

Bachelor's degree Tourism

Module Catalogue for Exchange Students

Module overview Bachelor's degree Tourism

Content

General Information Course Selection	1
Languages	2
Semester 1 (Fall)	3
ECO: Microeconomics	3
GM: Business Studies	4
Mathematics	5
Finance and Accounting.....	6
Scientific Work: Fundamental Aspects	7
Rhetoric and Presentation Skills.....	8
Soft Skills: Psychology.....	9
Soft Skills: Sociology.....	10
Introduction to Tourism	11
Semester 2 (Spring)	12
Business Informatics.....	12
Products in Tourism and Leisure	13
Scientific Work: Research Paper	14
Decision-Making Skills.....	14
ECO: Macroeconomics.....	15
Soft Skills: Business Ethics.....	16
Law Principles	17
Statistics	19
Semester 3 (Fall)	20
Market and Social Research.....	20
Sustainable Development.....	21
Innovation Management.....	22
Project Management in Theory	23
Law: Tourism Law	24
Marketing Planning Process	25
Consumers Behaviour	27
Cultural Studies.....	28

Service Management	29
Semester 4 (Spring)	30
Study Week Abroad - Project Management in Practice	30
Sustainable Tourism - Basics.....	31
Design Thinking	32
Knowledge Management	33
Destination Management	34
eTourism	35
Intercultural Competence	36
Marketing: Practical Application in Tourism	25
Transportation and Mobility	26
Semester 5 (Fall)	27
Built Environment and Tourism.....	27
Strategic Management in Tourism.....	28
Eco: Topics in International Economics: European Integration.....	29
Leadership	30
Media & Public Relations.....	32
Hospitality Management.....	33
Service Quality Management	34
Niche Tourism.....	35
Aviation Management.....	36
Kreuzfahrttourismus (German)	37
Sports Tourism	38
Semester 6 (Spring)	39
Entrepreneurship and Business Planning.....	39
Health Tourism Management	41
Integrated Mobility Management	42
Leisure Management	43
Mountain Tourism Management.....	44
Retail Management.....	45
Applied Research in an International Context	46

General Information Course Selection

Courses in the Tourism Bachelor programme are taught in English and are part of the regular degree programmes, therefore exchange students are studying together with regular Swiss students. Please consider the following points when choosing your modules:

- Select courses using the form 'Learning Agreement'
- Select ONE semester that you want to attend
- We can guarantee no overlaps if modules are within the same semester
- If modules are changed for others in a different semester, overlaps may occur and the Learning Agreement can only be finalized upon arrival in Switzerland
- Availability of modules depends on number of participants
- A few modules are partially taught in German. If it is the case, it is indicated in the title.
- The Learning Agreement can only be finalized upon arrival.

Languages

In addition, different languages can be chosen every semester. We offer different levels from A1 until C2 for our language courses. Please be aware, that the language course during the spring semester builds up on the content of the language course of the fall semester. That means if you choose a German A1 course in the spring semester you should already have a basic knowledge of German.

The execution of the different language courses depends on the number of participants. Additionally, some German knowledge is required for certain language courses. Please contact us to know which ones are available.

- German
- English
- Spanish
- French
- Italian
- Chinese
- Russian

ECTS credits

2 ECTS credits

Semester 1 (Fall)

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.

ECTS credits

4 ECTS credits

Learning outcomes

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

GM: Business Studies

Objective

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

ECTS credits

4 ECTS credits

Learning outcomes

Primary outcomes: Students should

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

Professional competence: UNDERSTAND

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

APPLY:

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

INTERACT/SOLVE PROBLEMS:

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

Mathematics

Objective

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

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

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

ECTS credits

4 ECTS credits

Learning outcomes

Students ...

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

Finance and Accounting

Objective

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

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence:

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

Methodological competence

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

Scientific Work: Fundamental Aspects

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.

ECTS credits

2 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.

Rhetoric and Presentation Skills

Objective

Putting across specialist content to an audience in a convincing manner is of central importance in a university context and a professional context alike. This course provides a theoretical and practical grounding in cooperative rhetoric, with its aims including addressing and convincing an audience. We will focus on rhetoric for speeches during this course, with aspects of discursive rhetoric only being touched on briefly.

