

# Syllabus

## *Descrizione corso*

<b>Titolo insegnamento</b>	Tourism Management Club
<b>Codice insegnamento</b>	30151
<b>Titolo aggiuntivo</b>	
<b>Settore Scientifico-Disciplinare</b>	SECS-P/08
<b>Lingua</b>	Tedesco
<b>Corso di Studio</b>	Corso di laurea in Management del Turismo, dello Sport e degli Eventi
<b>Altri Corsi di Studio (mutuati)</b>	
<b>Docenti</b>	prof. dr. Oswin Maurer, oswin.maurer@unibz.it <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/973">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/973</a>
<b>Assistente</b>	
<b>Semestre</b>	Secondo semestre
<b>Anno/i di corso</b>	not defined
<b>CFU</b>	6
<b>Ore didattica frontale</b>	36
<b>Ore di laboratorio</b>	-
<b>Ore di studio individuale</b>	-
<b>Ore di ricevimento previste</b>	18
<b>Sintesi contenuti</b>	-
<b>Argomenti dell'insegnamento</b>	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

	<p>discussions, with pre-event research and follow-up evaluations, reporting and publishing requirements in each individual event. Main topics include:</p> <ul style="list-style-type: none"> <li>- data collection and preparation on industry background, firm performance, institutional setting, competitive situation, regional relevance;</li> <li>- collection and evaluation of papers, industry publications, consulting reports and popular media on topics covered in TMC</li> <li>- presentation and moderation training</li> <li>- training for writing press releases targeting daily and weekly regional newspapers</li> <li>- collection, management and upgrading of customer (participants) databases</li> <li>- report writing, editing and distribution to stakeholders</li> <li>- design of PR-materials, photographs, background information and presentation materials for each TMC event</li> <li>- preparation and execution of post-event activities (catering, press releases, controlling, follow-up communication with presenters and sponsors)</li> </ul>
<b>Parole chiave</b>	<ul style="list-style-type: none"> <li>o Event management and organisation</li> <li>o Stakeholder activities</li> <li>o Presentation skills</li> <li>o Report writing</li> <li>o Applied activity</li> </ul>
<b>Prerequisiti</b>	German language proficiency B1 (min)
<b>Insegnamenti propedeutici</b>	
<b>Modalità di insegnamento</b>	<p>The course builds on three different, but complementing teaching and learning formats:</p> <ul style="list-style-type: none"> <li>- 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</li> <li>- 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.)</li> <li>- Reporting, applying and documenting skills acquired, and lessons learned during TMC.</li> </ul>
<b>Obbligo di frequenza</b>	-

<b>Obiettivi formativi specifici e risultati di apprendimento attesi</b>	<p><b>Making judgements</b></p> <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><b>Communication skills</b></p> <p>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.</p> <p>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><b>Learning skills</b></p> <p>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>
<b>Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)</b>	
<b>Modalità di esame</b>	<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"> <li>• written report, counting for 50 per cent (50 of 100) towards the final mark</li> <li>• peer assessment, counting for 15 per cent (15 of 100) of the final mark</li> <li>• final exam, counting for 35 per cent (35 of 100) of the final mark</li> </ul> <p>Theory: assessed through a written exam with review questions at</p>

	<p>the end of the course (35%)</p> <p>Application: assessed through a written group project report and peer evaluation (65%)</p>
<b>Criteri di valutazione</b>	<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"> <li>• 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</li> </ul> <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>
<b>Bibliografia obbligatoria</b>	<p>Materials for each individual topic will be distributed before/during seminar sessions</p>
<b>Bibliografia facoltativa</b>	<p>Current articles and cases will be provided during seminars</p>
<b>Altre informazioni</b>	
<b>Obiettivi di Sviluppo Sostenibile (SDGs)</b>	<p>Istruzione di qualità, Partnership per gli obiettivi, Utilizzo responsabile delle risorse, Innovazione e infrastrutture</p>