

<b>Course</b>	
<b>Course Number</b>	6594
<b>Exam Number</b>	6594
<b>Course Frequency</b>	Winter Semester and Summer Semester
<b>Duration</b>	1 Semester
<b>Contact Hours per Week</b>	2
<b>Teaching and Learning Forms</b>	1 SWS Seminar 1 SWS Project Work / Case Studies
<b>ECTS Credit Points</b>	2,5
<b>Workload</b>	62,5 hours <ul style="list-style-type: none"> <li>- Attendance time in courses: 28 hours</li> <li>- Self-study: 34,5 hours</li> </ul>
<b>Language</b>	English
<b>Course Responsibility</b>	Prof. Dr. Harald Zeiss
<b>Prerequisites for Participation</b>	International Tourism
<b>Content</b>	<p>The basic content of this course is globalization in tourism, developments in international tourism markets and development perspectives of international tourism. A main emphasis is put on cases that deal with sustainability and sustainable development in the tourism industry. Further, students learn about different aspects of business management in international tourism through chosen case studies (such as strategic positioning, organizational development, marketing strategies, service design, cooperation and ownership strategies, crisis management, ethics, and business responsibility).</p>
<b>Target Competencies</b>	<p>Students understand the globalisation of the tourism industry with the developments of international tourism markets. They are able to critically analyse, design and implement different development perspectives, concepts and strategies of international tourism.</p> <p>This course thus imparts competencies at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQF) at Bachelor level. This applies in particular to the following areas:</p> <ul style="list-style-type: none"> <li>- Use, application and creation of knowledge</li> <li>- Communication and cooperation</li> <li>- Scientific self-perception / professionalism</li> </ul>

Course	Cases in International Tourism
<b>Examination and Course Achievement</b>	The primary form of examination is the presentation.
<b>Basic Literature</b>	Swarbrooke, J. & Horner, S. (2004): International Cases in Tourism Management, Butterworth-Heinemann, Oxford. Garrod, B. & Fyall, A. (2011): Contemporary Cases in Tourism, Oxford, Goodfellow. Reisinger, Y. (2009): International tourism: Cultures and behavior, Butterworth-Heinemann, Oxford. Harvard Business Review - Case Studies, Harvard Business School Publishing, Boston.