Practical knowledge of how to make a good impression is taught. This includes the structure and construction (storyline) of a presentation, personal appearance and, as a further dimension, visualisation, the principles of which are learned individually via literature prior to the course.

The course focuses on practical application and exercises.

ECTS credits

2 ECTS credits

Learning outcomes

Professional competence

Students are familiar with the origins and development of rhetoric. They recognise how rhetoric impacts our daily lives. They are familiar with various models and techniques for rhetoric in speeches, and are able to put them into practice.

They are familiar with fundamentals of visualisation, and understand the basic principles of it and their importance for presentations. They are able to use various media and types of visualisation that align with content and context.

They know what is meant by feedback and understand its function.

Methodological competence

Students are familiar with methods of analysis and action so they can analyse, prepare and give impactful speeches in front of an audience.

They are able to visualise a presentation using a computer. They are familiar with other visualisation media and can distinguish between usage opportunities and use them, e.g. flip charts, visualisers, films.

Self-competence:

Students can describe their own behavior in terms of rhetoric within speeches, explaining and critically evaluating it using the knowledge they have gained. They learn how to cope with stage fright and nerves, practice the effective use of their voice and are familiar with speech structures with the aim of speaking to an audience in a convincing, effective manner.

They can accept feedback constructively.

Students learn how to divide the time at their disposal for preparing a presentation, getting to grips with the limits associated with this.

They make a constructive contribution to the group.

Social competence:

Students can describe other people's behavior in terms of rhetoric within speeches, explaining and critically evaluating it using the knowledge they have gained. They receive tools to recognise manipulation and attempted persuasion, and to critically examine them.

They recognise that cooperative rhetoric 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.

They can give feedback constructively.

They are able to reach a shared goals in a group and bring about a product that has been created together. They have a readiness to work in a group and make compromises, as well as to recognize mutual boundaries and respect them.

Soft Skills: Psychology

Objective

The objective of this module is to enable students to use the relevant basic knowledge of psychology relating to human behaviour, and encourage self-competence and social competence. This objective is attained in three steps:

- understanding one's own characteristics in terms of psychological thought
- working through psychological theories and models in case study examples
- linking learned content to everyday (professional) situations

ECTS credits

2 ECTS credits

Learning outcomes

Students

- get to grips with the term 'social competence'. They learn what socially competent behaviour includes and can reflect on their own behaviour and that of others.
- learn the basics of personality and developmental psychology. They are familiar with various theoretical approaches and models, and can use them to explain their own behaviour and that of others.
- gain basic knowledge of social psychology, focusing on behaviour in groups. They are familiar with the importance of social perception and social influence on individual behaviour, and can reflect on their own behaviour and that of others.
- have an expanded repertoire of behaviours in terms of 'soft skills', using them in their professional and personal lives.

Soft Skills: Sociology

Objective

Sociology serves to analyse social and societal processes. The core of this module revolves around the question of how communities can be created and stabilised. How do conflicts arise and how do communities handle them?

It also looks at discussing the process by which individual and collective identity is constructed, using various examples from both traditional and modern society.

ECTS credits

2 ECTS credits

Learning outcomes

Professional competence

Students are familiar with key sociological concepts, can understand the difference between communities and societies, action and system theory and socio-constructivist processes of society formation.

Methodological competence

They are able to describe and analyse social processes, and assess their possible impacts.

Social competence

Students recognise the impact of social construction processes on individual and collective identity, and on the interactive, constitutive conditions relating to life changes and quality of life, deriving recommendations for action from them.

They can describe the causes and possible process of integrative and disintegrative conflicts.

They recognise the prerequisites for social stability, such as social change.

Self-competence

Students can describe and reflectively analyse the societal conditions of individual identity.

Introduction to Tourism

Objective

This module provides a comprehensive introduction to the most relevant facets of tourism including: the history of tourism, factors influencing the tourism industry, quality in tourism, tourism policy or demand in tourism.

