

Course of studies: *Sustainable tourism management*

| Module | | | | |
|--|-------------------------------|---|---------------------------------|--------------|
| <i>Sustainability in Destination Management I</i> | | | | |
| Acronym | EMMA Code | Semester | Type | |
| GND | | 1st semester/ once a year in winter semester | Compulsory module | |
| Module coordinator: | Sub-modules: | Lecturers: | | |
| Prof. Dr. Hartmut Rein | - | Prof. Dr. Hartmut Rein, Prof. Dr. Jürgen Peters, Prof. Dr. Frank Schaal | | |
| Courses (sub-modules): | academic achievements: | Examination form(s): | Semester hours per week: | ECTS: |
| 1 Basics of sustainable destination management | none | Joint written exam for both courses (100 %) | 3 | 4 |
| 2 Sustainable Location development | none | | 2 | 2 |
| Total | | | 5 | 6 |

| Course 1: <i>Basics of Sustainable Destination Management</i> | | | | |
|---|--------------------|--|--------------------------------------|----------------------|
| Workload | | Course prerequisites: Teaching form(s): | Language | |
| Attendance study: 45 h Self-study: 75 h | | Lecture (20 h) Seminar (20 h) Exercise (12 h) Excursion (8) | German | |
| Course prerequisites: | | Recommended connections: | Usability in other curricula: | |
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| Content: | | | | |
| Definitions destination, Destination Management Organisation (DMO), levels of regional planning in Germany ,environmental impact analysis and impact regulation, tourism planning as a task of destination management - planning versus management, Classification and differentiation (e.g. to tourism marketing); Development of tourism concepts: product analysis (building elements of a tourism offer), demand analysis (indicators, data sources, development trends), analysis of current target groups, market/competition analysis, SWOT analysis as an evaluation tool, concept and development goals, Action plan, case studies, sustainability in destination development: indicators, evaluation approaches and practical implementation, institutional sustainability in DMO, competitions as an activation tool, sustainable mobility | | | | |
| Goals: | | | percentage | indexing. DQR |
| Professional skills | knowledge | The students are able to meet the requirements of a competitive destination and DMO, to declare all work steps of a tourism concept and to represent those. They can identify the key indicators for a sustainable destination development and effective measures and assess them with regard to their ability to implement. | 35% | 7 |
| | skills | The students are able to analyze tourist situations, demand and trend as well as market/competition analyses. They are able to elaborate and visualize, Benchmarks, SWOT, guiding principles as well as action and measure plans. | 35% | 7 |
| Personnel competences | social competence | The students have acquired team and leadership skills and can present their knowledge and represent it competently. | 10% | 7 |
| | autonomous working | The students have acquired the ability to formulate independently and advocate realistic sustainable approaches. | 20% | 7 |
| Literature:: | | | | |
| STEINECKE, A. (2013): Destinationsmanagement. UVK/ Lucius Verlag, Konstanz, München EISENSTEIN, B. (2010): Grundlagen des Destinationsmanagements. Oldenbourg Verlag. München BIEGER, T. (2008): Management von Destinationen. Oldenbourg Verlag. München, Wien PAPATHEODOROU, A. (2006): Managing Tourism Destinations; Edward Elgar Publishing Limited, Glensada | | | | |

House/Monpellier Parade/Cheltenham/Glos UK
 WIESNER, K. A. (2008): Strategisches Destinationsmarketing - Erfolgsfaktoren für touristische Organisationen und Leistungsträger. Gmeiner-Verlag GmbH, Meßkirch
 REIN, H.; STRASDAS (Hrsg.) (2017): Nachhaltiger Tourismus. UVK/Lucius Verlag, Konstanz, München
 REIN, H.; SCHULER, A. (Hrsg.) (2012): Tourismus im ländlichen Raum. Springer Gabler Verlag, Heidelberg

| Course 2: Basics of Sustainable Destination Management | | | | |
|--|--------------------|--|--------------------------------------|----------------------|
| Workload | | Course prerequisites: Teaching form(s): | Language | |
| Attendance study: 30 h Self-study: 30 h | | Lecture (10 h) Seminar (15 h) Exercise (5 h) | German | |
| Course prerequisites: | | Recommended connections: | Usability in other curricula: | |
| Basics of sustainable destination management | | | | |
| Content: | | | | |
| Basis for location decisions for sustainable tourism and leisure infrastructure, catchment area and Competition analysis, business management and other indicators for (sustainable) profitability, case studies | | | | |
| Goals: | | | percentage | indexing. DQR |
| Professional skills | knowledge | The students are able to review a holiday or leisure project in its economic feasibility and in particular to examine its sustainability. | 35% | 7 |
| | skills | They are able to perform simple calculations independently or to review existing calculations with regard to their plausibility. | 35% | 7 |
| Personnel competences | social competence | The students will gain the necessary professional skills and will be able to present and represent their knowledge competently. | 10% | 7 |
| | autonomous working | The students will acquire the ability to conduct independently a first evaluation of projects with regard to their feasibility and sustainability. | 20% | 7 |
| Literature:: | | | | |
| Current literature recommendations are given during the courses. | | | | |
| Last update of the Module Description: | | Prof. Dr. Hartmut Rein | 06.03.2020 | |