Module number
24 – 26 (BW)
33 (EB)

Module title
Specialised Elective Module:
Tourism Management: Crisis management perspectives and sustainable development

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<tr>
<th>Code</th>
<th>Semester</th>
<th>Number of WSH</th>
<th>Module offered</th>
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<tr>
<td>TMA</td>
<td>Depends on course programme</td>
<td>4</td>
<td>Changing Catalogue. Details can be found online.</td>
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Module coordinator
Dr. Omar Mouffakir

Tuition type
Seminar-style tuition with exercises

Module duration
1 semester

Lecturer
Dr. Omar Mouffakir

Compulsory/Elective
Elective

Course language
English

Learning outcomes
The qualification goals mentioned below are subdivided into three dimensions. Each dimension corresponds to a target competence level. The following competence levels have been defined:

- Competence level 1 (awareness): cursory awareness of simple structures, only previously learned knowledge is tested
- Competence level 2 (comprehension): basic understanding of multiple structures up to deeper understanding of the relations between structures, learned knowledge is analysed, combined and applied
- Competence level 3 (deep understanding and application): deeper understanding of the relations between structures up to independent transfer and extension of knowledge to new structures, learned knowledge is critically questioned and/or evaluated, interrelations between structures and their consequences are reflected and explained

The competence level of the respective qualification goal is represented by the corresponding number (1, 2 or 3) in the competence descriptions below.

On completing the module, the students will have achieved the following learning outcomes on the basis of scientific methods:

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 (1).
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. (2).
3. To acquire an increased international understanding about management related to travel and tourism (2).
4. To familiarise with the economic, social, cultural, and environmental impacts of tourism (2).
5. To appreciate the complexity of tourism as a business and a societal phenomenon (2).

Subject skills
Students will gain insights into the different definitions, concepts, and models of tourism management (1), and implement this knowledge to manage tourism as a local, regional, national and international business and societal phenomenon (2). 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) (2).

**Social skills**

Students will work in groups on case studies, in-class exercises, and group research assignments (2).

**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 (2).

**Personal skills**

Upon completion of the course, the student will acquire critical thinking skills, sustainable management skills, presentation skills, and communication skills (2).

**Content**

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).

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**

**Required reading**

Will be announced in the course

**Recommended reading**
Will be announced in the course

**Teaching and learning methods**
Lectures, videos, in-class exercises, group projects. The students will also be encouraged to share their readings in class (presentation) or to exchange their readings reports
The class will be offered virtually through Zoom.

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<th>Type of examination/Requirements for the award of credit points</th>
<th>In-class group assignments (20%)</th>
<th>Final group project (50%)</th>
<th>Presentation of group project (20%)</th>
<th>Participation and regular attendance at least 80% (10%)</th>
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**Other information**
Max. number of participants: 20
Registration necessary. Details can be found in moodle.
Lecture Times: Friday 9-12.

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<tr>
<th>ECTS Credits</th>
<th>5</th>
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<th>Workload</th>
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<tr>
<td>150 hours</td>
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<td>Contact/attendance time: 60 h</td>
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<tr>
<td>Additional work: 90 h</td>
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<th>Weighting of the grade in the overall grade</th>
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<td>5</td>
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