ECTS credits

2 ECTS credits

Learning outcomes

Professional competence

Students can:

- Give a comprehensive presentation of the fundamentals of the tourist economy.
- Present the development of tourism.
- Compare the economic, environmental and sociocultural impact as well as ethical aspects of tourism.

Methodological competence

- Comprehensively analyse and present a destination or attraction.
- Classify national tourism funding options.

Social competence

- Interpret the socio-cultural impact of tourism.
- Self-competence
- Depict one's own role in the tourism economy.

Semester 2 (Spring)

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.

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 know

Products in Tourism and Leisure

Objective

The module provides a model-based overview of the products and services and their characteristics. Furthermore, it gives an insight into the functionality of companies, networks and institutions. Specific problems and product characteristics of both areas (Tourism and Leisure industry) will be addressed.

ECTS credits

2 ECTS credits

Learning outcomes

Professional competence

By completing the module the students...

- are able characterize products from different industries in the tourism and leisure sector.
- are able to explain different components of a tourism and leisure product from selected service providers of the tourism value chain.
- acquire industry-based tourism and leisure knowledge
- acquire knowledge about corporate social responsibility and trends towards sustainability in the context of the different industries

Methodological competence

By completing the module the students...

- can apply the basic models for the product development.
- can define a product development process.

Social competence

By completing the module the students...

- can solve problems within a group with often different ideas regarding a possible product, that must be developed.

–

Self-competence

By completing the module the students...

- develop the willingness and ability as individual personalities to take up the opportunities that arise in tourism and can use what they have learned for their own life planning (e.g. in the field of holiday planning or for choosing a career in one of the tourism sub industries).

Scientific Work: Research Paper

Objective

To finish off the Scientific Work module, students write their first term paper, guided by the module instructor.

ECTS credits

2 ECTS credits

Learning outcomes

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

- independently write an assignment;
- understand the entire process of producing a written paper as a project, and successfully execute it step by step.

Decision-Making Skills

Objective

Decisions are deeply personal: they are shaped by our experiences, our personalities and our opinions. The objective of this course is to stimulate independent thought, lay the groundwork for decisions and, once they have been made, defend them. Even if there is the chance of being wrong

ECTS credits

2 ECTS credits

Learning outcomes

Professional competence
Is not explicitly taught in this module.

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

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

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

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).

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).

Soft Skills: Business Ethics

Objective

Ethical reflections give us the opportunity to question our own idea of reality and our concepts of 'good and evil' by coming up with new distinctions. Developing alternative ways of thinking is intended to give agents options: only people who have more than one way of acting will be able to make an independent decision and act responsibly.

The following questions are to be explored: what position does an individual hold in society, what does freedom mean for individuals and society, what are the advantages and disadvantages of different types of act, what impact arises from different forms of business and what importance do law and the state hold for fair integration in a society.

ECTS credits

2 ECTS credits

Learning outcomes

Students can analyse and evaluate the range of interests affected and the share of power and force, and display different solutions to the conflicts that can arise in various areas of society.

Law Principles

Objective

In a modern social, political and economic context, it is indispensable to have some basic legal knowledge to act in accordance with the law and to be able to react competently to legal changes. Students are able to resolve quite complex cases by themselves within the fields of contract law, liability law and the law of persons. In other areas, they have the ability to decide whether they can handle legal issues by themselves or if they're in need of professional support.

ECTS credits

4 ECTS credits

Learning outcomes

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

Soft Skills: Communication

Objective

The objective of the module is to put across knowledge that helps students to understand their own communication behaviour and that of others, thereby enabling them to communicate successfully with other people.

This objective is attained in three steps:

- Self-reflection using the theory gained
- Processing the theory in case studies
- Linking learned content with situations in everyday (professional) life

ECTS credits

2 ECTS credits

Learning outcomes

Students

- are familiar with various theories and models of communication.
- can apply them to describe, explain and reflect on their own and others' communication behaviour.
- can give constructive feedback on other people's behaviour and accept constructive feedback relating to their own behaviour.
- can recognise conflicts and analyse, address and constructively resolve them using various theories and models.
- expand their repertoire of communicative behaviour in various everyday situations.

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.

