



Module Guide

International Tourism Management / Health and Medical Tourism

Faculty European Campus Rottal-Inn

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T101 FOREIGN LANGUAGE I

Module code	T101
Module coordination	Tanja Mertadana
Module Group	Language Competences
Course number and name	T101 Foreign Language I
Lecturer	Lecturer AWP & Language Center
Semester	1
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	4
Workload	Time of attendance: 60 hours self-study: 60 hours Total: 120 hours
Type of Examination	See examination schedule AWP and languages, written ex. 90 min.
Duration of Examination	90 min.
Weight	4
Language of Instruction	German

Module Objective

The module Foreign Language I aims to equip students with specialized language skills necessary for independent performance in a globalized international tourism management sector. In doing so, it strives to deepen students' relationship with the respective language in business settings so that they can effectively and efficiently implement the language as a practical communication tool.

For international students without completed and certified German B2 proficiency Foreign Language I means German as a Foreign Language.

For students at German level C1 (completed and certified German B2) Foreign Language I means an English course that is an integral part of the curriculum.

To this end, the module targets instruction of the four basic language skills (listening, reading, speaking, and writing) across a wide range of core business topics.

The main focus of this module is to optimize fluency and to improve communication skills. Through a variety of task-based speaking, listening and writing activities,



students enhance their oral production and aural comprehension, and expand their ability to produce clear, concise and coherent pieces of writing e-mails, reports, or expository paragraphs on processes. This enables them to participate in professional discussions, to work in a team, to create relevant documents independently, and to successfully present in the respective language.

General Business English B2/C1:

On completion of the module students will have achieved the following learning objectives:

Professional expertise

At Level B2/C1, students should be able to:

- have an independent command of specialized business terminology. Command here refers to oral and written production and to aural and reading comprehension.
- They will have gained the skills to understand specialised literature and to produce texts autonomously at a B2/C1 level.
- They will have gained substantial knowledge of B2/C1 level language registers - both for formal study and professional contexts.
- They will have gained essential experience in presenting topics related to business English. The goal here is to include niche knowledge in the protocols of a clearly structured, effectively delivered piece of public speaking.
- They will be able to understand discussions and complex content in their area of specialisation.
- They will develop the ability to functionally apply grammatical structures in their future professional fields.

Methodological skills

Methodological skills here refer to students' ability to apply a variety of learning and working methods so that they may further build on their linguistic and subject-specific knowledge.

- Students will have expanded their language acquisition skills by reflecting their individual styles of learning.
- They will be able to filter information from different English sources and use it for their presentations.

Social skills

Social skills here refer to students' ability to conduct themselves appropriately, communicating effectively and working successfully in groups when engaging in social interactions.

- Students will have gained valuable experience in training other personal skills such as teamwork, reliability and negotiation skills.
- They will have reflected on the learning benefits derived from several independent projects.



- They will have the communicative skills to collaborate with others to find solutions.

Personal skills

Personal skills here refer to students' individual abilities, attitudes and traits that enable them to achieve their goals, further their personal development and to work successfully.

- Transfer of profound language and social skills, which are of fundamental importance for personal development and the future work environment.
- Flexibility and adaptability in order to be prepared to respond to new requirements and changes.
- Problem-solving skills and the ability to find innovative solutions.

German as a Foreign Language:

The learning objectives can be found in the corresponding course description on the homepage of the Language Centre:

<https://www.th-deg.de/en/students/language-electives#languages>

Applicability in this and other Programs

Not applicable in other degree programmes.

Entrance Requirements

General Business English B2/C1:

The minimum entry-level requirement is a B2-level of English according to the Common European Framework of Reference for Languages (CEFR).

German as a Foreign Language:

When registering for a course, the students' German language skills are assessed. Depending on the results, students are allocated to a course corresponding to their language. After successful completion of a course, students can attend an advanced German course.

Learning Content

General Business English B2/C1:

- Business Basics
- Company Structures
- Management and Leadership
- Start-ups Businesses
- Innovation and Technology in Business
- E-commerce
- Marketing and Advertising
- Forecasting and Planning
- Project Management



- Communication and Business Correspondence
- Business Meetings and Presentations
- Working Across Cultures
- Workplace Atmosphere
- Current Business Topics
- Grammar and Vocabulary Reviews
- Understanding and Using Idiomatic English

German as a Foreign Language:

The course content can be found in the corresponding course description on the homepage of the Language Centre:

<https://www.th-deg.de/en/students/language-electives#languages>

Teaching Methods

Teaching and learning methods focus on training the four basic language skills (speaking, listening, reading, and writing) and on enhancing professional and social skills. They include group discussions and group projects, individual and team work (e.g. individual and group presentations), close reading and listening activities, role-playing and grammar games, method of loci, dictation exercises, translations, peer review and feedback, work with learning stations, and various writing activities to strengthen the knowledge gained.

Students will be given weekly assignments for self-study.

Remarks

All language courses require a compulsory attendance rate of 75% in order to be allowed to take the examination.

Recommended Literature

General Business English B2/C1:

Baade, K. *Business Result: Advanced, Second Edition*, Oxford: OUP, 2017

Brook-Hart, Guy. *Business Benchmark*. 2nd ed.: Upper Intermediate. Cambridge: CUP, 2013.

Butzphal, G., Maier-Fairclough, J. *Career Express. Business English B2*. Berlin: Cornelson, 2015.

Cotton, D., Falvey, D. & Kent, S. *Market Leader Upper Intermediate*. Harlow: Pearson Longman, 2016.

Duckworth, M., Turner, R. *Business Results Upper Intermediate*. Oxford: OUP, 2008.

Emmerson, P. *Business Vocabulary Builder*. London: Macmillian, 2009.



Emmerson, P. *Business Grammar Builder. Intermediate to Upper-intermediate.* London: Macmillan, 2010.

Foley, M., Hall, D. *MyGrammarLab. Intermediate B1/B2.* Harlow: Pearson, 2012.

Hughes, J, *Business Result: Upper-Intermediate, Second Edition,* Oxford: OUP, 2020

Law, Jonathan. *A Dictionary of Business and Management.* 6th ed. Oxford: OUP, 2016.

Rogers, Louis. *Skills for Business Studies.* Upper Intermediate. Oxford: OUP, 2012.

Vince, Michael. *Intermediate Language Practice.* 3rd ed. London: Macmillan, 2010.

'The Economist' weekly newspaper.

German as a Foreign Language:

Recommended reading can be found in the corresponding course description on the homepage of the Language Centre:

<https://www.th-deg.de/en/students/language-electives#languages>



T102 PERSONAL & SCIENTIFIC DEVELOPMENT

Module code	T102
Module coordination	Prof. Dr. Marcus Herntrei
Module Group	Key Competences
Course number and name	T102 Personal & Scientific Development
Lecturer	Prof. Dr. Marcus Herntrei
Semester	1
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	6
Workload	Time of attendance: 60 hours self-study: 120 hours Total: 180 hours
Type of Examination	Research Paper
Weight	6
Language of Instruction	English

Module Objective

Students from more than 70 nations participate in this study programme. In spite of their very different backgrounds, most of the students unite the challenges of a first-degree course. Within the framework of the module, the students jointly define the framework conditions which they consider important for the achievement of their study goals. Among other things, they learn about different learning methods, time management tools and the main differences between learning at school and at the European Campus, before they get to know the central methods and instruments of scientific work. The seminar accompanies the students in the preparation of their first research paper.

Professional and methodological competence:

The students know tools that help them to organize themselves. The students know the fundamentals of scientific work. They can define topics, specify them more precisely by means of research questions and map them by structuring their work. They are also able to carry out a literature review and know the formal requirements of scientific work. They also learn about the critical use of ChatGPT.



Personal competence:

The students know new methods of knowledge transfer and acquisition.

Social competence:

Students will find their way around a new and intercultural learning environment. You have gained experience in structuring and target-oriented group work.

Applicability in this and other Programs

The module prepares students for those exams that fall under the category "scientific work". This includes in particular the research papers and the final bachelor thesis, but also the presentations.

Entrance Requirements

none

Learning Content

1. Personal Development
 - Studying in PAN - habits, views, motives, and expectations
 - Self-management and learning techniques
2. Scientific Writing
 - Defining research topic & research questions
 - Literature review
 - Formal aspects
 - Writing and structuring

Teaching Methods

- Lectures
- Seminar teaching
- Exercises
- Self-study

Recommended Literature

Allen, D. (2015). Getting things done (2nd. ed.). New York: Penguin Books.



Caunt, J. (2019). How to organize yourself (5th ed.). Creating success. London: Kogan Page.

Gastel, B. (2022). How to write and publish a scientific paper (9th ed.). Cambridge: Cambridge University Press.

Heard, S. B. (2022). The scientist's guide to writing (2nd ed.). Princeton, Oxford: Princeton University Press.

Pfister, I. (2016). Get Organized! Frankfurt, New York: Campus Verlag.

Shields, Craig (2023): ChatGPT for teachers and students. GPT4 update. Clock Press.

Skern, T. (2019). Writing scientific English (3rd. ed.). UTB. Wien: Facultas-Verl.



T103 APPLIED STATISTICS & DATA ANALYSIS

Module code	T103
Module coordination	Dr. Andreas Widenhorn
Module Group	Research and Methodology
Course number and name	T103 Applied Statistics & Data Analysis
Lecturer	Dr. Andreas Widenhorn
Semester	1
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	written ex. 90 min.
Duration of Examination	90 min.
Weight	5
Language of Instruction	English

Module Objective

Professional and methodological competence:

Students know a range of statistical methods to analyze data and apply these methods purposively to answer questions based on evidence from quantitative data. Students understand different concepts and methods from the field and can explain these methods and their (practical) application in research.

Students distinguish between different methods based on their capability and limitations and select suitable methods appropriate to specific research problems.

Students analyze research problems (based on case study) to formulate adequate research questions and analyze data to generate answers and solve research problems.

Personal competence:

Students work self-responsibly on the solution of problems and carry out statistical analyses autonomously and in small work groups. The solutions of the examples given require students' self-responsible and self-directed working style.



Social competence:

Small work groups are defined (2-3 pax) to solve research problems and answer research questions. Close cooperation deepens student's social competences and fosters a team-oriented working style.

Applicability in this and other Programs

Quantitative and qualitative research

Bachelor thesis

Entrance Requirements

none

Learning Content

1. Basics and key vocabulary
 - 1.1. Statistical studies and surveys, characteristics, characteristic types, scales, data collection
 - 1.2. Introduction to statistical software / sample survey
 - 1.3. Deutsche Reiseanalyse RA (as exercise data), data matrix, questionnaire / codebook
2. Frequency distributions
 - 2.1. Discrete / classified frequency distributions, graphical representation
 - 2.2. Exercises Deutsche Reiseanalyse: frequency distributions (calculation, interpretation)
3. Location parameters and measures of variance
 - 3.1. Mean, mode and median, variance, coefficient of variation, volatility, quantiles, quartiles
 - 3.2. Exercises Deutsche Reiseanalyse
4. Samples / sampling
 - 4.1. Sampling methods; sample size, confidence interval
 - 4.2. Exercises: construction of samples (Simple random sampling, quota sampling)
 - 4.3. Calculation of sample size
 - 4.4. Confidence intervals
5. Correlation calculation
 - 5.1. Cross-tabulation, Chi-Square-Test
 - 5.2. Correlation coefficient for different types of data
6. Regression analysis
 - 6.1. Least squares method
 - 6.2. Precision of regression coefficients
 - 6.3. Hypothesis testing
 - 6.4. Regression including dummy variables and interaction terms
 - 6.5. Linear multiple regression



Teaching Methods

The course sessions are divided into topic-oriented introductions and practice-oriented sessions where analyses are carried out to deepen the understanding of students and give the possibility to apply statistical methods to solve problems in tourism research and tourism marketing.

Therefore, a continuous case is used to connect the more theoretical inputs to practical application of statistical methods.

Cooperation in small groups is used to answer questions and carry out analyses.

The seminar is accompanied by tutorials where calculation examples from the course are repeated for better understanding and examples similar to those used during course sessions are calculated.

Remarks

Data from "Deutsche Reiseanalyse" are used for analyses in course.

For all statistical analyses the statistical package "PSPP", published under the GNU General Public License, is used. Students can install the free programme on their computers to perform analyses and to become familiar with the programme or use SPSS provided on computers on the campus.

Recommended Literature

Basic literature:

Cortinhas, C. & Black, K. (2012). Statistics for Business and Economics. Hoboken: Wiley. (provided to students as E-Book)

Recommended literature:

Halter, C. (2017). The PSPP Guide. Second Edition. An Introduction to Statistical Analysis. San Diego: Creative Minds.

Camões, J (2016). Data at work: best practices for creating effective charts and information graphics in Microsoft Excel. San Francisco: New Riders.

Black, K. (2016). Business Statistics: For Contemporary Decision Making. Hoboken: Wiley.

PSPP-Manual online: <https://www.gnu.org/software/pspp/manual/pspp.html>



T104 FUNDAMENTALS OF BUSINESS ADMINISTRATION

Module code	T104
Module coordination	Veronika Jánová
Module Group	Business & Economics
Course number and name	T104 Fundamentals of Business Administration
Lecturers	Veronika Jánová Yuliya Tsvilik
Semester	1
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	written ex. 90 min.
Duration of Examination	90 min.
Weight	5
Language of Instruction	English

Module Objective

Students have systematic overview over various concepts and current issues of business administration as a basis of the study programme in general and subsequent business oriented modules in particular. Students know relevant topics within the field of business administration and are able to classify practical cases.

Professional and methodological competence:

Students are able to identify specific problems of businesses (related to structures, processes and business environment). Students choose adequate tools to analyse these problems and propose solutions based on analyses.

Students are able to apply concepts, tools (SWOT, GE-matrix, PESTLE, Porter's five forces) and methods of business administration to the field of tourism.



Personal competence:

Students can analyse problems and create appropriate solutions self-responsibly. They are able to structure the process of knowledge acquisition based on prior knowledge and competences and personal working style.

Social competence:

Social competence of students is promoted by the appropriate use of cooperative methods such as group work.

Applicability in this and other Programs

Fundamental module for the study program, especially for the modules Entrepreneurship; Corporate Management & Leadership; Innovation, Product Development & Service Design in Health & Medical Tourism

Entrance Requirements

none

Learning Content

1. Introduction to Businesses and Business Administration
 - 1.1. Clarification of the field and discussion of basic terms
 - 1.2. Core processes of sustainable businesses
 - 1.3. Examples of organisations and businesses in tourism and their functions: DMO, hotel, tour operator
2. Business Environment
 - 2.1. Theoretical model of the business environment
 - 2.2. Tools to analyse the business environment (PESTLE-analysis, Porter's five forces, GE-model)
 - 2.3. Scenario development
 - 2.4. Discussion and group work: application of analytical tools in the field of tourism (with special consideration of sustainability and environmental aspects)
3. Business Research
 - 3.1. Concept of research and research designs
 - 3.2. Quality criteria of business research
 - 3.3. Group work: research questions and research methods in applied business research
4. Strategic Management
 - 4.1. Clarification of terms: strategy - strategic management
 - 4.2. Hierarchy of goals in businesses
 - 4.3. Tools for strategic analysis (SWOT, BCG-matrix)
 - 4.4. Strategy options (Porter's approach, Ansoff matrix)
 - 4.5. Group work and discussion: McKinsey's 7S model - concept and application in the field of tourism



5. Service Industries and Service Marketing
 - 5.1. Service-dominant logic (SDL according to Vargo & Lusch)
 - 5.2. Implications of service dominant-logic for service industries in management and marketing
 - 5.3. Servicescape
 - 5.4. Case discussion: service orientation in the tourism business
6. Business Creation
 - 6.1. Innovation as a core function of businesses
 - 6.2. Business creation model
 - 6.3. Group work and discussion: innovation in the field of (health) tourism

Teaching Methods

Seminaristic teaching combining lecture, exercises, group work, group presentations, classroom discussions.

