

**Course of studies: *Sustainable tourism management***

<b>Module</b>					<b><i>Sustainability in Destination Management II</i></b>				
<b>Acronym</b>		<b>EMMA Code</b>		<b>Semester</b>		<b>Type</b>			
SDM				2nd semester/ once a year in summer semester		Elective module			
<b>Module coordinator:</b>		<b>Sub-modules:</b>		<b>Lecturers:</b>					
Prof. Dr. Hartmut Rein		-		Prof. Dr. Hartmut Rein					
<b>Language:</b>		<b>Semester hours per week:</b>		<b>Workload (h):</b>		<b>ECTS:</b>			
German		4		Attendance study: 60 h Self-study: 120 h		6 ECTS			
<b>Teaching form(s):</b>		<b>Course prerequisites:</b>		<b>Recommended connections:</b>		<b>Usability in other curricula:</b>			
Lecture (20 h) Seminar (20 h) Exercise (12 h) Excursion (8)		Basis of sustainable destination management				-			
<b>Content:</b>									
Destination management simulation game, applied tourism planning/case study exercise, deepening sustainability in destination management. Sector-specific tourism management: planning and offer development for hiking and walking tours, Cycling, water and horse riding tourism.									
<b>Goals:</b>							percentage	indexing.	
							e	DQR	
<b>Professional skills</b>	knowledge	The students are able to use the knowledge of tourism development and planning which they have gained in GnD (ws). They are able to identify the key indicators for a sustainable destination development and develop effective tourism measures, with regard to their implementability.				30%	7		
	skills	The students are able to develop stakeholder analyses, tourism situation analyses for destinations, demand, trend and market/competition analyses, benchmarks and based on these to elaborate and develop tourism development concepts.				40%	7		
<b>Personnel competences</b>	social competence	The students have acquired team and leadership skills. They are able to address stakeholders competently and to use their knowledge to present and competently represent.				15%	7		
	autonomous working	The students have acquired the ability to independently formulate realistic sustainability approaches for destinations and to represent those.				15%	7		
<b>Academic achievement:</b>		<b>Examination form(s):</b>			<b>Grade:</b>				
		Term paper			100%				
<b>Literature::</b>									
REIN, H.; SCHULER, A. (Hrsg.) (2019): Naturtourismus. UVK/Lucius Verlag, Konstanz, München REIN, H.; STRASDAS; W. (Hrsg.) (2017): Nachhaltiger Tourismus. 2. Aufl., UVK /Lucius Verlag, Konstanz, München REIN, H.; SCHULER, A. (Hrsg.) (2012): Tourismus im ländlichen Raum. Springer Gabler Verlag, Heidelberg REIN, H. (2011): Naturtouristische Angebote als Beitrag zur regionalen Wertschöpfung. In: Natur und Landschaft. 86. Jahrgang, Heft 12/2011, S. 543-547 REIN, H. (2009): Nachhaltiger Tourismus auf Ebene der Destinationen – Indikatorenmodelle warten auf Umsetzung. In: Engels, B.; Job-Hoben, B. (2009): Nachhaltiger und naturverträglicher Tourismus – Strategien, Erfolgsfaktoren und Beispiele zur Umsetzung. Naturschutz und Biologische Vielfalt 79, Bundesamt für Naturschutz (Hrsg.), Bonn – Bad Godesberg. S. 43-62									
Further current literature recommendations are given during the courses.									
<b>Last update of the Module Description:</b>		Prof. Dr. Hartmut Rein			06.03.2020				