ECTS credits

4 ECTS credits

Learning outcomes

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

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

Semester 3 (Fall)

Market and Social Research

Objective

Understanding and applying market and social research

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.

Sustainable Development

Objective

Students are familiar with and understand the principles and key concepts of sustainable development. An interest and desire in the topic is to be conveyed to them and awakened in them. They are to be motivated to make sustainable development a basic value that underpins their personal and professional actions.

ECTS credits

2 ECTS credits

Learning outcomes

After successfully participating in the module, students understand:

- sustainable development in an economic, environmental and social context and are familiar with its central drivers and challenges.
- implementation approaches on a state level and in companies.
- the importance of using resources efficiently.
- how companies align their business actions and targets with framework conditions (environment and interest groups).
- how various modules from their studies relate to sustainability.

After successfully participating in the module, they can:

- recognise the connection between sustainability and various topics from their public, professional and personal environment and critically assess this connection
- formulate desirable future scenarios with regard to sustainable development
- actively participate in sustainable development

Innovation Management

Objective

Innovation is the targeted deployment of new solutions to problems, with these solutions providing perceivable benefit in a technological, business, environmental or social sense.

The Innovation Management module shows why companies innovate and how innovation is organised and implemented along a process. In this, various processes are discussed, along with the corresponding requirements or benefits and disadvantages.

ECTS credits

2 ECTS credits

Learning outcomes

Students are able

- to state the key concepts and principles, plus success factors, of innovation management
- to explain the objectives, tasks and processes of innovation management
- to apply models and processes in groups using a company of their choice

Project Management in Theory

Objective

Project management is a key skill that is applied across every field of study and work. Students should be in the position to understand the project life cycle or iteration (initialisation, planning, implementation, control and conclusion) and execute it independently for smaller projects.

ECTS credits

2 ECTS credits

Learning outcomes

Students are able

- to state the key concepts and principles, plus success factors, of innovation management
- to explain the objectives, tasks and processes of innovation management
- to apply models and processes in groups using a company of their choice

Law: Tourism Law

Objective

An introduction to the legal situation depending on types of transport (rail, ferry, plane), not including the Package Travel Act (PauRG), with practical examples. In the main section, we will explore the PauRG in more detail and study the practice of other countries, primarily Germany. At the end of the module, students will learn how to recognise and differentiate between key types of company.

ECTS credits

2 ECTS credits

Learning outcomes

Professional competence

Students are familiar with the principles of company law and the law of immaterial goods, plus key legal issues relating to tourism

Methodological competence

Students can apply their theoretical knowledge to practice-oriented cases and convincingly justify their solution.

Marketing Planning Process

Objective

Marketing planning as a fundamental business function

ECTS credits

2 ECTS credits

Learning outcomes

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

- interpret marketing as market-oriented management
- explain the fundamental idea and basic concepts of marketing
- explain the basic steps of strategic marketing planning
- describe and summarise tools for marketing situation analysis
- identify and interpret influencing factors on a macro, micro and company level
- depict customers and customer knowledge and its importance
- distinguish between tools for developing a marketing strategy and critically compare them
- present and explain the 4Ps of the marketing mix
- explain marketing implementation, organisation, and controlling

Financial Management in Tourism

Objective

The individuals responsible for financial management need to work through an array of problems relating to finance and accounting, such as company financing, financial planning, investment calculations and financial analysis. To this end, knowledge of the interactions between the core functions of management, namely 'investments', 'financing' and 'operational tasks', is key, regardless of the sector, the size of the company or the region. Nevertheless, the 'Financial Management in Tourism' course focuses on examples and case studies relating to tourism and the hotel industry.

ECTS credits

2 ECTS credits

Learning outcomes

Professional competence

- Understand the key management functions in terms of 'investments', 'financing' and 'business area', and recognise the interactions between these functions.
- Gain basic knowledge (concepts, interactions) of 'investment calculations', 'financing', 'financial planning' and 'financial accounting'.

Methodological competence

- Create a financial budgetary plan (liquidity plan, balance sheet, profit & loss account, cash flow account) in the correct form.
- Use key tools for investment appraisals (static and dynamic processes) on practical examples.
- Execute a simple financial analysis.

