

Module		Project of Tourism Consulting
Module Number		7032
Exam Number		7032
Course Frequency		Winter and Summer Semester
Duration		1 Semester
Contact Hours per Week		4
Teaching and Learning Forms		2 SWS Seminar 2 SWS Project Work / Case Studies
ECTS Credit Points		5
Workload		125 hours <ul style="list-style-type: none"> - Attendance time in courses: 56 hours - Self-study: 69 hours
Language		English
Course Responsibility		Prof. Dr. Harald Zeiss, Uwe Richter
Prerequisites for Participation		Teamwork and presentation skills as well as knowledge and mastery of basic business management tools are required, as the practical projects can come from the entire field of business administration. In addition, basic knowledge of tourism theory and practice is required.
Content		Knowledge from the specialisations of sustainability, digitalisation, regionality and customer experience is incorporated into a consulting project. Students apply their knowledge, develop sustainable and digital strategies, highlight regional characteristics and optimise the customer experience in order to put theoretical principles into practice.
Target Competencies		The consulting project has a positive influence on the students' skills in many ways. Knowledge and understanding: Students engage intensively with a real case and deepen their understanding of the complexity of tourism processes. By directly applying their theoretical knowledge in a practical project, they gain a better understanding of how this knowledge is used in everyday working life.

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	<p>Use, application and creation of knowledge:</p> <p>Students learn to transfer theoretical knowledge to practical issues. They not only develop solutions but also generate new knowledge by testing and applying innovative approaches and methods as part of their project.</p> <p>Communication and cooperation:</p> <p>Exchange and cooperation within the group and with the practice partner are central to project work. Students hone their communication skills and learn to cooperate in a team and present their project professionally.</p> <p>Scientific self-perception / professionalism:</p> <p>Practical project work promotes professional self-understanding. Students become aware of their role and responsibility as future specialists and managers and learn to apply scientific methods and ethical principles.</p> <p>This module thus imparts competencies at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas:</p> <ul style="list-style-type: none"> - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation - Scientific self-perception / professionalism
Examination and Course Achievement	<p>The primary form of examination is the project work.</p>
Basic Literature	<p>Project-specific literature or specific technical literature suitable for solving the problem in question</p>