Students are encouraged to actively participate in course by choosing appropriate didactical methods.

Remarks

Teaching is supported by the iLearn platform: course materials (presentations, journal articles, cases) are provided to students online.

Recommended Literature

Ebert, R.J. (2023). Business Essentials. Pearson.

Nickels, W.G. (2022). Understanding Business. McGraw-Hill.

Mankiw, N.G. (2018). Essentials of Economics. Cengage Learning.

Pride, W.M. (2023). Foundations of Business. Cengage Learning.

Hudson, S. (2022). Customer Service for Hospitality and Tourism. Goodfellow Publishers.

Thuis, P. (2015). Business Administration. Routledge.

Additional material (articles from scientific and business journals, case studies...) is presented in course and provided on the iLearn platform.



T105 ECONOMY & SOCIETY

Module code	T105
Module coordination	Celso Brito
Module Group	Business & Economics
Course number and name	T105 Economy & Society
Lecturer	Celso Brito
Semester	1
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	Undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	written ex. 90 min.
Duration of Examination	90 min.
Weight	5
Language of Instruction	English

Module Objective

This module is designed to broaden the student's knowledge of the different approaches and perspectives of economics and the social sciences applied to the tourism and hospitality industry and their interrelations. The main aim of the module is to provide an opportunity for students to understand, apply and critically evaluate strategic analysis for tourism organisations and destinations.

The examination and analyses of particular tourism organisations and destinations will provide a basis for understanding and critically evaluating the factors contributing to a successful strategy. Students will be able to evaluate the strategies, their appropriateness, and the factors determining their success. The students will acquire a theoretical foundation through the lecture program and discussions on concepts and frameworks used in economics and the social sciences.

The module focuses on the development of institutions and their preconditions, as well as the factors that promote socio-economic growth and environmental wealth as a prerequisite for the tourism and hospitality industry to flourish. Additionally, the global consequences of growth are reviewed.



The module helps understand the challenges of international tourism management by facilitating the analysis and interpretation of strategic interactions, social networks, and the embeddedness of economic actions in social structures. The consequences, opportunities, and discontents of globalisation and the role of global institutions are discussed.

Furthermore, the module promotes sensibility for the issues of sustainability, global environmental change, and corporate social responsibility. Finally, traps of collective action and individual decision-making and their impacts on governance systems are treated.

All concepts are linked to corresponding issues in the tourism industry and actual and ongoing debates in science and practice.

After completing this module, the students should have the following competence and skills:

Professional and methodological competence:

- Knowledge and understanding of fundamental theories, concepts, and models in economics and other social sciences, such as sociology and strategic management studies
- Obtain skills and tools to critically analyse the economic and social factors that individuals, groups, organisations, and even countries have to deal with in general and in the context of the tourism industry
- Acquire a holistic understanding of the interdependence of economic and social drivers and issues
- To be able to interpret economic and social data and indicators to evaluate the broader context in which the tourism industry is placed
- To have an overview of the classical instruments of market analysis and strategic decision-making management
- To describe and assess the economic and societal context in which tourism organisations operate today
- The ability to develop appropriate strategies based on critical situational analysis
- Provide an assessment of the strategies adopted in different tourism contexts and identify critical success factors

Personal and social competence:

- Understanding the interdependence of current global economic and social issues and how they affect individual management and group decisions in the tourism and hospitality industry
- Develop written and verbal presentation skills as well as analytical skills
- Demonstrate group work, questioning, and listening skills



Applicability in this and other Programs

The module is based on general economic and sociological principles. Therefore, it offers interfaces to health, tourism and destination management modules as part of the International Tourism Management / Health and Medical Tourism study program.

Entrance Requirements

None

Learning Content

1. Introduction to economics

- 1.1 Definitions of economics
- 1.2 Ten principles of economics
- 1.3 Macro and micro: the economics division
- 1.4 Public and private goods in economics
- 1.5 The four types of market structures
- 1.6 The economic problem: scarcity and choice
- 1.7 Mainstream economics vs new economics

2. Introduction to tourism economics

- 2.1 The tourism industry
- 2.2 Demand and supply in tourism
- 2.3 Market equilibrium and elasticity in tourism
- 2.4 Positive economic impacts of tourism
- 2.5 Negative economic impacts of tourism
- 2.6 The Doughnut Economics for a sustainable tourism management

3. Tourism industry analysis

- 3.1 Broad factors analysis (PESTLE analysis)
- 3.2 SWOT analysis
- 3.3 Porter's five forces model
- 3.4 Marketing mix for services: the 7Ps framework
- 3.5 Branding management: concept, elements, and types
- 3.6 The brand health check: tracking tools and metrics

4. Management strategies in tourism

- 4.1 Porter's generic competitive strategies
- 4.2 Porter's value chain framework
- 4.3 Growth strategies (Ansoff Matrix)
- 4.4 Portfolio management (BCG Matrix)
- 4.5 The resource-based view strategy (VRIN Matrix)

5. Introduction to financial statement analysis

- 5.1 The basic financial statements
- 5.2 Revenue and Profits
- 5.3 Income Statement: calculating profit



Teaching Methods

Theoretical approach

The necessary teaching materials for the course, such as research sources, recommended literature, exercises, case studies and examples, will be provided online on iLearn. In class, explanations, analyses, and discussions will be provided to clarify doubts.

Practical approach

First, the students are required to study the recommended literature and complete the number of hours of self-study indicated in the module. In addition, they are asked to actively participate in class discussions, solve the proposed exercises, and apply the theoretical knowledge learned in presentations and case studies.

Forms of delivery

The content will be delivered in classes, seminars, solving exercises, assessments, and self-study.

Recommended Literature

Aspers, P., & Kohl, S. (2019). Economic theories of globalisation. In B. S. Turner & R. J. Holton (Eds.), *Routledge international handbooks. Routledge international handbook of globalisation: Second edition* (pp. 4159). Routledge.

Bastos, W., & Levy, S. J. (2012). A history of the concept of branding: practice and theory. *Journal of Historical Research in Marketing*, 4(3), 347368.

Bruce, S. (2018). *Sociology: A very short introduction (Second edition). A very short introduction: Vol. 12.* Oxford University Press.

Case, K. E., Fair, R. C., & Oster, S. E. (2019). *Principles of Economics, Global Edition (13th ed.)*. Pearson Education, Limited.

Cooper, C., & Hall, C. M. (2023). *Contemporary tourism: An international approach (Fifth edition)*. Goodfellow Publishers Limited.

Dasgupta, P. (2007). *Economics: A Very Short Introduction*. Oxford University Press.
Dwyer, L., Dwyer, W., & Forsyth, P. (2020). *Tourism Economics and Policy (Second edition). Aspects of Tourism: Vol. 5.* Channel View Publications.

Gitman, L. J., & Zutter, C. J. (2015). *Principles of managerial finance (14th edition)*. Always Learning. Pearson Education Limited.

Mankiw, G. N. T. M. P. (2020). *Economics (Fifth edition)*. Cengage Learning Emea.

Mankiw, N. G. (2018). *Principles of economics (Eighth edition)*. Cengage Learning.

Porter, M. E. (1985). *Competitive advantage: Creating and sustaining superior performance (Second edition)*. Free Press; Collier Macmillan.



Raworth, K. (2012). A Safe and Just Space for Humanity: Can we live within the doughnut?. Oxfam Discussion Paper.

Raworth, K. (2022). Doughnut economics: Seven ways to think like a 21st-century economist. Penguin Books.

Stiglitz, J. E. (2018). Globalisation and its discontents revisited: Anti-globalisation in the era of Trump. W.W. Norton & Company.

Swedberg, R. (2008). Principles of economic sociology (new paperback ed.). Princeton University Press.



T106 INTRODUCTION TO TOURISM MANAGEMENT WITH FOCUS ON MEDICAL AND HEALTH TOURISM

Module code	T106
Module coordination	Prof. Dr. Georg Christian Steckenbauer
Module Group	International Health & Medical Tourism
Course number and name	T106 Introduction to Tourism Management with Focus on Medical and Health Tourism
Lecturers	Corinna Pippirs Prof. Dr. Georg Christian Steckenbauer
Semester	1
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	presentation 15 - 45 min.
Weight	5
Language of Instruction	English

Module Objective

Professional competence:

The students know the phenomenon of tourism under consideration of interdisciplinary approaches. They can assess the essential framework conditions. They can evaluate demand trends and know the special features of tourism products. They are familiar with important service providers along the tourism service chain (tourism destinations, tour operators, travel agencies, airlines etc.) and know their current management challenges. In addition to the fundamental insight into the tourism industry, a deeper insight into the market structures as well as into the actors of health and medical tourism is given according to the specialisation of the study programme.



Methodological competence:

The students are able to present and classify various (health and medical) tourism service providers and their functions. They are capable of analysing market developments.

Social competence:

The students learn the importance of sustainability and social responsibility in tourism and especially in health and medical tourism.

Personal competence:

The students are encouraged to think about their own behaviour, norms and values and define them for themselves.

Applicability in this and other Programs

The module gives the students the fundamental knowledge of tourism and managing tourism destinations and teaches them contemporary issues in tourism and hospitality industry. It is a prerequisite for other courses such as marketing in health & medical tourism, hospitality management, marketing principles, management of tour operators and facilitators in medical tourism, corporate management & leadership, etc. It is also suitable for other courses in master of international tourism development.

Entrance Requirements

none

Learning Content

1. Introduction - Understanding tourism
2. Tourism Suppliers
3. Intermediaries in the Tourism System
4. Destination Development and Management
5. Destination and Product Development Rested on Evidence-based Health Tourism
6. Healthy Tourism
7. On Overview of Lifestyle Trends and their Impacts on Health Tourism
8. Enhancing Competitiveness of Destinations by Coordinating the Multiple Actor System



Teaching Methods

- lectures
- group works
- assignments
- self-study

Remarks

Guest lectures

Recommended Literature

Introduction to Tourism:

Morrison, A. M. (2019). Marketing and managing tourism destinations. London, New York: Routledge.

Berge, P. M.; Eliassen, S. B. (2010): Hospitality and Tourism Management: Nova Science Publishers.

Edgell, D. L. (2020). Managing sustainable tourism: A legacy for the future. New York: Routledge.

Inkson, C.; Minnaert, L. (2012): Tourism Management. An Introduction: SAGE Publications.

Lickorish, L. J., & Jenkins, C. L. (2007). Introduction to tourism. London: Routledge.

Page, S. (2019). Tourism management. New York: Routledge.

Visser, G.; Ferreira, S. (2013): Tourism and Crisis: Routledge.

Walker, J. R., & Walker, J. T. (2011). Tourism concepts and practices. Pearson Education India.

Health Tourism:

Erfurt-Cooper, P. (2009). Health and wellness tourism: spas and hot springs. Bristol: Channel View.

Smith, M. K.; Puczko, L. (Hg.) (2017). The Routledge handbook of health tourism. London, New York: Routledge. (e-book)

Smith, M. K., & Puczko, L. (2014). Health, tourism and hospitality: Spas, wellness and medical travel (Second edition). New York: Routledge. (e-book)

Smith, M. K., & Puczko, L. (2009). Health and wellness tourism. Amsterdam, Boston: Elsevier/Butterworth-Heinemann.

Additional material (articles from scientific journals, conference proceedings) is presented in course and provided to students on iLearn platform



T201 FOREIGN LANGUAGE II

Module code	T201
Module coordination	Tanja Mertadana
Module Group	Language Competences
Course number and name	T201 Foreign Language II
Lecturer	Lecturer AWP & Language Center
Semester	2
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	2
ECTS	2
Workload	Time of attendance: 30 hours self-study: 30 hours Total: 60 hours
Type of Examination	See examination schedule AWP and languages, written ex. 60 min.
Duration of Examination	60 min.
Weight	2
Language of Instruction	German

Module Objective

The module Foreign Language II aims to equip students with specialized language skills necessary for independent performance in a globalized international tourism management sector. In doing so, it strives to deepen students' relationship with the respective language in business settings so that they can effectively and efficiently implement the language as a practical communication tool.

For international students without completed and certified German B2 proficiency Foreign Language II means German as a Foreign Language. Students at German level C1 (completed and certified German B2) can choose between different languages available for selection. The course offer varies each semester.

To this end, the module targets instruction of the four basic language skills (listening, reading, speaking, and writing) across a wide range of core topics related to international tourism management.



The main focus of this module is to optimize fluency and to improve communication skills. Through a variety of task-based speaking, listening and writing activities, students enhance their oral production and aural comprehension, and expand their ability to produce clear, concise and coherent pieces of writing e-mails, reports, or expository paragraphs on processes. This enables them to participate in professional discussions, to work in a team, to create relevant documents independently, and to successfully present in the respective language.

German as a Foreign Language:

The learning objectives can be found in the corresponding course description on the homepage of the Language Centre:
<https://www.th-deg.de/en/students/language-electives#languages>

Other languages:

The learning objectives can be found in the corresponding course description on the homepage of the Language Centre:
<https://www.th-deg.de/en/students/language-electives#languages>

Applicability in this and other Programs

Applicable in other degree programmes.

Entrance Requirements

German as a Foreign Language:

When registering for a course, the students' German language skills are assessed. Depending on the results, students are allocated to a course corresponding to their language. After successful completion of a course, students can attend an advanced German course.

Other languages:

In order to attend advanced language courses, students need to present the required language skills (e. g. by successfully completing of the previous level).

Learning Content

German as a Foreign Language:

The course content can be found in the corresponding course description on the homepage of the Language Centre:
<https://www.th-deg.de/en/students/language-electives#languages>

Other languages:



The course content can be found in the corresponding course description on the homepage of the Language Centre:
<https://www.th-deg.de/en/students/language-electives#languages>

Teaching Methods

Teaching and learning methods focus on training the four basic language skills (speaking, listening, reading, and writing) and on enhancing professional and social skills. They include group discussions and group projects, individual and team work (e.g. individual and group presentations), close reading and listening activities, role-playing and grammar games, method of loci, dictation exercises, translations, peer review and feedback, work with learning stations, and various writing activities to strengthen the knowledge gained.

Students will be given weekly assignments for self-study.

Remarks

All language courses require a compulsory attendance rate of 75% in order to be allowed to take the examination.

Recommended Literature

German as a Foreign Language:

Recommended reading can be found in the corresponding course description on the homepage of the Language Centre:
<https://www.th-deg.de/en/students/language-electives#languages>

Other languages:

Recommended reading can be found in the corresponding course description on the homepage of the Language Centre:
<https://www.th-deg.de/en/students/language-electives#languages>



T202 COMPULSORY ELECTIVE SUBJECT OF A GENERAL ACADEMIC NATURE (AWP)

Module code	T202
Module coordination	Tanja Mertadana
Module Group	Key Competences
Course number and name	T202 Compulsory elective subject of a general academic nature (AWP)
Lecturer	Lecturer AWP & Language Center
Semester	2
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	2
ECTS	2
Workload	Time of attendance: 30 hours self-study: 30 hours Total: 60 hours
Type of Examination	See examination schedule AWP and languages
Weight	2
Language of Instruction	German

Module Objective

This AWP (compulsory elective subject of a general academic nature) elective module enables students to acquire knowledge and skills in subject areas beyond the scope of their chosen degree programme.