Consumers Behaviour

Objective

Consumer Behaviour is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. This course introduces students to theory and practice in consumer behaviour with a specific emphasis on tourism. The rationales for and limitations to consumer behaviour in general and tourism in particular are addressed and recent developments in this area are discussed.

ECTS credits

4 ECTS credits

Learning outcomes Professional competence

(Social and cultural theories):

Students ...

- 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
- critically reflect on the consumption process, from buying to disposing of products and services.

Self-competence

- explain why we interpret the stimuli to which we pay attention
- demonstrate how people's self-concept influences their behaviour in the marketplace
- demonstrate and prove that decision making is not always rational

Methodological competence

- examine and critically evaluate consu

Cultural Studies

Objective

Students will acquire theoretical knowledge about those potentially contrary functions of culture and apply that knowledge in practical exercises. Students will practice cultural studies in a hands-on manner by analysing varying artifacts such as movies, self-help books, advertisements, human rights and buildings and by conducting, inter alia, site inspections.

ECTS credits

2 ECTS credits

Learning outcomes Professional competence

Professional competence

Students will be able to ...

- 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.
- study how cultural practices, institutions and human artifacts may shape, reflect, reproduce or question ideas, beliefs and value systems.
- 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.

Methodological competence:

- use and test their ability to communicate in a receiver-oriented manner.
- use digital media and tools specifically.

Social competence

- develop the basics for cooperation in an intercultural context and for ethical and sustainable action.

Service Management

Objective

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

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

Semester 4 (Spring)

Study Week Abroad - Project Management in Practice

Objective

Project work is an intrinsic part of tourism and project management a key skill to operate different tasks successfully. Based on a proper theoretic background, the transfer into practice is important to demonstrate and to experience the special required skills and the various difficulties in Project Management.

ECTS credits

2 ECTS credits

Learning outcomes

Professional competence:

students can apply the theoretical foundations of PM that they have learned. They can compare various approaches to each other and select from them. They can develop their own implementation concepts and justify them. They can evaluate, summarise and give a report on the ultimate outcome (final thesis).

Methodological competence:

students can choose suitable PM tools and aids, and apply them.

Social competence: students can analyse team and management situations, and also develop and implement change measures. They can prepare and give presentations that are suitable for the audience in question. They can prepare for business meetings, execute them, analyse them, and implement improvements in a timely manner in subsequent meetings.

Self-competence:

students can undertake and evaluate reflections carried out by themselves and others. They can adapt their own behaviour on the basis of reflection.

Sustainable Tourism - Basics

Objective

Understanding and applying principles of sustainable development in the tourism industry,

ECTS credits

2 ECTS credits

Learning outcomes

Professional competence

The students...

- know and understand sustainability in tourism and the different challenges for different stakeholders
- understand several key topics of sustainability in tourism in detail
- know and understand instruments for assessment and certification of sustainability in tourism
- can extract the lessons learnt from case studies and apply sustainable tourism theory to new cases
- are aware of the UNWTO Global Code of Ethics for Tourism and its importance for global tourism

–

Methodological competence

The students...

- discuss competently at the interface of tourism, sustainability and regional development
- have the competence to communicate content at the interface of tourism, sustainability and development to different target groups
- are able to apply basic assessments of sustainable tourism

Social competence

The students...

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

Self-competence

The students...

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

Design Thinking

Objective

The main focus of the course is teaching the Design Thinking methodology as well as tools using a case study. By going through the process of Design Thinking as a whole, students should be able to understand it and have the opportunity to apply this knowledge in a design challenge.

ECTS credits

2 ECTS credits

Learning outcomes

The students are able to

- to explain the meaning of Design Thinking,
- describe the process and the most important tools,
- apply the methodology and tools to a challenge

–

Thus, the initial competences comprise the taxonomy levels K1-K3 (according to Bloom).

The following competencies are promoted:

- subject competencies: Design Thinking methodology and creativity techniques
- Personal skills: Presentation techniques, interview techniques
- Social skills: Teambuilding, self-reflection, feedback processes

Knowledge Management

Objective

Knowledge management (WIM) provides organisations with a wide range of methods to improve the organisational transfer of knowledge and information and thus promote learning and innovation. The module teaches students this potential by means of selected methods and case studies as well as sensitising them about possible problems in the implementation of WIM measures.

