Module number
24 – 26 (BW)
33 (EB)

Module title
Tourism Management: Crisis management perspectives and sustainable development

<table>
<thead>
<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
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<td>TMM</td>
<td>Depends on course programme</td>
<td>4</td>
<td>WS</td>
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<tr>
<th>Module coordinator</th>
<th>Tuition type</th>
<th>Module duration</th>
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<tbody>
<tr>
<td>Prof. Dr. Omar Mouffakir</td>
<td>Seminar-style tuition with exercises</td>
<td>1 semester</td>
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Lecturer
Prof. Dr. Omar Mouffakir

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<tr>
<th>Compulsory/Elective</th>
<th>Course language</th>
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<tr>
<td>Elective</td>
<td>English</td>
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Course description
This course offers a comprehensive introduction to the study of tourism management, including basic concepts, definitions, and theories. In this course, tourism is examined from the perspectives of a phenomenon (what is tourism?), an industry (who are the stakeholders?), a business (successes and failures), and a field of research (crisis management, and sustainable development). Case studies will be discussed in class to identify and appreciate the complexity of tourism management in relation to crisis management (e.g., impacts of COVID19) and sustainable development (UNWTO’ 2030 sustainable development goals).

Learning outcomes
Based on the above-outlined course description, the expected learning outcomes of this course are:

1. To acquire a basic understanding of tourism from a perspective of phenomenon, what factors contribute to its growth and development in Germany and in the rest of the world, and how to manage to achieve a sustainable development.
2. To acquire an understanding of tourism from a perspective of industry, what are the practices of various tourism sectors, including tour operators, hotels, tourist attractions, transportation companies, etc.
3. To acquire an increased international understanding about management related to travel and tourism.
4. To familiarise with the economic, social, cultural, and environmental impacts of tourism.
5. To appreciate the complexity of tourism as a business and a societal phenomenon.

Subject skills
Students will gain insights into the different definitions, concepts, and models of tourism management, and implement this knowledge to manage tourism as a local, regional, national and international business and societal phenomenon. Accordingly, students will acquire skills to mitigate the negative impacts of tourism (tourism sustainable development) and respond to exogenous factors that negatively impact tourism (tourism crisis management).

Social skills
Students will work in groups on case studies, in-class exercises, and group research assignments.
Method skills

Students will use different methods to assess the economic, social, cultural, and environmental impacts of tourism. Subsequently, students will use different methods to deal with crisis management in tourism.

Personal skills

Upon completion of the course, the student will acquire critical thinking skills, sustainable management skills, presentation skills, and communication skills.

Content

This is an introductory course to the business of tourism and tourism management. As such, its contents offer a broader perspective about this societal phenomenon. Within this broader perspective, emphasis will be on:

- Tourism management: theory and practice
  - Tourism industry/sector: supply-side
  - Types of tourism: demand side
  - Tourism development: politics, policy, creativity
    - Social and cultural impacts
    - Economic impacts
    - Environmental impacts
  - Managing tourism in times of crisis
  - Sustainable tourism: tourism ethics
  - Tourism as a vector of world peace?

Literature

No textbook is assigned in this class

Recommended reading will be communicated in class

Teaching and learning methods

Lectures, videos, in-class exercises, group projects, presentations

<table>
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<tr>
<th>Type of examination / Requirements for the award of credit points</th>
<th>In-class group assignments (20%), final group project (50%), presentation of group project (20%), and participation (10%)</th>
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<tr>
<th>ECTS Credits</th>
<th>Workload hours</th>
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<tr>
<td>5</td>
<td>Contact/attendance time: h</td>
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<tr>
<td></td>
<td>Additional work: h</td>
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| Weighting of the grade in the overall grade | 1 |