Students can choose both face-to-face courses and courses offered by the Virtuelle Hochschule Bayern (VHB). Students acquire knowledge and skills in the following areas:

- in a foreign language (language skills)
- in the didactic-pedagogical area (methodological skills)
- in the social sciences (social skills)
- in the psychological-sociological field (social skills)
- in the technical and scientific field (professional skills)
- in the philosophical-social-ethical area (personal skills)

Students are free to choose their courses from the list of elective (AWP) courses offered to expand their knowledge according to their own preferences.



Applicability in this and other Programs

Applicable in other degree programmes.

Entrance Requirements

In order to attend advanced language courses, students need to present the required language skills (e. g. by successfully completing of the previous level).

Elective (AWP) courses may not have any overlapping content with the student's current degree programme.

Learning Content

The course content can be found in the corresponding course description on the homepage of the Language Centre:

<https://www.th-deg.de/en/students/language-electives#languages>

Teaching Methods

The teaching and learning methods can be found in the corresponding course description on the homepage of the Language Centre:

<https://www.th-deg.de/en/students/language-electives#languages>

Remarks

For course-specific details, please refer to the corresponding course description on the homepage of the Language Centre:

<https://www.th-deg.de/en/students/language-electives#languages>

All language courses require a compulsory attendance rate of 75% in order to be allowed to take the examination.

Recommended Literature

Recommended reading can be found in the corresponding course description on the homepage of the Language Centre:

<https://www.th-deg.de/en/students/language-electives#languages>



T203 ACCOUNTING & CONTROLLING

Module code	T203
Module coordination	Niklas Preller
Module Group	Business & Economics
Course number and name	T203 Accounting & Controlling
Lecturers	Stefanie Fischer Niklas Preller
Semester	2
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	written ex. 90 min.
Duration of Examination	90 min.
Weight	5
Language of Instruction	English

Module Objective

This module aims to provide students with a foundational understanding of accounting principles, practices, and their specific application within the tourism industry. Through the exploration of core accounting concepts, recording transactions, industry-specific considerations, and contemporary trends, students will gain the knowledge and skills essential for financial decision-making and analysis in tourism management roles. Additionally, the course underscores the significance of ethics and professionalism, ensuring students are well-prepared to navigate the complexities of financial reporting and management with integrity and accuracy.

Upon completion of this course, students are able to

- understand the principles and specifics of accounting and controlling systems in the tourism industry,
- use the strategic and operational planning of controlling systems
- solve problems taken place in the given accounting situations and apply the solutions in tourism business,



- examine the cause for differences and manage the methods of analysis for businesses,
- show financial and performance feedback,
- understand the different elements of performance and break-even calculations.

Competences Development:

Professional competences - Considerable knowledge of financial and management accounting, techniques, practices and procedures as well as analysis.

Social and personal competences - Ability to present information effectively in a manner suited to the characteristics and needs of the audience. Ability to convey information clearly and concisely either verbally or in writing to ensure that the intended audience understands the information and the message.

Applicability in this and other Programs

Fundamental module for the study program International Tourism Management / Health & Medical Tourism, especially for the modules entrepreneurship, management of tour operators and facilitators in medical tourism, hospitality management and health destination management.

Entrance Requirements

Introductory course, no prerequisites

Learning Content

1. Introduction to Accounting
 - 1.1 Definition and purpose of accounting
 - 1.2 Differences between financial accounting and management accounting/controlling
 - 1.3 Principles and basics of accounting (Double Entry System)
2. Basic Accounting Concepts
 - 2.1 Assets, liabilities, and equity
 - 2.2 Revenue and expenses
 - 2.3 Balance sheet, income statement, cash flow statement
3. Recording Transactions
 - 3.1 Capturing business operations
 - 3.2 Debit and credit
 - 3.3 Closing entries and preparation of the annual financial statements
4. Accounting Standards
 - 4.1 Basics of IFRS and national accounting standards



- 4.2 Differences and adjustments specific to the tourism industry
- 5. Specific Aspects of the Tourism Industry
 - 5.1 Seasonal dependence and its impact on financial reports
 - 5.2 Specificities in the valuation of assets (e.g., real estate, airplanes)Management of currency risks in the tourism industry
- 6. Management Accounting/Controlling in Tourism
 - 6.1 Types of costs, cost centres, and cost objects
 - 6.2 Contribution margin accounting
 - 6.3 Break-even analysis
 - 6.4 Cash flow forecasts
 - 6.5 Investment decisions in tourism
- 7. Analysis of Financial Reports
 - 7.1 Key figures and their significance
 - 7.2 Comparing annual financial statements
 - 7.3 Importance of liquidity in tourism
- 8. Ethics and Professionalism in Accounting
 - 8.1 Importance of integrity and trustworthiness
 - 8.2 Professional ethics for accountants
- 9. Current Trends and Challenges
 - 9.1 Digitalization and automation in accounting
 - 9.2 Environmental, social, and governance reporting (ESG) in tourism



Teaching Methods

Theoretical Methods

The teacher gives the necessary materials to learn, explains, analyses in class all the concepts and methods and clarifies the students' doubt with help of examples.

Practical Methods

The students solve exercises applying the theoretical knowledge they have learned.

Forms of Delivery

Lectures, assignment, exercise (seminary form), project work (case seminars), presentations, tutoring, group work

Remarks

Online part: Students have access to iLearn platform under unique passwords. There is all study material shared with them. When there is a need, practical visits (excursions/field trips) and field trips are organized. Also experts from industry held guest lectures and co-organize the internships.

Recommended Literature

Nothhelfer, R. (2022). Financial accounting: introduction to German GAAP with exercises. Berlin, Boston: De Gruyter.

Berkau, C. (2021). Basics of accounting: introduction to international bookkeeping and financial accounting. München: UVK Verlag.

Elliott, B.; Elliott, J. (2019). Financial Accounting and Reporting. Harlow: Pearson Education Limited.

Williams, J. R.; Haka, S. F.; Bettner, M. S.; Carcello, J. V. (2012). Financial & managerial accounting: the basis for business decisions. New York: McGraw-Hill/Irwin.



T204 MARKETING IN HEALTH & MEDICAL TOURISM I - BASIC PRINCIPLES AND MARKETS

Module code	T204
Module coordination	Prof. Dr. Katerina Volchek
Module Group	International Health & Medical Tourism
Course number and name	T204 Marketing in Health & Medical Tourism I - Basic Principles and Markets
Lecturer	Prof. Dr. Katerina Volchek
Semester	2
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	written ex. 90 min.
Duration of Examination	90 min.
Weight	5
Language of Instruction	English

Module Objective

This module is designed to create a solid foundation of marketing in tourism, particularly in health and medical tourism. The module will focus on what being "customer-oriented" means, both in theory and with practical examples. It will cover the basic topics such as customer value, marketing mix, marketing strategy and marketing environment. It will further provide students with the examples and cases of applying contemporary technologies, including virtual and augmented reality, marketing automation and artificial intelligence, to optimise value creation. It will help to understand the challenges of marketing in general and in particular in the field of health and medical tourism: analysing marketing environments, evaluating strategic alternatives and designing and implementing marketing programs involving decisions about products/ services, pricing, distribution and promotion.

Professional and Methodological competencies:

After successful completion of the module, students will:



- develop knowledge and understanding of key theories, concepts and models in marketing to guide the development and execution of marketing strategies.
- develop an understanding of the steps to the effective development of a marketing mix and a marketing strategy.
- develop an understanding of the specific challenges of marketing in an international context - not exclusively but with a special focus on the area of health and medical tourism.
- obtain the skills to critically analyse marketing situations facing organizations.

Personal and Social competencies:

After successful completion of the module, students will deepen:

- written and verbal presentational skills
- critical thinking and analytical skills
- ability to work independently and in a group
- ability to work in an intercultural environment

Applicability in this and other Programs

The module is based on Fundamentals of Business Administration and offers an interface esp. to the modules Corporate Management & Leadership, Hospitality Management, Entrepreneurship and Innovation, Product Development & Service Design in Health & Medical Tourism.

Entrance Requirements

None

Learning Content

1. Marketing Principles
 - The concept of marketing: Creating customer value
 - Marketing strategy and building relationships
 - The evolution of marketing
 - Specifics in the marketing of health and medical tourism
2. Understanding the marketplace and consumers: Situational analysis
 - Assessing the internal marketing environment
 - Assessing the external marketing environment
 - Analysing buying behaviour on B2C and B2B markets



3. Designing a customer value-driven strategy and mix
 - Market segmentation, targeting and positioning
 - Products, services and brands: building customer value
 - Place & marketing channels: delivering customer value
 - Pricing: capturing customer value
 - Promotion: communicating customer value
 - Omni-channel marketing strategy
4. Social Responsibility and Marketing Ethics

Teaching Methods

Flipped class learning, which combines:

- Online and in-class lectures
- Laboratory experiments
- Workshops
- Group discussions and forums
- Presentations
- Guest lectures
- Individual work

Remarks

- Guest lectures
- Teaching is supported by iLearn platform: course materials (presentations, journal articles, cases) are provided to students online.

Recommended Literature

Kotler, P., & Armstrong, G., Sridhar Balasubramanian (2024). *Principles of marketing*. Pearson education. 24th Edition. Available from: <https://ebookcentral.proquest.com/lib/th-deggendorf/detail.action?docID=7222242>

Kotler, P. (2022). *Marketing for hospitality and tourism*. UK.: Pearson Education Limited. Available from: <https://ebookcentral.proquest.com/lib/th-deggendorf/detail.action?docID=6647748>



T205 QUANTITATIVE & QUALITATIVE RESEARCH

Module code	T205
Module coordination	Prof. Dr. Georg Christian Steckenbauer
Module Group	Research and Methodology
Course number and name	T205 Quantitative & Qualitative Research
Lecturer	Prof. Dr. Georg Christian Steckenbauer
Semester	2
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	6
Workload	Time of attendance: 60 hours self-study: 120 hours Total: 180 hours
Type of Examination	Research Paper
Weight	6
Language of Instruction	English

Module Objective

Students have a deepened understanding of (applied) research in the field of tourism. They can define a research topic and according research questions, develop an appropriate research design using qualitative and quantitative methods and implement research projects based on this design.

Technical competence:

Students understand basic concepts of research and can apply these concepts the field of tourism and leisure.

In particular students are able to:

- explain different research paradigms,
- distinguish research designs and the conditions for application of these designs,
- define research topics in the field of tourism research and formulate research questions,
- plan qualitative and quantitative research methods,



- collect and analyse data using these methods,
- develop appropriate answers to research questions based on analyses and to
- write research reports following scientific standards and formal guidelines (APA standard).

Methodological competence:

Students can choose adequate methods to answer research questions, plan and implement these methods.

In particular:

- Quantitative methods: questionnaire survey (online and offline)
- Qualitative methods: qualitative interview (in-depth interview), focus group discussion, qualitative observation

Furthermore, students can apply tools for research management (citation and referencing software) and analysis of empirical data (PSPP/SPSS).

Personal competence:

Students train their competences of self-responsible and self-guided work by fulfilling a specific task in a research project and therefore contribution to the final result and the joint project report.

Social competence:

Students have to closely cooperate to carry out a research project as a group work during the semester and to contribute to this joint project. Good and smooth cooperation in the working group is a prerequisite for the successful implementation of the joint research project.

Applicability in this and other Programs

Modules where seminar papers and scientific presentations are composed.

Bachelor thesis

Entrance Requirements

none

Learning Content

1. Introduction to research
 - 1.1. Terms and classification



2. Research designs
 - 2.1. Qualitative design
 - 2.2. Quantitative design
 - 2.3. Mixed-methods design
3. Quality criteria
 - 3.1. Objectivity
 - 3.2. Validity
 - 3.3. Reliability
4. Using scientific literature
5. Sampling
 - 5.1 Sampling methods
 - 5.2. Sample size
6. Data collection
 - 6.1. In-depth interview
 - 6.2. Focus-group discussion
 - 6.3. Questionnaire survey
7. Data analysis
 - 7.1. Analysis of qualitative data
 - 7.2. Analysis of quantitative data
8. Presenting research results
 - 8.1. Presenting qualitative results in research
 - 8.2. Presenting quantitative results - creating graphs
 - 8.3. Planning and executing presentations
 - 8.4. Writing research reports / research articles
 - 8.5. Creating scientific posters
9. Research management
 - 9.1. Planning research projects
 - 9.2. Creating research proposals

Teaching Methods

Seminaristic teaching combining topic-oriented lectures, group work, group presentations and classroom discussions.

Students conduct a joint research project with clearly defined tasks. The lecturer(s) support(s) the students in this process of self-organized and self-responsible learning.



Students are encouraged to actively participate in course by choosing appropriate didactical methods.

Recommended Literature

Basic literature:

Brunt, P. (2017). Research Methods in Tourism, Hospitality & Events Management. London: Sage.

Veal, A.J. (2018). Research Methods for Leisure and Tourism. 5th edition. Harlow: Pearson.

American Psychological Association. (2010). Publication Manual of the American Psychological Association, Sixth Edition. Washington, DC.

Recommended literature:

Creswell, J. W. (2014). Research Design. Qualitative, Quantitative, and Mixed Methods Approaches. London: Sage.

Cortinhas, C. & Black, K. (2012). Statistics for Business and Economics. Hoboken: Wiley.

Halter, C. (2017). The PSPP Guide. Second Edition. An Introduction to Statistical Analysis. San Diego: Creative Minds.

Camões, J (2016). Data at Work: Best Practices for Creating effective Charts and Information Graphics in Microsoft Excel. San Francisco: New Riders.

PSPP-Manual online: <https://www.gnu.org/software/pspp/manual/pspp.html>

Additional material (articles from scientific journals, conference proceedings) is presented in course and provided to students on iLearn platform



T206 MEDICAL BASICS FOR TOURISM PROFESSIONALS

Module code	T206
Module coordination	Dr. Katrin Mikolaiczik
Module Group	International Health & Medical Tourism
Course number and name	T206 Medical Basics for Tourism Professionals
Lecturer	Dr. Katrin Mikolaiczik
Semester	2
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	written ex. 90 min.
Duration of Examination	90 min.
Weight	5
Language of Instruction	English

Module Objective

After successfully completing the module, students will be able:

- To understand the structural organisation of the human body from atoms, to cells, organs, organ systems and the function as an organism on the whole
- To understand the basic medical objectives in anatomy, physiology, biochemistry and pathophysiology
- To talk about most common diseases e.g. cardiovascular diseases, diabetes mellitus, obesity, depression and addiction, their pathophysiology and basic medical diagnostics, treatments and prevention strategies

Entrance Requirements

None



Learning Content

- A brief history of medicine
- Eukaryotic cells, bacteria and virus
- Cell division and genetics
- Basic medical diagnostics
- Anatomy and function of selected organ systems, e.g. cardiovascular system, digestive system, nervous system and musculoskeletal system
- Pathophysiology, prevention and treatment of various and most common diseases like cancer, cardiovascular diseases, depression, addiction, diabetes mellitus and obesity
- Medical ethics on selected topics

Teaching Methods

The module consists of a lecture part with blended learning components, including practical exercises and interactive discussions on current topics. The lecture part will prepare students' basic knowledge on medical objectives and the practical exercises as well as the interactive discussions will practice students critical thinking skills. They will be encouraged to study respective literature for a substantive discussion in class. The practical exercises will provide the opportunity to deepen the gained knowledge and to learn about the complexity of the human body by taking all the learning objectives into relation.