ECTS credits

2 ECTS credits

Learning outcomes

After successful participation of this module, students will be aware of the broad potential of WIM to improve the transfer of knowledge and information as well as of important success or failure factors of corresponding measures.

After successful participation in the module, they are able

- to distinguish the four core processes of knowledge and information transfer and to name and describe techniques and instruments to support these four core processes
- to systematically investigate problems in the organisational transfer of knowledge and information (syntactic, semantic, pragmatic level) and to identify possible causes;
- to describe the steps of defining knowledge objectives and to implement them;
- to name selected methods of assessing information needs and to evaluate them according to their strengths and weaknesses;
- to explain how new knowledge comes into organisations and which barriers to knowledge development and innovation often exist;
- to distinguish important forms of knowledge consolidation;
- to critically evaluate models as useful forms of information consolidation and to develop a model (visualisation) on a specific topic;
- to apply the concept of information logistics to the design of knowledge and information transfer processes.

Destination Management

Objective

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

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

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

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

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

Methodological competence

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

Social competence

- Develop some cases in different groups.

eTourism

Objective

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

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

The students get to know theoretical concepts of culture as well as intercultural differences in theory and practice. They learn both conceptually and by means of concrete examples how to cope with such differences in the specific context of Swiss incoming-tourism. (define, interpret, apply, organise)

Methodological competence

The students learn how to define and categorise cultures. They learn how to present and illustrate the results of their analysis. (define, identify, present, develop)

Social competence

The students learn how to work in small groups. Furthermore, they learn about people's cultural contingency, and what this implies for communication. (reflect, apply, analyse)

Self-competence

The students learn about their own cultural contingency, and what this implies for intercultural communication. (reflect, apply, analyse)

Intercultural Competence

Objective

The module focuses on the different cultures of tourism target markets. The students reflect their own cultural heritage compared to the ones of the tourists and learn to understand consumer behaviors of future incoming guests.

Module objectives are therefore, on the one hand to raise awareness on tourism overseas cultures with their specific customer behavior and to develop culture adapted tourism offers. On the other hand the module takes in mind different aspects of challenges of intercultural tourism regarding cultural authenticity versus adaptation, culture clashes and rejection of foreign cultures through residents.

ECTS credits

2 ECTS credits

Learning outcomes

Professional competence

The students get to know theoretical concepts of culture as well as intercultural differences in theory and practice. They learn both conceptually and by means of concrete examples how to cope with such differences in the specific context of Swiss incoming-tourism. (define, interpret, apply, organise)

Methodological competence

The students learn how to define and categorise cultures. They learn how to present and illustrate the results of their analysis. (define, identify, present, develop)

Social competence

The students learn how to work in small groups. Furthermore, they learn about people's cultural contingency, and what this implies for communication. (reflect, apply, analyse)

Self-competence

The students learn about their own cultural contingency, and what this implies for intercultural communication. (reflect, apply, analyse)

Marketing: Practical Application in Tourism

Objective

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

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

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

Methodological competence

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

Social competence

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

Transportation and Mobility

Objective

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

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

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

Methodological competence

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

Social competence

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

Self-competence

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

Semester 5 (Fall)

Built Environment and Tourism

Objective

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

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

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

Methodological competence

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

Social competence

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

Self competence

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

Strategic Management in Tourism

Objective

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

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

Eco: Topics in International Economics: European Integration

Objective

In The international economic framework crucially influences entrepreneurial decisions and strategies. Cross-border trade and factor mobility are key to contemporary economies and international economic integration. Accordingly, the understanding of the relationships between international institutions, trade, investments and currency exchange rates are essential in an open economy.

In light of this, the course aims at providing students with an understanding of the economics of international integration and consequences for managerial decisions. It particularly provides insights into the constitution of the European single market and the European Monetary Union from a perspective of international economics.

