.V. & Yi, X. (2016). Subordinates Perceptions of Western Expatriate Hotel Managers in China: the effects of conflict avoidance. *Journal of Human Resources in Hospitality and Tourism*, 15(4), 388-415.
- Mor Barak, M. (2006). *Managing Diversity: toward a globally inclusive workplace*. Thousand Oaks: SAGE.
- Özgener, S. (2008). Diversity Management as a Source of Sustainable Competitive Advantage in the Tourism Industry, in P.R. Chang (Ed). *Tourism Management in the 21st Century* (pp. 353-363). New York: Nova Science Publishers.
- Poulston, J. & Jenkins, A. (2016). Barriers to the employment of older hotel workers in New Zealand, *Journal of Human Resources in Hospitality & Tourism*, 15(1), 45-68,
- Perry, E. & Partamis, J. (2006). Age and Ageism in Organizations: a review and consideration of national culture, in A. Konrad, P. Prasad & J. Pringle. *Handbook of Workplace Diversity* (pp. 345-370). London: SAGE.
- Yen, C.L., Singal, M. & Murrmann, S.K. (2016). Cultural context orientation and recruitment message strategy: Evidence from hospitality students in the United States and Taiwan, *Journal of Human Resources in Hospitality & Tourism*, 15(3), 325-345
- Berkun, S. (2010): *The Myths of Innovation*. O'Reilly Media
- Drucker, P.F. (2006); *Innovation and Entrepreneurship*. Harper Business
- Kotter, J.P. (2012) *Leading Change*. Harvard Business Review Press
- Rogers, E.M. (2003); *Diffusion of Innovations*. Free Press. 5th ed.
- *Marketing of High-Technology Products and Innovations*_Jakki Mohr, Sanjit Sengupta, Stanley Slater_Pearson_2009.
- Beitler, M.A. (2006): *Strategic Organizational Change*, Greensboro (NC). Practitioner Press International
- Harvey, C./Allard, M.J. (2008): *Understanding and Managing Diversity*, Upper Saddle River (NJ). Prentice Hall
- Hayes, J. et al. (2007): *The Theory and Practice of Change Management*, New York (NY). Palgrave/ MacMillan
- Hiatt, J.M./Creasey, T.J. (2003): *Change Management: the people side of change*, Loveland (CO).Prosci Research
- Nelson, K./Aaron, S. (2005): *The Change Management Pocket Guide: Tools for Managing Change*, Cincinnati (OH).Change Guides LLC

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| Modul Nr. / Module-Code | TDSM1200 |
| Modulbezeichnung / Module description | Research and Case Project |
| Ggfs. Lehrveranstaltungen des Moduls/ If necessary courses of the module | <ul style="list-style-type: none"> ▪ Research Methods ▪ Case Project |
| Inhalte des Moduls / Syllabus Module | Technical - Key concepts of empirical research |

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| | <ul style="list-style-type: none"> - Advanced research techniques in qualitative as well as quantitative research; - Individual business evaluation - Explore a niche business and ideate and evaluate different potentials with regard to upside potentials. <p>Practical</p> <ul style="list-style-type: none"> - Overview on several software tools for scientific research in the field of network-analysis, content analysis etc. - Key competences for online experiments and surveys - Practical inside to various research tools such as MAXqda, Nvivo; techniques - Develop and explore ideas to find profits in market segments that existing competitors do not utilize. <p>Interdisciplinary</p> <ul style="list-style-type: none"> - Management and business science - Organisational and communication science - Find and form ways of spreading out risks in businesses – Risk Management. |
| <p>Lernergebnisse des Moduls / Qualification objectives and learning objectives</p> | <p><u>Knowledge and understanding</u> Execute empirical research on an advanced level. Students have the capability to discover scientific principles and concepts in the context of real world problems.</p> <p><u>Applying knowledge and understanding</u> Analyse and present business data using appropriate tools. Apply techniques to analyse complex interrelations and identify solutions. Undertake various qualitative as well as quantitative methodologies. Organising and structuring of various information sources. Students have the ability to design a process to seek solutions through observation and analytical reasoning. They are able to apply and implement formerly acquired knowledge with concrete examples from practice.</p> <p><u>Making judgements</u> Identify the key characteristics of advanced research techniques and distinguish various sources of information due to their appropriateness. Students can master the quantitative basis for evaluating the magnitudes and rates pertinent to business challenges, and the quantitative assessment of causal relationships.</p> <p><u>Communication</u></p> |