Recommended Literature

Buja, M., & Krueger, G. (2014). Netters Illustrated Human Pathology. Philadelphia: Elsevier Inc.

Fullick, A. (2015). Edexcel AS/A level Biology B 1. London: Pearson Education Limited.

Fullick, A., & Coates, A. (2016). AQA Biology Third edition. Oxford: Oxford University Press.

Jameson, L., Kasper, D., Longo, D., Fauci, A., Hauser, S., & Loscalzo, J. (2018). Harrison's principles of internal medicine, 20th edition. McGraw-Hill Education.

Waugh, A., & Grant, A. (2022). Ross & Wilson Anatomy and Physiology in Health and Illness. Elsevier - Health Sciences Division.



T207 INTERCULTURAL MANAGEMENT IN INTERNATIONAL HEALTH & MEDICAL TOURISM

Module code	T207
Module coordination	Prof. Dr. Michelle Cummings-Koether
Module Group	Key Competences
Course number and name	T207 Intercultural Management in International Health & Medical Tourism
Lecturer	Prof. Dr. Michelle Cummings-Koether
Semester	2
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	presentation 15 - 45 min.
Weight	5
Language of Instruction	English

Module Objective

Module Objective

Intercultural differences have a great influence on management decisions and outcomes, especially in the environment of international health and medical tourism. For future managers in these areas, intercultural competence is an important requirement for working effectively in a global environment.

Intercultural differences can affect the ability to constructively work together, and those differences are often not recognized until after misunderstandings have already begun. Many conflicts can be led back to cultural differences. The ability to recognize the causes of these conflicts, as well as the ability to rationalize different possibilities to solve these conflicts, is an essential part of being interculturally competent. This is especially relevant on the management level. Additionally, cultural competence is essential, when the medical and health aspect is added to the tourism field.

This ability to recognize and respond appropriately to cultural differences can help lead to more successful working relationships. Intercultural competence is the ability



to recognize one's own cultural patterns, and the ability to respond to other's cultural patterns in the best way possible for both sides, and to find way to reduce misunderstandings and conflicts for future cultural interactions.

After completing the course, the students should have the following competences and skills:

Professional competence and skills:

- Knowledge and understanding of key theories, concepts and models in intercultural communication and management.
- Able to work with other cultures on a common level of understanding, based on an analysis of commonalities and differences.
- To be effective in international environments, including the international health and medical tourism field.
- To understand and solve cultural problems, and to recognize how these affect international working and management environments.
- To recognize how stereotypes and prejudice play into interactions between cultures.
- The ability to differentiate between the different types of cultures and management styles.

Method competence:

The students are able to understand how cultures develop and change over time. They can look at certain behavior in a certain culture, and are able to recognize what cultural standards are driving this behavior, thus being able to adapt their own behavior to be able to react appropriately. They are able to analyze the effectiveness of working with others on various levels, that go beyond skill sets, and look for cultural patterns that work well with their own patterns.

- Students develop written and verbal presentational skills. They demonstrate group-work, questioning and listening skills.
- Basic understanding of international differences in physician-patient communication methods and intercultural expectations in the medical and health tourism field.
- Understanding of how cultural factors can influence tourists and their interactions with the medical care system in medical and health tourism situations.
- The module examines intercultural competence, cultural identity and cultural diversity from a strategic, organizational and management perspective, and how this is visible in the tourism and medical tourism fields.

Personal and social competences:

- The ability to understand one's own cultural patterns and attitude.
- The possibility to increase one's own tolerance for cultural differences.
- Increased cultural and emotional intelligence.



Applicability in this and other Programs

The students will be able to work more effectively in international environments and to communicate more effectively with colleagues from cultures other than their own. This is a skill that is useful to all areas of international tourism management.

Application of intercultural theory to management settings. Students will be more equipped to successfully solve intercultural problems and conflicts, as well as potential miscommunication in the international tourism context, due to cultural communication differences. The students will be able to recognize and apply the most common management methods for intercultural and international settings. This can be applied to various management courses.

Entrance Requirements

English language skills

Learning Content

- Understanding of what defines various cultures
- Cultural identity and diversity
- Intercultural communication
- Relevance of intercultural management
- Intercultural management trends and current theory
- Functions of culture and how these develop
- Cultural standards and how to apply these to various cultures
- How stereotypes and prejudice affect international work environments, with a focus on the international medical and health tourism fields
- Culture and management: organization, motivation and leadership in different cultures
- Creating a connection between the intercultural field and the tourism and medical fields

More topics can be added depending of progress of the discussion, or to include current events.

Teaching Methods

- group discussions
- interactive teaching
- interactive exercises
- presentations



- case studies
- independent research and analysis

Recommended Literature

Recommended reading (if possible in the most current edition):

Deresky, H. (2017). *International Management: Managing across Borders and Cultures*. New Jersey: Pearson.

Hofstede, G. (2010). *Cultures and Organizations: Software of the Mind*. New York: Mcgraw-Hill.

Kawamura, K.M. (2015). *Cross Cultural Competence. A Field Guide for Developing Global Leaders and Managers*. Bingley: Emerald Group Publishing.

Lewis, R.D. (2005). *When Cultures Collide: Leading Across Cultures*. Boston, MA: Nicholas Brealey International.

Meyer, E. (2016). *The Culture Map*. New York: Public Affairs.

Moran, R.T.; Harris, P.R.; Moran, S.V. (2010). *Managing Cultural Differences: Global Leadership Strategies for Cross-Cultural Business Success*. London: Routledge.

Smith, P.B. (2006). When Elephants Fight, the Grass Gets Trampled: The GLOBE and Hofstede Projects: Commentary. *Journal of International Business Studies*, 37(6), pp. 915-921.

Sowell, T. (2019). *Discrimination and Disparities*. New York: Basic Books.

Trompenaars, F. & Hampden-Turner, C. (2011). *Riding the Waves of Culture: Understanding Diversity in Global Business*. Boston, MA: Nicholas Brealey International.



T301 FOREIGN LANGUAGE III

Module code	T301
Module coordination	Tanja Mertadana
Module Group	Language Competences
Course number and name	T301 Foreign Language III
Lecturer	Lecturer AWP & Language Center
Semester	3
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	4
Workload	Time of attendance: 60 hours self-study: 60 hours Total: 120 hours
Type of Examination	See examination schedule AWP and languages, written ex. 90 min.
Duration of Examination	90 min.
Weight	4
Language of Instruction	German

Module Objective

The module Foreign Language III aims to equip students with specialized language skills necessary for independent performance in a globalized international tourism management sector. In doing so, it strives to deepen students' relationship with the respective language in business settings so that they can effectively and efficiently implement the language as a practical communication tool.

For international students without completed and certified German B2 proficiency Foreign Language III means German as a Foreign Language.

For students at German level C1 (completed and certified German B2) Foreign Language III means an English course that is an integral part of the curriculum.

To this end, the module targets instruction of the four basic language skills (listening, reading, speaking, and writing) across a wide range of core topics related to international tourism management.

The main focus of this module is to optimize fluency and to improve communication



skills. Through a variety of task-based speaking, listening and writing activities, students enhance their oral production and aural comprehension, and expand their ability to produce clear, concise and coherent pieces of writing e-mails, reports, or expository paragraphs on processes. This enables them to participate in professional discussions, to work in a team, to create relevant documents independently, and to successfully present in the respective language.

Global Studies in the Anglophone World, C1

On completion of the module students will have achieved the following learning objectives:

Professional expertise

At Level C1, students should be able to:

- Have an independent command of specialized business terminology relevant to the field of international tourism management. Command here refers to oral and written production and to aural and reading comprehension.
- They will have gained the skills to understand specialised literature and to produce texts autonomously at a C1 level.
- They will have gained substantial knowledge of C1 level language registers - both for formal study and professional contexts.
- They will have gained essential experience in presenting topics related to business English. The goal here is to include niche knowledge in the protocols of a clearly structured, effectively delivered piece of public speaking.
- They will be able to understand discussions and complex content in their area of specialisation.
- They will develop the ability to functionally apply grammatical structures in their future professional fields.

Methodological skills

Methodological skills here refer to students' ability to apply a variety of learning and working methods so that they may further build on their linguistic and subject-specific knowledge.

- Students will have expanded their language acquisition skills by reflecting their individual styles of learning.
- They will be able to filter information from different English sources and use it for their presentations.

Social skills



Social skills here refer to students' ability to conduct themselves appropriately, communicating effectively and working successfully in groups when engaging in social interactions.

- Students will have gained valuable experience in training other personal skills such as teamwork, reliability and negotiation skills.
- They will have reflected on the learning benefits derived from several independent projects.
- They will have the communicative skills to collaborate with others to find solutions.

Personal skills

Personal skills here refer to students' individual abilities, attitudes and traits that enable them to achieve their goals, further their personal development and to work successfully.

- Transfer of profound language and social skills, which are of fundamental importance for personal development and the future work environment.
- Flexibility and adaptability in order to be prepared to respond to new requirements and changes.
- Problem-solving skills and the ability to find innovative solutions.

German as a Foreign Language

The learning objectives can be found in the corresponding course description on the homepage of the Language Centre:

<https://www.th-deg.de/en/students/language-electives#languages>

Applicability in this and other Programs

Not applicable in other degree programmes.

Entrance Requirements

Global Studies in the Anglophone World, C1:

The minimum entry-level requirement is a B2/C1-level of English according to the Common European Framework of Reference for Languages (CEFR).

German as a Foreign Language:

When registering for a course, the students' German language skills are assessed. Depending on the results, students are allocated to a course corresponding to their language. After successful completion of a course, students can attend an advanced German course.



Learning Content

Global Studies in the Anglophone World, C1:

- Travel and Tourism
- Contemporary Tourism
- The Impact of Mass Tourism
- Sustainability and the Environment
- Wellness Breaks
- Medical Tourism
- Hotels and Hospitality
- Dealing with Unhappy Customers
- Customer Relationship Management
- New Types of Tourism and the Future of the Industry
- Advanced Vocabulary and Grammar
- Understanding and Using Idioms

German as a Foreign Language:

The course content can be found in the corresponding course description on the homepage of the Language Centre:

<https://www.th-deg.de/en/students/language-electives#languages>

Teaching Methods

Teaching and learning methods focus on training the four basic language skills (speaking, listening, reading, and writing) and on enhancing professional and social skills. They include group discussions and group projects, individual and team work (e.g. individual and group presentations), close reading and listening activities, role-playing and grammar games, method of loci, dictation exercises, translations, peer review and feedback, work with learning stations, and various writing activities to strengthen the knowledge gained.

Students will be given weekly assignments for self-study.

Remarks

All language courses require a compulsory attendance rate of 75% in order to be allowed to take the examination.



Recommended Literature

Global Studies in the Anglophone World, C1:

Baade, K., Holloway, C. et al *Business Result: 2nd ed.: Advanced.*, Oxford: OUP, 2018.

Brook-Hart, Guy. *Business Benchmark. 2nd ed.: Advanced.* Cambridge: CUP, 2013.

Dubicka, I., O'Keeffe, M., *Market Leader Advanced.* Harlow: Pearson Longman, 2016.

Emmerson, P. *Business English Handbook Advanced.* London: Macmillian, 2007.

Hall, D., Foley, M. *MyGrammarLab Advanced (C1 /C2)*, Harlow: Pearson, 2012.

Murphy, R. *English Grammar in Use: Klett Fifth Edition*, Cambridge: Klett, 2019

'The Economist' weekly newspaper.

'The New European' weekly newspaper.

German as a Foreign Language:

Recommended reading can be found in the corresponding course description on the homepage of the Language Centre:

<https://www.th-deg.de/en/students/language-electives#languages>



T302 COMPLIANCE, PROCESS & QUALITY MANAGEMENT IN HEALTH & MEDICAL TOURISM

Module code	T302
Module coordination	Klaus Hubatka
Module Group	International Health & Medical Tourism
Course number and name	T302 Compliance, Process & Quality Management in Health & Medical Tourism
Lecturer	Klaus Hubatka
Semester	3
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	written ex. 90 min.
Duration of Examination	90 min.
Weight	6
Language of Instruction	English

Module Objective

Professional competence:

- Students have basic knowledge (principles) of process and quality management as well as compliance and can independently familiarize themselves with the respective (country-specific) legal framework.
- They are aware of the importance and specifics of process management for international medical tourists. They know the relationship between service quality and customer satisfaction in health and medical tourism.
- The students know models and methods of process management.
- The students are familiar with the particularities of quality management at the interface between health and tourism.
- The students understand the holistic approach of service quality in tourism.



- The students know models and methods of quality management.
- They understand the meaning of key terms such as compliance, corporate compliance, corporate governance and know their organizational significance.
- They know the most important certification agencies in international medical tourism (JCI, ISQua, Temos) and are familiar with the basic procedure of certifications.

Methodological competence:

- They can assess process management and the quality of service, especially from the health and medical customers' point of view, regarding the services offered by health tourism and medical service providers.
- Students are able to apply process management methods and proficient in individual instruments for measuring and analysing the quality of service.
- They can apply the specifications of international certification agencies in a given context.

Personal and social competence:

- The students recognise the problems, possibilities and limits of objective measurement and assessment in subjective perception and feeling in the field of quality and beyond.
- Students learn various instruments of quality measurement and quality management.

Applicability in this and other Programs

Bachelor thesis, Innovation, Product Development & Service Design in Health & Medical Tourism, Ethics & Sustainability in International Health & Medical Tourism, Cooperation and Network Management in Health and Medical Tourism

Entrance Requirements

none

Learning Content

1. Introduction Basics of health tourism market perspective
 - Historical and global perspective of health tourism
 - Overview of the individual forms of health tourism
 - Different forms of health tourism versus process and quality management
2. Analysis of health tourism demand consumers perspective
 - Situation of traveling patients as consumers



- The responsible health consumer
 - Demand analyses in health tourism and the impact on process and quality management.
3. Tourism versus medicine interface problems of medically oriented health tourism and the impact on process and quality management.
 - Market expansion and globalization of health services
 - Causes, reasons, and motives of international medical tourism.
 - Role of medicine in modern health tourism and its impact in quality management
 4. Principles of process and quality management in medically oriented health tourism
 - Process management in general derivations for medical and clinic tourism
 - Principles and basics of process management
 - Qualitative analysis methods of process management Value Creation Analysis, Waste Analysis, Stakeholder Analysis, Problem and Cause Analysis
 - Quantitative analysis methods of process management: Throughput Time Analysis, Queue Analysis, Simulation
 - Process management methods: Continuous Improvement Process - PDCA Cycle, Six Sigma, Lean Management, DMAIC for Improvement
 - Quality management: Basic features in medically oriented health tourism
 - Differences between health sector and health tourism and definition of quality management in health and medical tourism.
 - Quality management as a competitive factor (classical and new approach, medical quality in health tourism)
 - Models of quality management: SERVQUAL-Model, GAP-Model, Total Quality Management and EFQ-Model, KTQ-Approach, Joint Commission International, ISO 9001: 2015/2000, other medical quality assurance programs
 5. Compliance and quality of outcome in health & medical tourism (corporate compliance, medical compliance,)
 - Delimitation of the concept of compliance
 - Significance of corporate compliance
 - Compliance importance from the patient's perspective
 - Connection of result quality and compliance
 - Compliance and the regulation in global medical tourism



6. Health & Medical Tourism: Importance of quality data publications, assessments, and benchmarking
 - Benchmarking for consumer information
 - Benchmarking in the healthcare market
 - Benchmarking in support of consumer decision-making behavior
7. Documentation of process and quality management (certification and quality marks)
 - Benefits of documenting process and quality management
 - Auditing as documentation/external assessment of process and quality management
 - Quality controls and certifications in health tourism
 - Quality accreditation and quality markings in the health tourism sector (examples: JCI,)

Teaching Methods

- guest lecturer
- field trip
- survey

Remarks

guest lecturer, field trip, survey

Recommended Literature

Barth R., Werner C. (2005). Der Wellness Faktor, Wien

Dumas, M., La Rosa, M., Mendling, J., & Reijers, H. A. (2018). Fundamentals of Business Process Management (2nd ed. 2018). Berlin, Heidelberg: Springer Berlin Heidelberg.

