Syllabus

Course Description

Course Title	Tourism Management Club
Course Code	30151
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	German
Degree Course	Bachelor in Tourism, Sport and Event Management
Other Degree Courses (Loaned)	
Lecturers	Prof. Dr. Oswin Maurer, oswin.maurer@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/973
Teaching Assistant	
Semester	Second semester
Course Year/s	not defined
CP	6
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	The Tourism Management Club is one of the few courses that directly involves students in decisions about content, structure and topics. In addition, as part of this course, students take turns being responsible for tasks such as moderation, press relations, catering and much more, allowing them to experience and practise event management first-hand.
Course Topics	Three current topics from the fields of tourism, travel, experiences and events form the basis for TMC. The selection of topics depends on current and important areas of development in these industries that are of interest to institutions and companies and enable

	students to progress in their learning, skills and competence development. The topics are covered through a combined format of live or virtual presentations, live or virtual moderations and live or virtual discussions, with research prior to the event and subsequent evaluations, reporting and publication requirements in each individual event. The main topics include: o Data collection and preparation on industry background, company performance, institutional environment, competitive situation, regional relevance; o Collection and evaluation of newspapers, industry publications, consulting reports and popular media on the topics covered in the TMC o Presentation and moderation training o Training in writing press releases for regional daily and weekly newspapers o Collecting, managing and updating customer databases (participants) o Writing, editing and distributing reports to stakeholders o Designing PR materials, photos, background information and presentation materials for each TMC event o Preparing and implementing post-event activities (catering, press releases, controlling, follow-up communication with moderators and sponsors)
Keywords	o Event management and organisation o Stakeholder activities o Presentation skills o Report writing o Applied activity
Recommended Prerequisites	Knowledge of the German language at level B1 or higher
Propaedeutic Courses	
Teaching Format	The course is based on three different but complementary teaching and learning formats: - Seminar, which provides students with a systematic overview of current issues related to the topics to be selected for the actual TMC series, including data collection and analysis, and communication/presentation training, as well as business and institutional contexts - Organisation of an event (of three individual events led by a group, in which each student must

	perform different roles (moderation, presentation, catering, reporting, etc.) - Reporting, application and documentation of the skills acquired and the experiences gained during the TMC.
Mandatory Attendance	-
Specific Educational Objectives and Learning Outcomes	ILO (Intended Learning Outcomes) ILO 1 - Knowledge and understanding ILO 1.1 of the management of information flows, marketing and their functions in the consumer market (including behavioural sciences, market research, destination marketing) ILO 1.2 of sustainable tourism management in an international context ILO 1.3 Current dynamics of international competition in the tourism market ILO 1.4 Price and quality strategies in the destination ILO 1.5 Horizontal differentiation strategies of accommodation providers ILO 1.6 Determinants of cooperation and the ability to build systems between different local tourism stakeholders ILO 2 - Ability to apply knowledge and understanding ILO 2.1 Industry analysis, competitive analysis and analysis of the business environment in various sectors ILO 3 - Making judgements ILO 3.1 Identifying the most important variables to be used in decision-making in complex situations ILO 3.2 Reporting analytically and critically on information, empirical values and data in order to make appropriate business decisions; ILO 3.3 Finding solutions by using logical conclusions and combining information and analytical tools ILO 4 – Communication skills ILO 4.1 Graduates of the Bachelor's programme in Tourism, Sports and Event Management will develop communication and presentation skills in order to explain, discuss and summarise the complex, interdisciplinary topics of the tourism, sports and event sector in a work environment.

	ILO 4.2 The achievement of this objective will be assessed by means of written examinations, group work, assignments, presentations of case studies and projects, and the final thesis. ILO 5 - Learning skills ILO 5.1 The ability to find up-to-date information in order to keep pace with changes in the service sector in general and in the field of tourism, sports and event management in particular. ILO 5.2 The ability to analyse, critically evaluate and integrate data, information and experience. ILO 5.3 The ability to develop possible solutions to problems in economic and operational areas relating to those work contexts that represent potential career prospects for graduates.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	Same exam for attending and non-attending students. Three different methods are used to assess and evaluate the students' contributions, each of which is included in the final grade. - Written report, which accounts for 50% (50 out of 100) of the final grade (ILO 1, ILO 2, ILO 3, ILO 4, ILO 5) - Peer group evaluation, which accounts for 15% (15 out of 100) of the final grade (ILO 1.1, ILO 2, ILO 3.3, ILO 4.1) - Final examination, which accounts for 35% (35 out of 100) of the final grade (ILO 1, ILO 2, ILO 3.1, ILO 3.3, ILO 5) Theory: assessed by a written examination with revision questions at the end of the course (35%) Application: assessed by a written group project report and peer group evaluation (65%)
Evaluation Criteria	The final mark is calculated as the weighted average of the three parts of the assessment Theory: Assessment by means of a written examination with repeat questions at the end of the course (35%) Relevant for the assessment of theory: - Feasibility of the proposed solution, clarity of answers, logical argumentation and context, ability to evaluate and respond in a

	concise and precise manner, command of language (in terms of technical terms), critical analysis and discussion of the underlying theory and practice Relevant for the assessment of the application: • Completeness of information, proper documentation of materials, use of scientific literature to support the argumentation, use of current/topical issues to support the argumentative logic, creativity, critical thinking, teamwork and team management, quality of the technical summary and professional presentation of the results
Required Readings	Literature on the individual topics will be distributed before/during the seminar sessions.
Supplementary Readings	Current articles and cases will be provided during the seminars.
Further Information	
Sustainable Development Goals (SDGs)	Quality education, Partnerships fot the goals, Responsible consumption and production, Industry, innovation and infrastructure