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| | <p>Elaborate on the role of various research methodologies. Students present profound findings of the specific case.</p> <p>They are able to approach problems through collaborative (interdisciplinary) teams.</p> <p>Learning skills</p> <p>Formulate, test and interpret various hypothesis.</p> <p>Practical thinking, creative thinking, communicating, and collaborating</p> <p>Methodology</p> <p>Be able to implement case specific research methodologies.</p> <p>Improvement of the competence to communicate and presentation techniques by an individual coaching.</p> <p>Foster ability to: do market research and analyse, structure your work, solve problems, set milestones, holistic and critical thinking, undertake research and to work independently.</p> |
| Studiensemester / Study semester | Winter semester |
| Dauer des Moduls / Duration of the module | One semester |
| Häufigkeit des Angebots des Moduls / Frequency of the offered module | Each academic year |
| ECTS-Credits (based on the workload) | 10 |
| Gesamtworkload / Workload and its composition | 300 hours (128 hours contact; 172 hours self-study) |
| Art des Moduls (Pflicht, Wahl etc.) / Kind of module | Obligatory |
| Lehrsprache / Language of teaching | English |
| Lehr- und Lernmethoden des Moduls / Learning methods of the module | Seminars, case-studies, discussions, presentations, real case in co-operation with a company |
| <p>Literature</p> <ul style="list-style-type: none"> ▪ Gosling, S.D. (et al.) (2010): Advanced Methods for Conducting Online Behavioral Research, APA ▪ Fielding, N. G. (et al.) (2008): The SAGE Handbook of Online Research Methods, Sage ▪ Lewis, A. (et al.) (2007): Using Software in Qualitative Research: A Step-by-Step Guide, Sage ▪ Phillimore, J.; Goodson, Lisa (2004): Qualitative Research in Tourism-Ontologies, epistemologies and methodologies, Routledge, London ▪ Presenza and M. Cipollina: Analysing tourism stakeholders networks IN: Tourism Review VOL. 65 NO. 4 2010, pp. 17-30, ▪ UNWTO/ETC (2008): Handbook on Tourism Forecasting Methodologies http://pub.unwto.org/WebRoot/Store/Shops/Infoshop/48EA/1B51/FFDF/0971/B7DC/C0A8/0164/D9AF/081003_handbook_tourism_forecasting_excerpt.pdf | |

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| Modul Nr. / Module-Code | TDSM1300 |
| Modulbezeichnung / Module description | Global Business Development |
| Ggfs. Lehrveranstaltungen des Moduls / If necessary courses of the module | <ul style="list-style-type: none"> ▪ International Tourism Business Strategies ▪ International Risk Management |

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| <p>Inhalte des Moduls / Syllabus Module</p> | <p>Technical</p> <ul style="list-style-type: none"> - Tools for analysis of external and internal environment, tourism or related tourism company's core competences and capabilities - Concepts of strategic management, market analyses and risk management - Managing risk and international risk - Selected financial instruments <p>Practical</p> <ul style="list-style-type: none"> - Development of strategic alternatives, selection and implementation - Apply financial instruments appropriately <p>Interdisciplinary</p> <ul style="list-style-type: none"> - The strategic value of international Business Management and risk. - The economic meaning of entering new markets, development and distribution. - Tourism policy, planning and strategic development processes and risks. |
| <p>Lernergebnisse des Moduls / Qualification objectives and learning objectives</p> | <p><u>Knowledge and understanding</u> Understand the business strategy process as well as the process of managing risks and international risks. Familiarize students with specific framework conditions, state of the art concepts and methods for international business and risk management in service industry while concentrating on tourism industry. Familiarize students will different kinds of risks companies face and the impact on business. Understand financial instruments to help mitigating risks.</p> <p><u>Applying knowledge and understanding</u> Apply this understanding to real current problems in companies of all sizes as well as in all types of industries. Create general business as well as specific risk management strategies and handle practical issues. Apply appropriate financial instruments for e.g. entering new markets</p> <p><u>Making judgements</u> Students are able to critical assess and to interpret markets, environments and certain risks from a strategic point of view.</p> <p><u>Communication</u> Critically comment on and argue about different market entry strategies as well as proper risk management strategies.</p> <p><u>Learning skills</u> Be prepared to take part in business development and strategic work as analysts and,</p> |