Foster S.T., Gardner J.W. (2023). Managing quality: integrating the supply chain (7. Ed.). Hoboken, New Jersey: Wiley. Groß S.M. (2017). Gesundheitstourismus, UVK Verlag, Konstanz/München

Hall, C.M. (2012). Medical Tourism: The Ethics, Regulation, and Marketing of Health Mobility. Abingdon: Routledge.

Krasnegor, N. A., Epstein, L., Johnson, S. B., Yaffe, S. J., & Epstein, L. H. (2013). Developmental Aspects of Health Compliance Behavior. Hoboken: Taylor and Francis.



Langabeer II, J. R. (2018). *Performance Improvement in Hospitals and Health Systems: Managing Analytics and Quality in Healthcare*, 2nd Edition (2nd ed.). HIMSS Book Series. Milton: Taylor and Francis.

The Joint Commission (2016). *JCI Hospital 6th Edition*. eBook Package. Oak Brook: JCI.

The Joint Commission (2019). *JCI Accreditation Standards for Ambulatory Care*, 4th ed. Oak Brook: JCI.

The Joint Commission (2019). *The Joint Commission Big Book of Performance Improvement Tools and Templates*. Oak Brook: JCI.

Wagner K.W., Patzak G., 2020, *Performance Excellence Der Praxisleitfaden zum effizienten Prozessmanagement*, Hansa Verlag, München

Internet sources:

Jenner E. (2008), *Unsettled borders of care: health tourism as a new dimension in Americas health care crises*, in: Jacobs Kronenfeld, j. (Ed.) *Care for Major Health Problems and Population Health Concerns; Research in the Sociology of Health Care*, Volume 26, Pages 235-249, Emerald Group Publishing Limited; URL: [https://www.emerald.com/insight/content/doi/10.1016/S0275-4959\(08\)26011-4/full/html](https://www.emerald.com/insight/content/doi/10.1016/S0275-4959(08)26011-4/full/html)

Lunt N., Smith R., et al. (2011), *Medical Tourism: Treatments, Markets and Health System Implications: A scoping review*, published by OECD, Directorate for Employment, Labour and Social Affairs; URL: <https://www.oecd.org/els/health-systems/48723982.pdf>

Navid Fatehi Rad, Ahmad Puad Mat Som, Yuserrie Zainuddin (2010), *Service Quality and Patients' Satisfaction in Medical Tourism*, *World Applied Sciences Journal* 10 (Special Issue of Tourism & Hospitality), Pages 24-30, IDOSI Publications; URL: <https://citeseerx.ist.psu.edu/viewdoc/summary?doi=10.1.1.390.2680>

Noor Hazilah Abd Manaf, Husnayati Hussin, et al. (2015), *Medical tourism service quality: finally some empirical findings*, *Total Quality Management & Business Excellence*, Routledge, URL: <https://core.ac.uk/download/pdf/300430473.pdf>

Turner L.G. (2011): *Quality in health care and globalization of health services: accreditation and regulatory oversight of medical tourism companies*; *International Journal for Quality in Health Care*, Oxford Academic/ISQua, Volume 23, Issue 1, Pages 1-7; URL: <https://academic.oup.com/intqhc/article/23/1/1/1798824?login=false>.

Turner L. (2010), *Medical Tourism and the Global Marketplace in Health Services: U.S. Patients, International Hospitals, and the Search for Health Care*, *International Journal of Health Services*, Volume 40, Number 3, Pages 443-467; URL: <https://journals.sagepub.com/doi/pdf/10.2190/HS.40.3.d>



T303 MARKETING IN HEALTH & MEDICAL TOURISM II - DIGITAL SERVICES MARKETING

Module code	T303
Module coordination	Prof. Dr. Katerina Volchek
Module Group	International Health & Medical Tourism
Course number and name	T303 Marketing in Health & Medical Tourism II - Digital Services Marketing
Lecturer	Prof. Dr. Katerina Volchek
Semester	3
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	6
Workload	Time of attendance: 60 hours self-study: 120 hours Total: 180 hours
Type of Examination	presentation 15 - 45 min.
Weight	5
Language of Instruction	English

Module Objective

Module Overview:

This module is designed to help students acquire knowledge and skills to plan, design, implement and analyse the effectiveness of a digital marketing campaign for a selected tourism product. It broadens the student's knowledge of digital marketing and service marketing in the tourism environment with a special focus on health tourism. This module examines theoretical foundations and practical application of marketing of services. In particular, services in health services and health tourism are used to convey the topic to the students in the most practice-oriented way possible.

The topics include the general nature of services and innovative trends in consumer behaviour, marketing strategy and digital technologies for marketing. This module focuses on deepening the knowledge and understanding of the key marketing elements (analysis of customer value, culture, and developing a business and a communications strategy) that marketers must integrate to establish service excellence and sustain market competition. Practical examples from health services



and health tourism are used to deepen students knowledge and show the sector's characteristics. The module further focuses on the application of contemporary practical tools, including social media platforms, photo and video editors, virtual and augmented reality software and hardware, and website content management systems, to enable the application of theoretical concepts in practice and independently develop successful marketing strategies.

Professional and Methodological Competencies:

- Students will understand and be able to explain the nature and scope of marketing in the contemporary world in the field of tourism in general and health tourism in particular.
- Students can use critical analysis to perceive service shortcomings concerning ingredients to create business excellence.
- The characteristics and challenges of marketing for different types of travel businesses will identified and discussed.
- Students will be able to explain the social paradigm which comes along with the rise of digital technologies and critically discuss its impact on marketing practices and social life.
- Students will be able to plan, design, implement and analyse the effectiveness of a digital marketing campaign for a selected tourism product, including the cross-sectional area of health and tourism.

Personal and Social Competencies:

- Students will deepen their analytical and critical thinking skills.
- Students will further develop argumentation skills about the analysis of marketing.
- Students would develop written, verbal and digital presentational skills.
- They will demonstrate group-work, group-interactions alongside with individual work to take part in the creation of a marketing campaign.

Applicability in this and other Programs

The module is based on general Marketing in Health & Medical Tourism I / Basic Principles and Markets and offers an interface to modules from marketing principles, like Health Destination Management. Especially the modules Innovation, Product Development & Service Design in Health & Medical Tourism, Entrepreneurship and Management of Tour Operators and Facilitators in Medical Tourism base on this module.

Entrance Requirements

none



Learning Content

1. Introduction to Digital Marketing Strategy:

- Marketing strategy and marketing campaigns
- From Marketing 1.0 to Marketing 5.0: marketing transformation

2. Planning Digital Marketing Strategy:

- Identifying new opportunities for customer-centric marketing
- Designing campaigns for sustainable relationships
- Implementing Digital Marketing campaigns in a business
- Monitoring Marketing Campaigns Efficiency

3. Implementing Digital Marketing Strategy

- Developing Owned Channels: Websites
- Developing Earned Channels: Social Media Marketing
- Developing Paid Channels: Affiliate websites and Ads
- Developing Membership databases and Email Marketing

4. AI and the Future of Digital Marketing

- Latest trends during the 4th Industrial Revolution

Teaching Methods

- Lectures
- Seminar teaching
- Exercises
- Group work and discussion
- Design projects
- Laboratory experiments

Remarks

- Guest lectures
- Teaching is supported by iLearn platform: course materials (presentations, journal articles, cases) are provided to students online.



Recommended Literature

Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. John Wiley & Sons. Available from: <https://ebookcentral.proquest.com/lib/th-deggendorf/detail.action?docID=6463524>

Kotler, P., & Keller, K. (2021). *Marketing Management (15th global edition)*. Pearson Education Limited. Available from: <https://ebookcentral.proquest.com/lib/th-deggendorf/detail.action?docID=6795955>

Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson uk. Available from: <https://ebookcentral.proquest.com/lib/th-deggendorf/detail.action?docID=5672727>



T304 CORPORATE MANAGEMENT & LEADERSHIP

Module code	T304
Module coordination	Prof. Dr. Erik Lindner
Module Group	Business & Economics
Course number and name	T304 Corporate Management & Leadership
Lecturer	Prof. Dr. Erik Lindner
Semester	3
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	Research Paper
Weight	5
Language of Instruction	English

Module Objective

Students have deep understanding of core issues of strategic management and leaderships. Students are able to identify problems and can use suitable tools and methods to develop appropriate solutions to various problems in the field.

Professional and methodological competence:

Students understand the topic of strategic management and leadership in organisations and can describe and explain specific concepts and topics within these fields. Students can analyse problems in the field, choose appropriate tools and apply these tools to discuss possible solutions.

Students evaluate different concepts and tools concerning their usability and applicability in the field of tourism (management) and apply these concepts and methods to cases and examples from the field of tourism.

Personal competence:

Students train their competences of self-responsible and self-guided work by composing a seminar paper as an individual semester project.



Social competence:

Social competence of students is promoted by the appropriate use of cooperative methods such as group work and moderated discussion.

Applicability in this and other Programs

Foundation for specialised management modules, in particular:

Innovation, Product Development & Service Design, Entrepreneurship, Destination Management, Applied Destination Management and Tour Operator Management

Entrance Requirements

none

Learning Content

1. Introduction to Strategic Management and Leadership
2. Strategic Positioning: External Environment
3. Strategic Positioning: Internal Environment
4. Strategic Choice: Business Level Strategies
5. Strategy Choice: Corporate Level Strategies
6. Strategy Choice: Functional Level Strategies
7. Strategy Development Process: Methods of Development
8. Strategy Development Process: Implementing Strategy and Managing Change
9. Strategy Development Process: Assessment of Strategy and Control
10. Strategic Leadership: The Role of Leadership in Organisation
11. Strategic Leadership: Customer-Focussed Organisations and Corporate Social Responsibility
12. Strategic Leadership: Managing Teams
13. Course Overview

Teaching Methods

Seminaristic teaching combining lecture, exercises, group work, group presentations, classroom discussions. Students are encouraged to actively participate in course by choosing appropriate didactical methods.



Students have to write a seminar paper as individual contribution to course.

Recommended Literature

Basic literature:

Lynch, Richard L. *Strategic Management*. Seventh ed. 2018. Web.

Fevzi Okumus, Levent Altinay, and Prakash Chathoth. *Strategic Management in the International Hospitality and Tourism Industry*. Taylor and Francis, 2010. Web.

Johnson, G., Whittington, R., Regnér, P., Scholes, K., & Angwin, D. (2017). Exploring strategy.

Berger, F., & Brownell, J. (2014). *Organizational Behavior for the Hospitality Industry*. Upper Saddle River: Pearson.

Recommended literature:

Malik, F. (2015). *Managing Performing Living: Effective Management for a New World*. Frankfurt, New York: Campus.

Puranam, P., & Vanneste, B. (2016). *Corporate strategy: Tools for analysis and decision-making*. Cambridge: Cambridge University Press.

American Psychological Association. (2010). *Publication Manual of the American Psychological Association, Sixth Edition*. Washington, DC.



T305 HOSPITALITY MANAGEMENT

Module code	T305
Module coordination	Anton Leiner
Module Group	International Health & Medical Tourism
Course number and name	T305 Hospitality Management
Lecturers	Prof. Dr. Wolfgang Fuchs Anton Leiner
Semester	3
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	written ex. 90 min.
Duration of Examination	90 min.
Weight	5
Language of Instruction	English

Module Objective

Professional competence:

- Sound knowledge of the management areas of the hotel industry.
- The students are familiar with the essential characteristics of the hotel business.
- They are able to analyse the hotel industry's markets and identify market entry opportunities.
- The students understand the essential determinants of the hotel and hotel industry
- They are familiar with the tools of hospitality marketing and are able to apply them

Social competence: Students work in groups on a case study



Methodological competence: Students are familiar with various planning and analysis tools for the hotel context

- They are familiar with the modern guest journey, the different touch points and tools from research, booking to check-in, stay, check-out and post stay processes.
- They know the basic challenges and premisses of modern revenue management with respective leverage effects.

Entrance Requirements

none

Learning Content

1. Introduction
2. Selected structural features
 - 2.1 Differentiation possibilities
 - 2.2 Operating modes
 - 2.3 Hotel companies and individual hotels
 - 2.4 Actual changes in the market, like sustainability and digitalisation
 - 2.5 Challenges for the hotelier
3. Production of services
 - 3.1 Services of the hotel business
 - 3.2 Functions of the hotel business
4. Overview of the management and operation areas in the hotel business
 - 4.1 Organisation of the hotel business
 - 4.2 Planning in hotel operations
 - 4.3 Human resource management in the hotel business
 - 4.4 Investment and financing in the hotel business
 - 4.5 Marketing and Sales Challenges especially in the field of distribution and revenue management

Teaching Methods

Lectures, self study, group work, case study, field trip, roleplays

Remarks

case study, field trip



Recommended Literature

Bojanic, D. C. (2017). Hospitality marketing management (6 ed.). Hoboken, New Jersey: John Wiley & Sons Inc.

Bowie, D. (2017). Hospitality marketing (3. ed.). London, New York: Routledge.

Cousins, J. et al. 2019: Food & Beverage Management. 5th ed., Oxford: Goodfellow Publishers

Davis, B. et al. 2018: Food and Beverage Management. 6th ed., London, New York: Routledge

Ford, R. C.; Sturman, M. C. 2020: Managing Hospitality Organizations. Achieving Excellence in the Guest Experience. 2nd. ed., Thousand Oaks: Sage

Guilding, C. (2014). Accounting essentials for hospitality managers (3. ed.).

Hänssler, K. H. (Hrsg.) 2021: Management in der Hotellerie und Gastronomie. 10. Aufl., Berlin, Boston: De Gruyter Oldenbourg

Hudson, S. (2017). Marketing for tourism, hospitality & events. Los Angeles: Sage.

Legrand, W.; Chen, J.; Laeis, G. 2023: Sustainability in the Hospitality Industry: Principles of Sustainable Operations, 4th ed., London, New York: Routledge

Ogbeide, G.-C. (2014). Revenue management, cost control, and financial analysis in the hospitality industry (1. ed.). San Diego, Calif.: Cognella.

Pantelidis, I. S. (2017). The Routledge handbook of hospitality management. London: Routledge.

