

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	-
Course Topics	Three contemporary tourism, travel, experience and event topics form the basis for TMC. The choice of topics depends on actual and important areas of development in these industries and which are of interest to institutions and businesses, and allow for educational progress, skills and competence development of students. Topics are covered by a combined format of life or virtual presentations, life or virtual moderations, and life or virtual discussions, with pre-event research and follow-up evaluations, reporting and publishing requirements in each individual event.

	<p>Main topics include:</p> <ul style="list-style-type: none"> - data collection and preparation on industry background, firm performance, institutional setting, competitive situation, regional relevance; - collection and evaluation of papers, industry publications, consulting reports and popular media on topics covered in TMC - presentation and moderation training - training for writing press releases targeting daily and weekly regional newspapers - collection, management and upgrading of customer (participants) databases - report writing, editing and distribution to stakeholders - design of PR-materials, photographs, background information and presentation materials for each TMC event - preparation and execution of post-event activities (catering, press releases, controlling, follow-up communication with presenters and sponsors)
Keywords	<ul style="list-style-type: none"> o Event management and organisation o Stakeholder activities o Presentation skills o Report writing o Applied activity
Recommended Prerequisites	German language proficiency B1 (min)
Propaedeutic Courses	
Teaching Format	<p>The course builds on three different, but complementing teaching and learning formats:</p> <ul style="list-style-type: none"> - Seminar, providing students with a systematic view on current issues related to the topics to be selected for the actual TMC series, including data collection and evaluation, and communication/presentation training, as well as on business and institutional contexts - Event execution (of three individual events which are group managed and where each student must perform in different roles in each event (hosting, presenting, catering, reporting, etc.) - Reporting, applying and documenting skills acquired, and lessons learned during TMC.
Mandatory Attendance	-
Specific Educational	Making judgements

Objectives and Learning Outcomes	<p>Identify the most important variables to use when making decisions in complex situations; report analytically and critically on information, experience and data to make appropriate business decisions; find solutions by using logical reasoning and combining information and analytical tools</p> <p>Communication skills Graduates of the Bachelor's degree programme in Tourism, Sports and Event Management will develop communication and presentation skills in order to explain, argue and summarise the complex, interdisciplinary topics of the tourism, sports and event sector in a working environment. Achievement of this goal is assessed by means of written examinations, group work, assignments, presentations of case studies and projects as well as the final thesis.</p> <p>Learning skills the ability to seek out up-to-date information in order to keep abreast of changes in the service sector in general and in tourism, sports and event management in particular; the ability to analyse, critically appraise and integrate data, information and experience; the ability to develop possible solutions to problems in economic and operational areas relating to those work contexts that represent a possible career prospect for graduates.</p>
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	<p>Three different modes are used to assess and value the contribution of students, each counting towards the final mark.</p> <ul style="list-style-type: none"> • written report, counting for 50 per cent (50 of 100) towards the final mark • peer assessment, counting for 15 per cent (15 of 100) of the final mark • final exam, counting for 35 per cent (35 of 100) of the final mark <p>Theory: assessed through a written exam with review questions at the end of the course (35%)</p>

	Application: assessed through a written group project report and peer evaluation (65%)
Evaluation Criteria	<p>The final grade is the weighted average of the three parts of assessment</p> <p>Theory: assessed through a written exam with review questions at the end of the course (35%)</p> <p>Application: assessed through a written group project report (50%) and peer evaluation (15%)</p> <p>Relevant for assessment of theory:</p> <ul style="list-style-type: none"> feasibility of the proposed solution, clarity of answers, argumentative logic and context, ability to evaluate and answer in a concise and precise way, mastery of language (with respect to technical terms), critical analysis and discussion of the underlying theory and practice <p>Relevant for assessment of application: completeness of information, proper documentation of materials, use of scientific literature to underpin argumentation, use of actual/current issues to support the argumentative logic, creativity, critical thinking, teamwork and team management, quality of technical summary and professional presentation of results</p>
Required Readings	Materials for each individual topic will be distributed before/during seminar sessions
Supplementary Readings	Current articles and cases will be provided during seminars
Further Information	
Sustainable Development Goals (SDGs)	Quality education, Partnerships for the goals, Responsible consumption and production, Industry, innovation and infrastructure