

Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Wissenschaftliches Schreiben und Berichten
Code der Lehrveranstaltung	31008
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	NN
Sprache	Englisch
Studiengang	Master in Tourismusmanagement
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Erstes Semester
Studienjahr/e	2
KP	2
Vorlesungsstunden	12 online, lecturer to be defined
Laboratoriumsstunden	-
Stunden für individuelles Studium	-
Vorgesehene Sprechzeiten	6 online, lecturer to be defined
Inhaltsangabe	<p>The course has the following focus:</p> <ul style="list-style-type: none"> • Learn how to structure and write a thesis/ a research report using the 5-chapter model, including the role of each section. • Understand academic writing style, appropriate language, and citation etiquette to produce clear and professional contents. • Develop a strong literature review and evaluate the quality of sources critically. • Identify and avoid common mistakes in thesis writing through hands-on exercises and guided discussions.

Themen der Lehrveranstaltung	
Stichwörter	
Empfohlene Voraussetzungen	
Propädeutische Lehrveranstaltungen	
Unterrichtsform	
Anwesenheitspflicht	-
Spezifische Bildungsziele und erwartete Lernergebnisse	<p>Knowledge and understanding</p> <p>The student/trainee acquires specific competences and skills to deal with management issues from the perspective of the management of tourism enterprises, the development and promotion of tourism destinations and the planning and management of integrated tourism systems and individual services in strategic, organisational and administrative terms with an international and intercultural perspective.</p> <p>The student acquires the competence to apply knowledge and understanding about the role of tourism in the economic development of communities, regions and nations.</p> <p>The student acquires the competence to understand and quantitatively analyse tourism phenomena in order to support business decision-making processes.</p> <p>The student acquires advanced competences on the legal specificities surrounding the operation of tourism companies as well as associations, consortia and non-profits, typical of the tourism system.</p> <p>Ability to apply knowledge and understanding</p> <p>The student/undergraduate acquires the ability to understand and analyse the problems characterising the tourism sector through the application of theories and models and the adoption of appropriate tools for the management of tourism enterprises.</p> <p>The student/undergraduate acquires the ability to use models for the analysis of the tourism market.</p> <p>The student/undergraduate also acquires the ability to read and understand economic analyses.</p> <p>The student acquires the ability to interpret and use synthetic</p>

	<p>indicators of interest for the economic and market development policies of tourist destinations as well as individual enterprises in the sector.</p> <p>The student understands and uses statistical-quantitative methodologies for the description, monitoring and evaluation of problems characterising the tourism system.</p> <p>The student acquires the ability to orientate himself/herself with sufficient mastery in the legal system concerning business activities and acts, with particular reference to the specificities of tourism companies, intermediation contracts and transport law.</p> <p>Autonomy of judgement</p> <p>acquire the ability to select data and use appropriate information to describe a problem concerning the management of tourism businesses as well as tourism associations and destinations</p> <p>acquire the ability to relate models and empirical evidence in the study of tourism enterprises, associations, consortia and tourist destinations</p> <p>Communication skills</p> <p>The Master's degree graduate will be able to communicate effectively in oral and written form the specialised content of the individual disciplines, using different registers depending on the recipients and the communicative and didactic purposes, and to evaluate the formative effects of his/her communication. Written and oral communication skills are particularly developed in the training activities carried out for the preparation of the Master's thesis, in the discussion of business cases and in interactive lectures involving group discussions and the comparison of individual analyses.</p> <p>Learning skills</p> <p>to identify thematic connections and to establish relationships between different cases and contexts of analysis</p> <p>to frame a new problem systematically and generate appropriate taxonomies.</p> <p>to develop general models from the phenomena studied.</p>
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche	

Informationen)	
Art der Prüfung	
Bewertungskriterien	
Pfichtliteratur	
Weiterführende Literatur	
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	