Reynolds, D.; Rahman, I.; Barrows, C. 2021: Introduction to Hospitality Management, New York: John Wiley & Sons

Vogel, H. L. 2021: Travel Industry Economics: A Guide for Financial Analysis, 4th ed., Cham: Springer

Walker, J. R. 2020: Introduction to Hospitality. 8th ed., Boston: Pearson Global



T306 PROJECT MANAGEMENT

Module code	T306
Module coordination	Prof. Dr. Michelle Cummings-Koether
Module Group	Business & Economics
Course number and name	T306 Project Management
Lecturers	Prof. Dr. Michelle Cummings-Koether
Semester	3
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	presentation 15 - 45 min.
Weight	5
Language of Instruction	English

Module Objective

Module Objective

Students will learn about the processes involved in project management and implementation. Beginning with the process of building and leading a small team project team, to project management theory and steps, to finally looking at the implementation of successful project management, this course aims to provide a complete picture of project management in practice. Additionally, different types of project management methods will be compared, so that the students will be able to apply the most effective method, based on the type of project and/or team that they are dealing with.

Professional Competence

Knowledge

After successfully finishing the module, students should:

- Understand the basics of project management theory and its application
- Understand all the steps involved in project management
- Understand the different roles involved with project management



- Understand how project management teams work together
- Understand how to choose the correct type of project management method for different types of projects
- Understand the different steps in project management and show these on a theoretical in class project
- Understand the challenges and typical project fails in implementation of project management

Skills

Upon completion of the module the students will be able to:

- Transfer theoretical knowledge of project management real world projects
- Determine which project management method is most effective in different situations
- Recognize the signs when a project is not working or failing

Social competence

Students will work together on an in-class projects in small groups, in order to learn how to work efficiently with each other on solve problems and on implementing their knowledge together. This aims at enhancing their team-working skills as well as their problem-solving capabilities. Further, these groups are lined-up in a way to be mixed multi-cultural in order to foster and fine-tune students intercultural interaction capabilities.

Methodological competence:

The students will learn how to transfer theoretical knowledge into a project, and hence, will be able to apply their learned skills. This leads to greater retention of the learned theory, and enables transference skills. Further, the students will be provided with an overview of different sets of skills and theory, and will be able to choose the most efficient approach to applying these. Students will develop an analytical system-oriented way of thinking and should able to structure the most effective approach to international project management from different aspects, beginning with planning, selection, to implementation.

Applicability in this and other Programs

Innovation, Product Development & Service Design in Health & Medical Tourism, Health Destination Management, Bachelor's Thesis

Entrance Requirements

none

Learning Content

1. Basics of project management



2. Scheduling and time management
3. Resource management
4. Cost management and aspects of risk management
5. Communication with project participants and the project team
6. Reporting and monitoring
7. Implementation of sample projects
8. Overview of project management vs. change management

Teaching Methods

Interactive lectures, journaling, group work, self-study, presentations.

Recommended Literature

Clegg, S. (2021). Project Management. Los Angeles: SAGE.

Hermarij, J. (2016). The better practices of Project Management : based on IPMA competences ; based on ICB Version 4. Zaltbommel: Van Haren Publishing.

Kerzner, H. R. (2017). Project Management Workbook and PMP CAPM Exam Study Guide (12. ed.). Somerset: John Wiley & Sons Incorporated.

Martinelli, R. J. (2016). Project management toolbox (2. ed.). Hoboken, New Jersey: Wiley.



T401 FOREIGN LANGUAGE IV

Module code	T401
Module coordination	Tanja Mertadana
Module Group	Key Competences
Course number and name	T401 Foreign Language IV
Lecturer	Lecturer AWP & Language Center
Semester	4
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	2
ECTS	2
Workload	Time of attendance: 30 hours self-study: 30 hours Total: 60 hours
Type of Examination	See examination schedule AWP and languages, written ex. 60 min.
Duration of Examination	60 min.
Weight	2
Language of Instruction	German

Module Objective

The module Foreign Language IV aims to equip students with specialized language skills necessary for independent performance in a globalized international tourism management sector. In doing so, it strives to deepen students' relationship with the respective language in business settings so that they can effectively and efficiently implement the language as a practical communication tool.

For international students without completed and certified German B2 proficiency Foreign Language IV means German as a Foreign Language.

Students at German level C1 (completed and certified German B2) can choose between different languages available for selection. The course offer varies each semester.

To this end, the module targets instruction of the four basic language skills (listening, reading, speaking, and writing) across a wide range of core topics related to international tourism management.



The main focus of this module is to optimize fluency and to improve communication skills. Through a variety of task-based speaking, listening and writing activities, students enhance their oral production and aural comprehension, and expand their ability to produce clear, concise and coherent pieces of writing e-mails, reports, or expository paragraphs on processes. This enables them to participate in professional discussions, to work in a team, to create relevant documents independently, and to successfully present in the respective language.

German as a Foreign Language:

The learning objectives can be found in the corresponding course description on the homepage of the Language Centre:
<https://www.th-deg.de/en/students/language-electives#languages>

Other languages:

The learning objectives can be found in the corresponding course description on the homepage of the Language Centre:
<https://www.th-deg.de/en/students/language-electives#language>

Applicability in this and other Programs

Applicable in other degree programmes.

Entrance Requirements

German as a Foreign Language:

When registering for a course, the students' German language skills are assessed. Depending on the results, students are allocated to a course corresponding to their language. After successful completion of a course, students can attend an advanced German course.

Other languages:

In order to attend advanced language courses, students need to present the required language skills (e. g. by successfully completing the previous level).

Learning Content

German as a Foreign Language:

The course content can be found in the corresponding course description on the homepage of the Language Centre:
<https://www.th-deg.de/en/students/language-electives#languages>



Other languages:

The course content can be found in the corresponding course description on the homepage of the Language Centre:

<https://www.th-deg.de/en/students/language-electives#languages>

Teaching Methods

Teaching and learning methods focus on training the four basic language skills (speaking, listening, reading, and writing) and on enhancing professional and social skills. They include group discussions and group projects, individual and team work (e.g. individual and group presentations), close reading and listening activities, role-playing and grammar games, method of loci, dictation exercises, translations, peer review and feedback, work with learning stations, and various writing activities to strengthen the knowledge gained.

Students will be given weekly assignments for self-study.

Remarks

All language courses require a compulsory attendance rate of 75% in order to be allowed to take the examination.

Recommended Literature**German as a Foreign Language:**

Recommended reading can be found in the corresponding course description on the homepage of the Language Centre:

<https://www.th-deg.de/en/students/language-electives#languages>

Other languages:

Recommended reading can be found in the corresponding course description on the homepage of the Language Centre:

<https://www.th-deg.de/en/students/language-electives#languages>



T402 COMPULSORY ELECTIVE SUBJECT OF A GENERAL ACADEMIC NATURE (AWP)

Module code	T402
Module coordination	Tanja Mertadana
Module Group	Key Competences
Course number and name	T402 Compulsory elective subject of a general academic nature (AWP)
Lecturer	Lecturer AWP & Language Center
Semester	4
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	2
ECTS	2
Workload	Time of attendance: 30 hours self-study: 30 hours Total: 60 hours
Type of Examination	See examination schedule AWP and languages
Weight	2
Language of Instruction	German

Module Objective

This AWP (compulsory elective subject of a general academic nature) elective module enables students to acquire knowledge and skills in subject areas beyond the scope of their chosen degree programme.

Students can choose both face-to-face courses and courses offered by the Virtuelle Hochschule Bayern (VHB). Students acquire knowledge and skills in the following areas:

- in a foreign language (language skills)
- in the didactic-pedagogical area (methodological skills)
- in the social sciences (social skills)
- in the psychological-sociological field (social skills)
- in the technical and scientific field (professional skills)



- in the philosophical-social-ethical area (personal skills)

Students are free to choose their courses from the list of elective (AWP) courses offered to expand their knowledge according to their own preferences.

Applicability in this and other Programs

Applicable in other degree programmes.

Entrance Requirements

In order to attend advanced language courses, students need to present the required language skills (e.g. by successfully completing of the previous level).

Elective (AWP) courses may not have any overlapping content with the student's current degree programme.

Learning Content

The course content can be found in the corresponding course description on the homepage of the Language Centre:

<https://www.th-deg.de/en/students/language-electives#languages>

Teaching Methods

The teaching and learning methods can be found in the corresponding course description on the homepage of the Language Centre:

<https://www.th-deg.de/en/students/language-electives#languages>

Remarks

For course-specific details, please refer to the corresponding course description on the homepage of the Language Centre:

<https://www.th-deg.de/en/students/language-electives#languages>

All language courses require a compulsory attendance rate of 75% in order to be allowed to take the examination.

Recommended Literature

Recommended reading can be found in the corresponding course description on the homepage of the Language Centre:

<https://www.th-deg.de/en/students/language-electives#languages>



T403 LEGAL ASPECTS OF TOURISM

Module code	T403
Module coordination	Dr. Stephanie Greil-Lidl
Module Group	International Health & Medical Tourism
Course number and name	T403 Legal Aspects of Tourism
Lecturer	Hans Kriegl
Semester	4
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	written ex. 90 min.
Duration of Examination	90 min.
Weight	5
Language of Instruction	English

Module Objective

After completing this model, the students will achieve the following learning targets:

Professional competences

- The students know the main principles of contract law
- They can describe and divide different types of contracts
- The students know the different features of liability depending on the type of contract
- They can divide the involved parties in tourism contracts and their legal relationships
- They get a basic knowledge about different law fields in health law
- The students know basics in European and American Data law and its consequences for tourism and medical services



Methodical competences

- The students are able to read and understand legal codes
- They can handle legal questions and cases

Personal competence

- The students are able to analyze a case and divide the different questions of the case and operate with the features in law
- They can find practical solutions for legal problems

Social competence

- The students know how to work in virtual groups

Entrance Requirements

none

Learning Content

- basic knowledge: German contract law (conclusion, validity and performance of contracts, withdraw rights)
- types of contracts in tourism (purchase agreement, lease agreement, employment law, package travel contract, brokerage contract)
- special problems of accommodation contracts (classification, binding contracts, cancellation, defects, hotel classification in Germany)
- special liability of innkeepers
- overview service contract relating to services in hotels and clinics
- basic knowledge in accounting law principles, tender law and competition law
- the new package travel contract law in 2018 (classification of different contracts, brokerage in tourism, liability, information rights, consequences for services in clinics)
- basic knowledge in health law (social law, law of professional regulations, insurance law, liability law)
- The compare of the General Data Protection Regulation (GDPR) and the Health Insurance Portability and Accountability Act (HIPAA) and their consequences for the tourism and medical services



Teaching Methods

- Lectures
- online-lectures
- assignments
- self-study
- discussion panel

Remarks

Virtual classroom, using the I-learn-feature

Recommended Literature

Karen A. Wager, Frances Wickham Leer, John P. Glaser. (2017). *Health Care Information Systems. A practical approach for health care management*. John Wiles & Sons Inc.

Kyriaki-Korina Raptopoulou. (2015). *EU-Law and Healthcare Services*. Wolters Kluwer Law & Business

Synodinou, T.-E., Jogleux, P., Markou, C., & Prastitou, T. (Eds.). (2017). *EU Internet Law: Regulation and Enforcement*. Cham: Springer.

Tamara K Hervey, Jean McHale. (2015). *European Union Health Law. Themes and Applications*. Cambridge

Twigg-Flesner, C. (Ed.). (2016). *Research handbook on EU consumer and contract law. Research handbooks in European law*. Cheltenham: Edward Elgar Publishing.

van Leeuwen, B. (2017). *European standardisation of services and its impact on private law: Paradoxes of convergence. Modern studies in European law: volume 68*. Oxford [UK], Portland, Oregon: Hart Publishing.

Weber, F. (2014). *The law and economics of enforcing European consumer law: A comparative analysis of package travel and misleading advertising*. Zugl.: Bologna, Hamburg, Rotterdam, Univ., Diss., 2012 u.d.T.: Weber, Franziska : Towards an optimal mix of public and private enforcement in consumer law: a comparative law and economics analysis of European consumer law enforcement (package travel vs. misleading advertising). *Markets and the law*. Farnham, Surrey, UK, England: Ashgate.

Wrbka, S. (2015). *European consumer access to justice revisited*. Cambridge: Cambridge University Press.



T404 INNOVATION, PRODUCT DEVELOPMENT & SERVICE DESIGN IN HEALTH & MEDICAL TOURISM

Module code	T404
Module coordination	Andrea Kahr
Module Group	International Health & Medical Tourism
Course number and name	T404 Innovation, Product Development & Service Design in Health & Medical Tourism
Lecturer	Andrea Kahr
Semester	4
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	6
Workload	Time of attendance: 60 hours self-study: 120 hours Total: 180 hours
Type of Examination	presentation 15 - 45 min.
Weight	5
Language of Instruction	English

Module Objective

The module teaches the basics of innovation management. A major focus is on the development of new products and services particularly in the field of health tourism. Approaches to classic product development in tourism are combined with the comparatively new perspective of service design.

Professional competence: The students know about the meaning and importance of innovation and innovation management. They are familiar with the aspect of product development and service design. In particular, students will be able to apply knowledge about service development and methods of service design to the field of health tourism and thus develop innovative products and services as well as evaluate and improve existing products and services. This also includes specific tasks and, as far as possible, close cooperation with providers in the field of health tourism.

The module also discusses the clear distinction between the development of therapeutic applications and tourism product development. The development of health



tourism products must be carried out in close cooperation with experts from the field of medicine.

Social competence: In joint creative phases, the students develop products and services within the framework of concrete tasks.

Methodological competence: The students are familiar of tools for service design and product development.

Personal competence: The students learned and used creativity techniques in work groups.

Entrance Requirements

none

Learning Content

1. Definition and process of innovation
 - innovation and economic cycles
 - invention vs. innovation
 - pull and push factors of innovation
2. The spread of innovation
 - diffusion of innovations
 - basics of innovation strategies
 - tools and methods for developing and analysing innovation strategies
3. Product and service innovation
 - creativity techniques
 - product innovation and competitiveness especially in the field of health tourism
 - demarcation between the development of health tourism services and therapeutic concepts
 - product development process
 - tools and methods for product development
4. Service design
 - definition and application of service design
 - tools and methods for the development of new or improvement of existing touristic services and products
 - service design process
 - service design strategies for (health) tourism providers
5. Conclusion & outlook
 - combining product development and service design in the area of health services and health tourism
 - service design and product development from a management perspective
 - best-practices in health tourism



Teaching Methods

- lectures
- assignment
- group work
- self study

Recommended Literature

Goodman, M., & Dingli, S. M. (2017). Creativity and strategic innovation management: Directions for future value in changing times. Taylor & Francis.

Kerzner, H. (2019). Innovation Project Management: Methods, Case Studies, and Tools for Managing Innovation Projects. John Wiley & Sons.

Pfannstiel, M.A. & Rasche, C. (2019). Service Design and Service Thinking in Healthcare and Hospital Management: Theory, Concepts, Practice. Heidelberg: Springer.

Stickdorn, M., Schneider, J., Andrews, K., & Lawrence, A. (2011). This is service design thinking: Basics, tools, cases (Vol. 1). Hoboken, NJ: Wiley.

Stickdorn, Marc (2018). This is service design - methods: expanded service design thinking methods for real projects. Sebastopol, CA: O'Reilly.