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| | in later stages of their careers, to lead such processes Methodology Students will increase their analytical skills. They will be enabled to apply strategic thinking and acting to various kinds of issues (corporate or institutional level, or in a context of a new destination) which may arise in the future. |
| Studiensemester / Study semester | Winter semester |
| Dauer des Moduls / Duration of the module | One semester |
| Häufigkeit des Angebots des Moduls / Frequency of the offered module | Each academic year |
| ECTS-Credits (based on the workload) | 5 |
| Gesamtworkload / Workload and its composition | 150 hours (80 hours contact; 70 hours self-study) |
| Art des Moduls (Pflicht, Wahl etc.) / Kind of module | Compulsory Elective |
| Lehrsprache / Language of teaching | English |
| Lehr- und Lernmethoden des Moduls / Learning methods of the module | Seminars, lectures, case-studies, discussions, presentation |
| Literature | |
| <ul style="list-style-type: none"> ▪ G. Johnson, K. Scholes, & R. Whittington. 2011. Exploring corporate strategy. 9th edition. London: Pearson Education Ltd. ▪ Reingold J. & Underwood, R. Was built to last built to last? <i>Fast company</i>. Nov. 2004, Issue 88, p103-111 ▪ Grant, Robert M. 1998. Contemporary Strategy Analysis; concepts, techniques, applications; 3rd ed. Malden, Mass.: Blackwell. 1 chapter (The Concept of Strategy), 13 (Vertical Integration and Scope of Firm) and 15 chapter (Diversification Strategy) ▪ Porter, M. E. 1998. Competitive Strategy. 2nd ed. New York: The Free Press. 1 chapter (The Structural Analysis of Industries) ▪ Haans, K. and Fjeldstad, 2000. "Linking intangible resources and competition", European Management Journal, Vol. 18. Iss. 1. pp. 52-62 ▪ Rangone, A.: 1999. "A Resource Based Approach to Strategy Analysis in Small-Medium Sized Enterprises". Small Business Economics. Vol. 12. Iss. 3. pg.233 ▪ Prahalad C.K., Hamel G. 1990. "The Core Competence of the Corporation", Harvard Business Review, May-June p.p. 79 – 91 ▪ Lorange, P. 1998. "Strategy Implementation: The new realities". Long Range Planning, London, Vol. 31. Iss. 1. pg. 18 ▪ Brealey, R.A.; Myers, S.C.; Allen, F. (2014): Principles of Corporate Finance, 11th ed., McGraw Hill ▪ Madura, F./ Fox, R. (2011): International Financial Management, 2nd int. ed., South Western ▪ Dorfman, M.Stark (2007): Introduction to Risk Management and Insurance, Prentice Hall ▪ Alexander, C./ Sheedy, E. (2005): The Professional Risk Manager, PRMIA Publications ▪ ISO/DIS 31000, Risk Management – Principles and Guidelines (2009); www.iso.org ▪ Merna, T. / Al-Thani, F. (2008): Corporate Risk Management, Wiley. 2nd ed. ▪ Robertson, D./ Kean, I./ Moore, S. (2006): Tourism Risk Management. Asia-Pacific-Economic Cooperation. http://www.sustainabletourismnetwork.co.za | |

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| Modul Nr. / Module-Code | TDSM1400 |
| Modulbezeichnung / Module description | Managing Tourism Markets |
| Ggfs. Lehrveranstaltungen des Moduls/ | ▪ Tourism Product Development |