ECTS credits

2 ECTS credits

Learning outcomes

Professional competence

- The students have a basic knowledge regarding theories of international trade, international labour supply, and different currency board systems.
- They are familiar with important European institutions and basic elements of the single market. Students understand concepts of open economies and interdependencies between factor markets and financial markets, especially within the Euro zone.

Methodological competence

- They can develop recommendations concerning their own business actions based on the above knowledge and understanding.

Leadership

Objective

To impart basic knowledge about the management process and the relationships and motivational processes taking place between employees and managers..

ECTS credits

2 ECTS credits

Learning outcomes

Professional competence

- Students are able to analyse leadership situations, can analyse and evaluate leadership behaviour and are familiar with selected leadership techniques and their areas of application.
- As a result, students develop an understanding for the high complexity of management tasks and are able to accept them.

International Management Competence

Objective

The objective of this module is to provide students with the opportunity to apply a broad based learning approach of all of their subject knowledge gained to this point on their Bachelors degree to date.

The module will focus on the application of these skills to a simulated business environment with a view of gaining learning and business insight through a highly experiential approach.

ECTS credits

2 ECTS credits

Learning outcomes

Professional competence

After completing this module students will be able to:

- Formulate a sound situation analysis based on accurate research data;
- Strategically analyse a number of competitive situations with regard to the hospitality / Tourism industry;
- Prepare a coherent action plan in relation to the business strategy considering the financial implication of the decision making process;
- Appraise and prioritise relevant available information and identify issues requiring immediate attention and long term actions;
- Decide what a manager should and should not do in guiding a business to success
- Write and present effectively a result analysis and make recommendations.
- Be aware of (inter-) cultural issues in international management;.

Media & Public Relations

Objective

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

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence:

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

Methodological competence:

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

Social competence:

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

Self-competence:

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

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.

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.

Service Quality Management

Objective

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

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

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

Methodological competence

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

Social competence

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

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.

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.

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.

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.

Kreuzfahrttourismus (German)

Leitidee

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

Umfang

4 ECTS-Punkte

Lernergebnisse

Fachkompetenz

Die Studierenden

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

Methodenkompetenz

Die Studierenden

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

Persönlichkeitskompetenz

Im vorliegenden Modul werden insbesondere die folgenden fachübergreifenden Kompetenzfelder angesprochen:

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

Sports Tourism

Objective

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

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.

Semester 6 (Spring)

Entrepreneurship and Business Planning

Objective

Entrepreneurship is a central force of economic development; it generates growth and it is a motor for innovation and change.

The module will enable students to understand and put into practice theories about entrepreneurship.

ECTS credits

4 ECTS credits

Learning outcomes

the students:

- understand the importance of entrepreneurship
- know the challenges an entrepreneur has to face when creating new business opportunities
- know the factors for entrepreneurial success
- are able to form an entrepreneurial team
- know how to transform a business idea into a business model
- are able to write a business plan with an online Business Plan Program
- understand the influence of stakeholders within the different stages of development
- evaluate their business idea and critically reflect their own contribution to the project work

Designing Memorable Experiences (German)

Objective

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

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

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

Social competence

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

Health Tourism Management

Objective

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

ECTS credits

4 ECTS credits

Learning outcomes

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

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

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

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

Integrated Mobility Management

Objective

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

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

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

Methodological competence

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

Social competence

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

Self-competence

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

Leisure Management

Objective

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

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

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.

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 learning

Retail Management

Objective

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

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

The national and international tourism market

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

Entrepreneurial thinking

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

Marketing and Digital competences

- to understand the changing trends in relation to customer needs
- to understand the role of digital technologies in the evolution of the tourism retail market.

Method expertise

Research and Innovate

- to be able to conduct desk based and situational research relation to tourism retail offers / best practices locally and globally
- to be able to transform motivations and retail behaviour into successful products and services
- to practice learning through an innovation process such as design thinking including opportunity identification, prototyping and interactive solution development.

Social competence

Cooperate in an intercultural context

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

Self-competence

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

Applied Research in an International Context

Objective

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

ECTS credits

4 ECTS credits

Learning outcomes

Professional competence

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

Methodological competence

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

Social competence

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