T405 ICT APPLICATION SYSTEMS IN HEALTH & MEDICAL TOURISM

Module code	T405
Module coordination	Prof. Dr. Thomas Spittler
Module Group	Information Management in Health & Medical Tourism
Course number and name	T405 ICT Application Systems in Health & Medical Tourism
Lecturer	Prof. Dr. Thomas Spittler
Semester	4
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	Research Paper
Weight	6
Language of Instruction	English

Module Objective

After completing the module, students will have achieved the following learning objectives:

Professional competence

- The students know and understand the requirements of a networked healthcare industry and can assess and evaluate the role of telematics and medical technology.
- They describe and apply different sensor systems.
- Students plan simple field test designs to investigate scientific issues in health tourism using physiological sensors.
- The students compare and analyse the measured results and evaluate them critically.



- They list different scenarios for the use of ICT applications in health tourism.

Methodological competence

- They evaluate the different measurement methods on the basis of various criteria and derive the most suitable measurement method for the application.
- They know instruments, processes and tools necessary for the usage of ICT applications in health tourism.

Personal competence

- Students can implement their own field test ideas in health tourism by using ICT applications and defend them against competing approaches.
- The students are able to deepen their own time management and self-study, as they work on smaller parts of self-study.

Social competence

- Students gain an insight into solving problems through group work and team work.
- Approaches and solutions are developed and discussed in the group

Entrance Requirements

none

Learning Content

1. Basics of network medicine
2. Definitions, differentiations, basics and delimitations in telematics
3. Cloud computing possibilities
4. Mobile applications (apps, smartphones, sensors)
 - 4.1. General overview
 - 4.2. Wearables and smart clothes
 - 4.3. Analysis of a mobile application using SWOT
 - 4.4. Case Study: Generate an idea for a possible health app (various questions)
5. Application systems of telematics
 - 5.1. Teleradiology
 - 5.2. Telepathology
 - 5.3. Teledermatology
 - 5.4. Acute Care and Emergency Telemedicine
 - 5.5. Telesurgery



- 5.6. Telemonitoring
- 5.7. TeleCare
- 6. Principle rules of study design when using ICT applications
- 7. Practical exercises
 - 7.1 Web-based systems
 - 7.2 Field test design and implementation by using physiological sensors in the ECRI eHealth and Tourism Lab

Teaching Methods

The module provides a framework for self-organised learning in order to support students in the reflection and further development of professional, methodological and social competencies. In addition to theoretical inputs, interaction exercises, problem-solving tasks and role-plays are also used as the key methods. Guided feedback sessions sensitise students to their communication style, their role behaviour in groups, and the conditions for successful collaboration.

In this setting, students have the opportunity to increase their observation skills, communication skills, cooperation skills, reflection skills, self-competence and team skills.

Experiments in small groups using training material enabling students to consolidate theoretical building blocks and practical skills for a maximum learning effectiveness.

Remarks

In practical exercises based on case studies, students are required to implement the knowledge and skills that they have acquired in the lecture. By working in project teams, presenting solutions and discussing the results, students learn skills that meet the practical requirements of healthcare companies.

Practical laboratory experimental sessions in the ECRI eHealth and Tourism Lab are enabling the students to consolidate the theoretical knowledge as well as to develop practical skills in addressing and handling ICT applications for health tourism.

Recommended Literature

Bartmann, F.J.: Telemedizinische Methoden in der Patientenversorgung – Anwendungsspektrum, Chancen und Risiken, Deutscher Ärzteverlag, Köln, 2012

Fong, B., Fong, A. C. M., & Li, C. K. (2011). *Telemedicine technologies: Information technologies in medicine and telehealth*. John Wiley & Sons.

Kumar, P.: Security Issues in Healthcare Applications Using Wireless Medical Sensor Networks: A Survey, 2012



Management Association, I. (2016). *E-Health and Telemedicine: Concepts, Methodologies, Tools, and Applications* (pp. 1-1759). Hershey, PA: IGI Global.
doi:10.4018/978-1-4666-8756-1

Gärtner: *Kommunizierende medizinische Systeme und Netzwerke*, Springer, Berlin, 2011

Yin, R. K. (2017). *Case study research and applications: Design and methods*. Sage publications

Hering, H., Hering, H., & Baumann. (2019). *How to write technical reports*. Springer Berlin Heidelberg.

Tong, R. (Ed.). (2018). *Wearable Technology in Medicine and Health Care*. Academic Press.

Pease, W. (Ed.). (2007). *Information and communication technologies in support of the tourism industry*. Igi Global.



T406 MEDICAL WELLNESS & SPA MANAGEMENT

Module code	T406
Module coordination	Kurt von Storch
Module Group	Health & Medical Tourism
Course number and name	T406 Medical Wellness & Spa Management
Lecturers	Prof. Dr. Marcus Herntrei Kurt von Storch
Semester	4
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	written ex. 90 min.
Duration of Examination	90 min.
Weight	5
Language of Instruction	English

Module Objective

The module teaches students the basics of Medical Wellness & Spa Management:

Professional competence: After attending this course, the students have knowledge about the spa and wellness market. They can classify the wellness trend with its key drivers into the health care market. They know the different spa forms and services. They are familiar with the current management challenges.

Social competence: The students know about conflicting target groups

Methodological competence: In addition, the students have known instruments, processes and tools necessary for the development and management of spa and wellness facilities.

Personal competence: The students are motivated to think about the consequences of changes in the tourism system, such as demographic change, health trends, changes in social and health policy.



Applicability in this and other Programs

Natural Resources in Health Tourism, Contemporary Issues in International Health & Medical Tourism, Health Destination Management, Bachelor's Thesis

Entrance Requirements

none

Learning Content

1. Introduction

The students learn about the development of the wellness paradigm, its important milestones and personalities. The demarcation of the school medicine approach as well as the use of both approaches for the spa industry are being worked out. It is classified into health care.

2. The wellness & spa market

The students get an overview of the developments in the spa and wellness market. The demand as well as the offer side are considered. The first and second health care market in Germany as well as the consequences of the social reforms are presented and discussed using examples. The German model of the health resort including the predication guidelines are presented and critically questioned by the students.

3. The spa facility

The different spa types are presented and separated from one another. A critical examination of the services associated with the spa types and the wellness paradigm.

4. Strategic planning

The basic principles of strategic planning already familiar to the students are transferred to the development of spa and wellness facilities and health destinations. Central peculiarities and differences are elaborated.

5. Architecture and design

Architecture and design are essential product characteristics and a differentiation factor, which clearly shows the gap to the first health care market. The students are taught the basics of staging experience, which are illustrated by numerous practical examples from the spa and wellness area.

6. Marketing and management

The special features in the marketing of spa and wellness facilities are shown. On the basis of existing marketing concepts, the students are asked to critically question and to show improvement approaches.



Teaching Methods

Lectures and seminar lessons;

Exercises and class presentations; self-study

Remarks

Excursions and guests lecturers

Recommended Literature

Cohen, M., & Bodeker, G. (Eds.). (2009). Understanding the global spa industry: Spa management (1st ed.). Amsterdam: Butterworth-Heinemann.

D'Angelo, J. M. (2010). Spa business strategies: A plan for success (2nd ed.). Clifton Park, N.Y.: Milady.

Krczal et al (Hrsg. 2011): Qualitätsmanagement in Wellnesseinrichtungen, erfolgt durch Kunden, Orientierung und hohe Standards. Berlin: ESV

Krczal et al (Hrsg. 2006): wellness und Produkt Entwicklung erfolgreiche Gesundheits Angebote im Tourismus, Berlin: ESV

Melchert, Ettl (2008): Naturheilverfahren, Leitfaden für die ärztliche Aus-, Fort und Weiterbildung; N.Y., Stuttgart: Schattauer

Nungesser, S. et al. (2019): Spar und Wellness, Management-Impulse für Optimierung und Profilt, Berlin: Matthaes

Quade, Jenny (2008): Wellness ist nicht gleich im Wellness Leitfaden für die Profilierung von Wellness Hotels. Saarbrücken: VDM

Rawlinson, S. (2017): International Spa Management Principles and Practices; London: Goodfellow Publishers

Smith, M. K., & Puczko, L. (2014). Health, tourism and hospitality: Spas, wellness and medical travel (2nd ed.). New York: Routledge.

Tezak, E. (2012). Successful salon & Spa management (6th ed.). Clifton Park: Cengage Learning.

Wiesner, K. (2007): Wellness Management Angebote, Anforderungen, Erfolgsfaktoren, Berlin: ESV

Geiger et at. (2005): unternehmen, Wellness Handbuch für Betriebe der Wellness und medizinischen Wellness, Berlin: Pabst

Grill, V. (2008): Architektur in der Welt ist Philosophie die Herausforderung für die Wellnessplanung zur Erstellung ganzheitlicher Konzepte.

Wisnom, M. S., & Capozio, L. L. (2012). Spa management: An introduction (1st ed.). Upper Saddle River, N.J, London: Prentice Hall.



T407 HEALTH CARE MANAGEMENT & HEALTH PROVISION

Module code	T407
Module coordination	Prof. Dr. Marcus Herntrei
Module Group	Health & Medical Tourism
Course number and name	T407 Health Care Management & Health Provision
Lecturer	Jessica Ortiz Huerta
Semester	4
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	written ex. 90 min.
Duration of Examination	90 min.
Weight	5
Language of Instruction	English

Module Objective

This module deals with the structural and economic framework conditions related to healthcare, as well as with the main features of its political-legal status. Students acquire skills that enable them to identify the main features of decisions related to healthcare and that prepare them to take independent decisions. It discusses the current processes in the interplay between regulation and deregulation of the healthcare market, market economy and backup needs. Broadly speaking, the module provides an introduction to health management and serves as a guideline for healthcare systems, service organisations and the management of healthcare facilities.

The most important fields of activity are: structuring and provision of healthcare services in the international context, which includes mental health, acute care, primary care, chronic disease and integrated provision.

- Use of resources in healthcare: Definition and management of priorities



- Healthcare control
- Technology, research and innovation
- Global health policy: regulation of healthcare systems

Professional and methodological competences: After completing this course, students will be familiar with the fundamental processes of health management. They will be aware of healthcare models and will be able to use this knowledge to classify current situations. In addition, they will have an understanding of the actors and components of healthcare and their interaction in the healthcare market. They will be able to assess current issues and developments in the healthcare market to identify opportunities for their own economic activity and decisions.

Social and personal competencies: In small groups, students will work on current topics in the context of health economy, health policy and medical tourism.

Applicability in this and other Programs

The module is based on the general principles of healthcare and offers an interface to modules related to health and medical tourism as part of the “International Tourism Management/Health & Medical Tourism” course of study, esp. to Contemporary Issues in International Health Tourism.

Entrance Requirements

none

Learning Content

1. Introduction into health management and health provision
2. International health management
3. The current and future challenges of health management
4. Politics of health management and healthcare and the health policy process
5. Research and innovation in a health context
6. Financing healthcare
7. Allocating resources for health
8. Global health policy
9. Health and well-being
10. Healthcare services
11. Infrastructure of healthcare



12. Patient and public involvement
13. Governance and accountability
14. Main principles for the management of health organizations
15. Health & medical tourism

Teaching Methods

- Excursion
- Guest lectures
- Interdisciplinary field internships

Remarks

- Excursion
- Guest lectures
- Interdisciplinary field internships

Recommended Literature

Acton, Q.A. (2012). *Issues in Healthcare Management, Economics, and Education: 2011 Edition*. Atlanta: Scholarly Editions.

Botterill, D. et al. (2013). *Medical Tourism and Transnational Health Care*. Houndmills: Palgrave Macmillan.

Burns, L.R., Bradley, E.H., Weiner, B.J. (2011). *Shortell and Kaluzny's Healthcare Management: Organization Design and Behavior*. Boston: Cengage Learning.

Cohen, I.G. (2015). *Patients with Passports: Medical Tourism, Law and Ethics*. New York: Oxford University Press.

Hodges, J.R. et al. (2012). *Risks and Challenges in Medical Tourism: Understanding the Global Market for Health Services*. Santa Barbara: Praeger.

Lindsay C. et al. (2015). *New Perspectives on Health, Disability, Welfare and the Labour Market. Broadening Perspectives in Social Policy*. Hoboken: John Wiley & Sons.

Walshe, K. & Smith, J. (Ed.) (2016). *Healthcare Management*. London: Mc-Graw-Hill Education.



T501 INTERNSHIP (18 WEEKS)

Module code	T501
Module coordination	Prof. Dr. Marcus Herntrei
Module Group	Practical Competence
Course number and name	T501 Internship (18 weeks)
Semester	5
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	0
ECTS	26
Workload	Time of attendance: 0 hours self-study: 780 hours Total: 780 hours
Weight	26
Language of Instruction	English

Module Objective

The general objective of the module is that students should apply the knowledge they have acquired in practice, and simultaneously learn about the operational processes in a tourism organisation. Students should be introduced to the work performed by a tourism manager by independently working on concrete operational and process-regulatory tasks in companies and organisations and thereby learn how to tackle problems competently and find solutions for the most varied and diverse of situations.

In addition, the internship semester offers the participants an opportunity to improve their cooperation and communication skills by making presentations or presenting reports of what they have achieved.

Training objective of internship:

- Participants should get an overview of the working methods in the divisions of a tourism organisation.
- Insight into the complexity of operations in the tourism industry.
- Knowledge of modern work processes to solve complex issues.
- Introduction to competence for action in the tourism industry as well as an introduction to working as a tourism manager through independent



participation in concrete operational, process-regulatory tasks; acquisition of problem-solving skills.

Entrance Requirements

The regulations are provided under §8 in the Study and Examination Regulation for the "International Tourism Management / Health & Medical Tourism" course of study.

Learning Content

Training content of internship:

Wherever possible, students should assist in tasks that are related to their future competence fields, and complete sub-tasks independently and with individual responsibility. The degree of difficulty of these tasks should be commensurate to the level of training and subsequent work as Bachelor of Arts.

The minimum internship period in the training organisation must not be less than 18 full weeks. Together with the two PLV blocks, this makes it a minimum required internship period of 20 weeks (compare §2 (2) of the Framework Examination Regulation (RaPo)). It is possible to shorten the internship period in certain individual cases (e.g., if a student has completed vocational training).

Practical study phases are an integral part of the complete standard period of study and are completed as an ongoing process and not in a row (§8 Practical Study Phases, Study and Examination Regulation StPrO WS20/21).

The internship can also be completed abroad.

In addition, extensive information in the form of separate FAQs is available for the students on the Internet.



T502 BLOCK SEMINAR TO ACCOMPANY THE INTERNSHIP (PLV) 1

Module code	T502
Module coordination	Prof. Dr. Marcus Herntrei
Module Group	Practical Competence
Course number and name	T502 Block Seminar to accompany the internship (PLV) 1
Semester	5
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	2
ECTS	2
Workload	Time of attendance: 30 hours self-study: 30 hours Total: 60 hours
Type of Examination	course assessment
Weight	2
Language of Instruction	English

Module Objective

Consolidation of the skills acquired in practice through contemporary work processes in the tourism divisions of an organisation or in administration departments by combining theory and practice.

Entrance Requirements

none

Learning Content

In addition to the 18 weeks in a training organisation, students need to complete two PLV weeks during the internship semester.

The first PLV week comprises Career Service seminars. PLV are practice-oriented courses which students must have attended by the start of the internship semester in the 5th semester. Every student is required to attend three seminars from the Study and Personality Competence category and three seminars from the Professional



Competence category. Students can download the confirmation form for the seminars from iLearn.