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| If necessary courses of the module | <ul style="list-style-type: none"> ▪ Sales |
| Inhalte des Moduls / Syllabus Module | <p>Technical</p> <ul style="list-style-type: none"> - International tourism environment - Tourism market characteristics - Tourism industry and product overview - Market segmentation and target groups - The 7P of service marketing - Business models in travel and tourism - Principles of new venture creation - Entrepreneurship vs. intrapreneurship - Creating demand - Acquiring intelligence - Setting up strategy - Gaining customer commitment - Ongoing business and customer relationship <p>Practical</p> <ul style="list-style-type: none"> - Product conceptualization and development - Insights into various tourism-related business case studies - Sales and distribution procedures <p>Interdisciplinary</p> <ul style="list-style-type: none"> - Combine macro and micro perspective - Principles of business strategy, marketing/sales and entrepreneurship |
| Lernergebnisse des Moduls / Qualification objectives and learning objectives | <p><u>Knowledge and understanding</u> Know the international tourism environment; define major concepts of marketing, sales, strategy and new venture creation. Understand the interdependence of business functions.</p> <p><u>Applying knowledge and understanding</u> Connect existing tourism products to the respective context/business environment. Apply models from service marketing and business strategy to selected tourism products. Apply sales-related know-how.</p> <p><u>Making judgements</u> Assess the viability of business models; identify strengths and weaknesses of business models and strategies in travel and tourism markets; evaluate the effectiveness of sales strategies in B2B and B2C settings.</p> <p><u>Communication</u> Critically comment on business strategies; promote tourism products; communicate with diverse target groups in sales-related situations.</p> <p><u>Learning skills</u> Analytical skills; critical thinking skills in management contexts; creative and design thinking; understanding customer needs.</p> <p><u>Methodology</u> Creative thinking; design thinking; pursuit of proactive sales approaches.</p> |
| Studiensemester / Study semester | Winter semester |

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| Dauer des Moduls / Duration of the module | One semester |
| Häufigkeit des Angebots des Moduls / Frequency of the offered module | Each academic year |
| ECTS-Credits (based on the workload) | 5 |
| Gesamtworkload / Workload and its composition | 150 hours (64 hours contact; 86 hours self-study) |
| Art des Moduls (Pflicht, Wahl etc.) / Kind of module | Compulsory Elective |
| Lehrsprache / Language of teaching | English |
| Lehr- und Lernmethoden des Moduls / Learning methods of the module | Seminars, lectures, case-studies, discussions, presentations |
| <p>Literature</p> <ul style="list-style-type: none"> ▪ Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2005). Tourism principles and practice. London, Pearson. ▪ Grupp, H., & Shlomo, M. (2001). Managing new products and new product development. Cheltenham, Edward Elgar. ▪ Godfrey, K. (2000). The tourism development handbook : a practical approach to planning and marketing. London, Cassell. ▪ Middleton, T. C., & Clarke, J. (2001). Marketing in travel and tourism Oxford, Butterworth-Heinemann. ▪ Seaton, A. V. (1999). The Marketing of tourism products: concepts, issues and cases. London, Thomson. ▪ Trott, P. (2012). Innovation management and new product development. Harlow Financial Times Prentice Hall. ▪ Robert J. Calvin: Sales Management; Mcgraw-Hill Professional, 2001 ▪ Bill Good: Prospecting Your Way to Sales Success; Scribner Book Co, 3. Aufl. 1997 ▪ Dan Kennedy: The Ultimate Sales Letter: Attract New Customers. Boost Your Sales: Attract New Customers, Get Face Time, Boost Your Sales; Adams Pub, 3. Aufl. 2006; ▪ Michael J. Webb und Tom Gorman: Sales and Marketing the Six SIGMA Way; Addison Wesley Publishing Company, 2006 ▪ Neil Rackham: Rethinking the Sales Force: Redefining Selling to Create and Capture Customer Value; Mcgraw-Hill Professional, 1999 ▪ Ralph R. Roberts und Joe Kraynak: 52 Weeks of Sales Success: America's #1 Salesman Shows You How to Send Sales Soaring!; John Wiley & Sons; 2. Aufl., 2009; ▪ Stephan Schiffman: The #1 Sales Team: Superior Techniques for Maximum Performance; Adams Media Corporation, 2006 ▪ Terri L. Sjodin: New Sales Speak: The 9 Biggest Sales Presentation Mistakes and How to Avoid Them; Wiley & Sons; 2. Aufl., 2006 | |

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| Modul Nr. / Module-Code | TDSM1500 |
| Modulbezeichnung / Module description | Special Topics in Tourism |
| Ggfs. Lehrveranstaltungen des Moduls / If necessary courses of the module | |
| Inhalte des Moduls / Syllabus Module | <p>Technical</p> <ul style="list-style-type: none"> - Topics address recently identified current events, skills, knowledge, and/or attitudes and behaviours pertinent to the technology or |

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| | <p>occupation and relevant to the professional development of the student.</p> <p>Practical</p> <ul style="list-style-type: none"> - Insights into state of the art trends and developments. - Preparation for future challenges in the students' work environment due to new trends. <p>Interdisciplinary</p> <ul style="list-style-type: none"> - Development Studies - Trend Studies |
| Lernergebnisse des Moduls / Qualification objectives and learning objectives | <p><u>Knowledge and understanding</u> Understanding of global process and latest trends as well as their impact on tourism.</p> <p><u>Applying knowledge and understanding</u> Analyse current trends and niche tourism products. Define, interpret and value the challenges related to future trends.</p> <p><u>Making judgements</u> Examine the unique problems involved in tourism development in different region related to ongoing changes.</p> <p><u>Communication</u> Articulate upcoming challenges for the industry.</p> <p><u>Learning skills</u> Evaluate the role of international tourism as an agent of change in a globalised world.</p> <p><u>Methodology</u> Dealing with change and enhance students' strategic thinking and acting abilities.</p> |
| Studiensemester / Study semester | Winter semester |
| Dauer des Moduls / Duration of the module | One semester |
| Häufigkeit des Angebots des Moduls / Frequency of the offered module | Each academic year |
| ECTS-Credits (based on the workload) | 5 |
| Gesamtworkload / Workload and its composition | 150 hours (64 hours contact; 86 hours self-study) |
| Art des Moduls (Pflicht, Wahl etc.) / Kind of module | Compulsory Elective |
| Lehrsprache / Language of teaching | English |
| Lehr- und Lernmethoden des Moduls / Learning methods of the module | Seminars, lectures, case-studies, discussions, presentation |
| <p>Literature (further literature during classes and on ILIAS)</p> <ul style="list-style-type: none"> ▪ Yeoman, Ian (2008): Tomorrow's Tourist: Scenarios and Trends (Advances in Tourism Research), Routledge ▪ Current issues of academic journals such as: Annals of Tourism Research, Tourism Management, Journal of Sustainable Tourism etc. | |

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| Modul Nr. / Module-Code | TDSM2400 |
| Modulbezeichnung / Module description | Master's Thesis and Colloquium |

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| Ggfs. Lehrveranstaltungen des Moduls/ If necessary courses of the module | <ul style="list-style-type: none"> ▪ Master's Thesis ▪ Master's Thesis Colloquium |
| Inhalte des Moduls / Syllabus Module | Bringing together aspects of learning from previous modules as well as using this learning as the basis for planning, conducting and writing up a research-based project. |
| Lernergebnisse des Moduls / Qualification objectives and learning objectives | Students show evidence that – on the basis of theoretical and practical knowledge, skills and competences achieved during their studies – they are able to independently design research. They demonstrate the ability to work scientifically and methodological appropriate to postgraduate levels in tourism, business and management. Also, their work contributes holistically to their personal set of values. |
| Studiensemester / Study semester | Semester |
| Dauer des Moduls / Duration of the module | One semester |
| Häufigkeit des Angebots des Moduls / Frequency of the offered module | Each semester |
| ECTS-Credits (based on the workload) | 30 |
| Gesamtworkload / Workload and its composition | 900 hours (900 hours self-study) |
| Art des Moduls (Pflicht, Wahl etc.) / Kind of module | Compulsory |
| Verwendbarkeit des Moduls / Applicability of module | The Master's Thesis Colloquium is open to all students of the university (beside a master thesis with 'Sperrvermerk'). |
| Voraussetzungen für Teilnahme / Prerequisites | <p>In addition to the general admission criteria the master – examination requires that the thesis only can be delivered after the student has acquired the required number of ECTS credit points either in the course or at another German university or has successfully finished a corresponding examination. The mandatory number of ECTS- points is:</p> <ul style="list-style-type: none"> ▪ 55 ECTS-points for the 4-semester programme ▪ 50 ECTS-points for the 3-semester programme ▪ 20 ECTS-points for the 2-semester programme <p>In addition the precondition for the thesis is the successful participation in the mandatory field trips. All other cases need a written application to the examination board.</p> <p>The mandatory number of ECTS- points for the Master's Thesis Colloquium is:</p> <ul style="list-style-type: none"> ▪ 118 ECTS-points for the 4-semester programme ▪ 88 ECTS-points for the 3-semester programme ▪ 58 ECTS-points for the 2-semester programme |
| Lehrsprache / Language of teaching | English |
| Lehr- und Lernmethoden des Moduls / Learning methods of the module | Counselling, scientific colloquium, self-study, independent research |