Students are responsible for completing the six seminars by the beginning of the internship. They can sign up for the Career Service seminars at www.th-deg.de/seminare/ec. Different seminars are offered every semester.



T503 BLOCK SEMINAR TO ACCOMPANY THE INTERNSHIP (PLV) 2

Module code	T503
Module coordination	Prof. Dr. Marcus Herntrei
Module Group	Practical Competence
Course number and name	T503 Block Seminar to accompany the internship (PLV) 2
Semester	5
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	2
ECTS	2
Workload	Time of attendance: 30 hours self-study: 30 hours Total: 60 hours
Type of Examination	course assessment
Weight	2
Language of Instruction	English

Module Objective

- Consolidation of the skills acquired in practice through contemporary work processes in the tourism divisions of an organisation or in administration departments by combining theory and practice.
- Reflection on practical experience.

Entrance Requirements

none

Learning Content

The second PLV is offered as a block event (date to be announced). Registration for the PLV is carried out in the corresponding iLearn course for that particular semester.



T601 BACHELOR THESIS TUTORIAL (SCIENTIFIC WORKSHOP)

Module code	T601
Module coordination	Prof. Dr. Marcus Herntrei
Module Group	Research and Methodology
Course number and name	T601 Bachelor Thesis Tutorial (Scientific Workshop)
Lecturer	Prof. Dr. Marcus Herntrei
Semester	6
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	Research Paper
Weight	5
Language of Instruction	English

Module Objective

The tutorial for the Bachelor thesis is concerned with the acquisition and application of in-depth knowledge in planning, implementation and evaluation of tourism studies with a theoretical or empirical basis. The intention is for the bachelor thesis to demonstrate that the respective student is capable of processing a subject specific theme independently and structuring a scientific work in an appropriate manner both linguistically and formally. Students gain the competence to break down the processes in their bachelor thesis into different stages of development and to present these in a scientific manner.

During the module, students will learn how to find a topic, how to identify a specific problem and how to develop a certain question (or questions) related to the problem for their bachelor thesis. They have to decide which research methods they would like to take and give reasons for that. A literature review of the current scientific discussion is essential. Based on that, students will write a proposal for their future thesis they need to apply for at the supervisor. The student will present his/her proposal in an internal public lecture followed by a discussion at the end. This will give the student the opportunity to get direct feedback from the auditory. The supervisor



advises the student with regard to presentation tools and points out common mistakes.

Professional and methodological competences:

The intention is for the students to acquire the ability, with guidance, to process a tourism issue scientifically utilizing professional methods. They learn how one identifies a tourism issue, researches in literature, and selects and applies suitable methods in response to the issue or question.

Personal and social competence:

Through the obligatory work with literature, the bachelor thesis tutorial explicitly promotes the development of knowledge acquiring strategies. Participants acquire the competence to present and defend their work in a scientifically sound manner during a plenary session for students. Furthermore, the presentation of working results in tourism studies in a written and oral form is explicitly required by future employers and therefore highly promoted.

Applicability in this and other Programs

The module is the preparation period, in which the students are acquainted with the requirements for the bachelor's thesis.

Entrance Requirements

none

Learning Content

1. Definition of the topic & research questions
2. Literature review
3. Explicit wording of the topic
4. Description of the necessary preparatory work – corresponding time schedule
5. Discussion of the research design
6. Elaboration of the preliminary structure
7. Development of proposal
8. Presentation and discussion of proposal
9. Further development of scientific work



Teaching Methods

- Exercises
- Self study
- Seminar teaching

Remarks

- Excursion
- Guest lectures
- Interdisciplinary field internships

Recommended Literature

Anson, C.M. & Schwegler, R.A. (2013). The Longman Handbook for Writers and Readers. London: Pearson Education4.

Brunt, P.; Horner, S.; Semley, N. (2017). Research Methods in Tourism, Hospitality & Events Management. London: SAGE.

Coles, T.; Duval, D.T.; Shaw, G. (2013). Student's Guide to Writing Dissertations and Theses in Tourism Studies and Related Disciplines. Abingdon: Routledge.

Flick, U. (2018). Designing qualitative research [Reprinted]. The Sage qualitative research kit / ed. by Uwe Flick. Sage.

Flick, U. (2020). Introducing research methodology: Thinking your way through your research project (3rd ed.). Sage.

Jennings, G. (2011). Tourism Research. Hoboken/ NY: Wiley.

Vaske, J. J. (Ed.). (2017). Cabi Tourism Texts. Research methods for leisure, recreation and touri. Cabi Publishing.

Veal, A. J. (2018). Research methods for leisure & tourism: A practical guide (Fifth edition). Pearson.



T602 NATURAL RESSOURCES IN HEALTH TOURISM

Module code	T602
Module coordination	Corinna Pippirs
Module Group	International Health & Medical Tourism
Course number and name	T602 Natural Ressources in Health Tourism
Lecturer	Corinna Pippirs
Semester	6
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	presentation 15 - 45 min.
Weight	5
Language of Instruction	English

Module Objective

In addition to passive aspects such as the classic spa operation, modern health tourism increasingly includes active elements. Numerous studies prove the positive effect of a natural environment (e. g. forest, low mountain landscape) on the human body. Consequently, health-promoting, sporting activities should be transferred to a natural environment. This module enables students to develop appropriate products and services.

Professional competence: The students know the most important nature-bound health tourism products and offers and the necessary basic conditions. The students are familiar with instruments that enable them to carry out product development. They are aware about the potentials conflicts between tourism, agriculture and forestry.

Methodological competence: The students know tools for product development.

Social competence: In this context, the students also know the special needs of people with disabilities, who have these in nature experience based tourism products.

Personal competence: The students are encouraged to think about the value of the natural environment and the potential negative effects of the built environment.



Applicability in this and other Programs

The module offers an interface to the module health destination management.

Entrance Requirements

none

Learning Content

1. Introduction
2. Natural resources in health tourism
 - 2.1. Natural resources
 - 2.2. Therapeutic landscapes
3. Product development in nature based health tourism
 - 3.1. Strategic product development
 - 3.2. Case study
4. Nature based health and active tourism
 - 4.1. Activities
 - 4.2. Nature based trend sports
 - 4.3. Providers
5. Challenges & Opportunities
 - 5.1. Potential conflicts
 - 5.2. People with special needs

Teaching Methods

- lectures
- field trip
- self study
- group work
- case study

Remarks

field trip



Recommended Literature

Buckley, R. (2006). Adventure tourism. Wallingford, UK, Cambridge, MA: CABI Pub.

Fredman, P., & Tyrväinen, L. (2010). Frontiers in Nature-Based Tourism. *Scandinavian Journal of Hospitality and Tourism*, 10(3), 177–189.

Joseph S. Chen, Nina K. Prebensen (Ed.). (2017). Nature tourism. *Routledge studies in contemporary geographies of leisure, tourism and mobility*. London: Routledge.

Laing, J., & Frost, W. (2014). Explorer travellers and adventure tourism. *Tourism and cultural change: Vol. 40*. Bristol, Buffalo: Channel View Publications.

Marcus, C. C., Sachs, N. A., & Ulrich, R. S. (2014). *Therapeutic landscapes: An evidence-based approach to designing healing gardens and restorative outdoor spaces*. Hoboken, New Jersey: Wiley.

Pröbstl, U., Wirth, V., Elands, B.H.M., Bell, S. (Ed.). (2010). *Management of recreation and nature based tourism in European forests*. Berlin: Springer.

Tisdell, C. A., & Wilson, C. (2012). *Nature-based tourism and conservation: New economic insights and case studies*. Cheltenham, U.K.: Edward Elgar.



T603 ENTREPRENEURSHIP

Module code	T603
Module coordination	Prof. Dr. Georg Christian Steckenbauer
Module Group	Business & Economics
Course number and name	T603 Entrepreneurship
Lecturers	Eva Hartl Harald Jenull
Semester	6
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	presentation 15 - 45 min.
Weight	5
Language of Instruction	English

Module Objective

Entrepreneurship and innovation are important drivers for success in any industry. This is particularly so in the dynamic and rapidly evolving industries worldwide. This module provides a hands-on experience to becoming an entrepreneur. Students will develop an own business idea in virtual interdisciplinary teams.

Professional and methodological competences:

Students should develop a critical understanding of the nature of enterprise, entrepreneurship and innovation within the industries to get actual entrepreneurial competence/skills. The module will consider entrepreneurship in a range of business contexts - large and small businesses, private and public sector businesses, regional, national and international businesses. Students will examine the nature and implications of the considerable body of entrepreneurship theory. Furthermore, the module should encourage greater awareness of entrepreneurship and innovation amongst students and to develop entrepreneurial competencies.



Personal and social competences:

Students should develop written and verbal presentational skills. In its core are creative problem solving and idea generation, scenario development of different business ideas and feasibility testing and negotiating for resources, debating and presenting ideas and positions. They demonstrate group-work, questioning and listening skills.

Applicability in this and other Programs

The module is based on general business management principles and offers an interface to modules from health, tourism and destination management as part of the study program "International Tourism Management / Health and Medical Tourism".

Entrance Requirements

none

Learning Content

- Defining, characterizing and developing general concepts to understand entrepreneurship
- Concepts of entrepreneurship
- Strategic aspects of entrepreneurship
- Ethnic entrepreneurship and entrepreneurship in an international context
- Business opportunity recognition and concept development
- Intrapreneurship and social entrepreneurship
- Entrepreneurial aspects of franchising
- Role of government and government agencies in entrepreneurship
- Feasibility and case studies

Teaching Methods

- Hands-on project-based learning
- Virtual Seminal Session for Self-study
- Real exploration of a business idea in interdisciplinary virtual teams

Remarks

- Excursion



- Guest lectures

Recommended Literature

Lewrick, Michael, et al. *Das Design Thinking Playbook : Mit traditionellen, aktuellen und zukünftigen Erfolgsfaktoren*, Versus, 2017. *ProQuest Ebook Central*, <https://ebookcentral.proquest.com/lib/th-deggendorf/detail.action?docID=4852944>.

Bland, David, and Alexander Osterwalder. *Testing Business Ideas*, John Wiley & Sons, Incorporated, 2019. *ProQuest Ebook Central*, <https://ebookcentral.proquest.com/lib/th-deggendorf/detail.action?docID=5974984>.

Osterwalder, Alexander, et al. *Value Proposition Design : How to Create Products and Services Customers Want*, John Wiley & Sons, Incorporated, 2014. *ProQuest Ebook Central*, <https://ebookcentral.proquest.com/lib/th-deggendorf/detail.action?docID=1887760>.

Aulet, Bill. *Disciplined Entrepreneurship Workbook*, John Wiley & Sons, Incorporated, 2017. *ProQuest Ebook Central*, <https://ebookcentral.proquest.com/lib/th-deggendorf/detail.action?docID=4826750>.

Additional materials (articles from scientific journals, conference proceedings) are presented in course and provided to students on iLearn platform



T604 CONTEMPORARY ISSUES IN INTERNATIONAL HEALTH & MEDICAL TOURISM

Module code	T604
Module coordination	Prof. Dr. Georg Christian Steckenbauer
Module Group	International Health & Medical Tourism
Course number and name	T604 Contemporary Issues in International Health & Medical Tourism
Lecturers	Prof. Dr. Marcus Herntrei Prof. Dr. Georg Christian Steckenbauer
Semester	6
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	presentation 15 - 45 min.
Weight	5
Language of Instruction	English

Module Objective

Students have a very good overview over topics and current problems in international health and medical tourism. They can identify and describe critical areas and analyse specific problems within the field.

Students can analyse the situation of individual providers, describe specific problems and suggest solutions for problems.

Professional and methodological competence:

Students have both the professional and the methodological competence to work on current case studies from the field of health tourism and to develop adequate solutions for specific problems of individual service providers.

In particular, analytical methods and tools are used which have been taught in other modules (e.g. Introduction to Tourism Management with Focus on Medical and Health Tourism, Marketing in Health & Medical Tourism I & II, Corporate Management and



Leadership) and these methods are applied to problems in the field of health and medical tourism.

Students develop presentations including the analyses and solutions for selected cases following scientific standards.

Personal competence:

Students can analyse problems and create appropriate solutions self-responsibly. They are able to structure the process of knowledge acquisition based on prior knowledge and competences and personal working style.

Social competence:

Social competence of students is promoted by the appropriate use of cooperative methods such as group work and moderated discussions.

Applicability in this and other Programs

Bachelor thesis

Entrance Requirements

none

Learning Content

1. Health Tourism: Categorisation and Phenomena
2. History and Development of International Health Tourism
3. Health Tourists
4. Providers and Mediators in International Health Tourism
5. International Mobility, Globalisation and Health Tourism Industry
6. Service Quality in International Health Tourism
7. Evidence-based Health Tourism
8. Emerging Markets in Health Tourism
9. Chances and Challenges for European Health Tourism Providers

Teaching Methods

Seminaristic teaching combining lecture, exercises, group work, group presentations, classroom discussions. Students are encouraged to actively participate in course by choosing appropriate didactical methods.

Students have to create a poster and conduct a poster presentation about a relevant topic in international health tourism (following academic standards).



Remarks

Teaching is supported by iLearn platform: course materials (presentations, journal articles, cases) are provided to students online.

Recommended Literature

Basic literature:

Andreeva, A. (2012). Health tourism within the contemporary hospitality industry : issues, challenges and development. Berlin: Uni-Ed.

Botterill, D., Pennings, G., & Mainil, T. (2013). Medical tourism and transnational health care. Houndsmills: Palgrave Macmillan.

Cooper, M., Vafadari, K., & Hieda, M. (2015). Current issues and emerging trends in medical tourism. Hershey, PA: IGI Global.

Lunt, N., Smith, R., Exworthy, M., Green, S., Horsfall, D., & Mannion, R. (2012). Medical Tourism: Treatments, Markets and Health System Implications: A scoping review. Paris: OECD Publications Service.

Smith, M.K. & Puczkó, L. (2017). The Routledge Handbook of Health Tourism. London: Routledge.

Journal articles:

International Medical Travel Journal. Herts, U.K.: Intuition Communication Ltd.

Recommended literature:

Rask, L. (2016). Health, Tourism and Hospitality: Spas, Wellness and Medical Travel. New York: Scitus Academics.

Additional material (articles form scientific and business journals, case studies...) is presented in course and provided on the iLearn platform.



T605 DATA ANALYSIS AND ARTIFICIAL INTELLIGENCE IN HEALTH & MEDICAL TOURISM

Module code	T605
Module coordination	Prof. Dr. Mouzhi Ge
Module Group	Information Management in Health & Medical Tourism
Course number and name	T605 Data Analysis and Artificial Intelligence in Health & Medical Tourism
Lecturer	Prof. Dr. Mouzhi Ge
Semester	6
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	written ex. 90 min.
Duration of Examination	90 min.
Weight	5
Language of Instruction	English

Module Objective

After completing the module, students will have achieved the following learning objectives:

Professional competence

- Students have knowledge of AI, big data analytics, big data architectures, various AI algorithms (such as collaborative filtering, k-means and slope one), recommender systems, information retrieval, explainable AI and methods of machine learning (such as neural networks and industry 4.0 techniques).
- Use data processing for different data types
- Understand information systems and have a basic understanding of the application scenarios.



- Design AI systems for data from in tourism
- Combine visualization and automated data processing to solve big data problems
- Apply recommender systems to healthcare and tourism domains

Methodological competence

- Students can design real-world recommender systems in the scenario of medical tourism and healthcare. They can understand the business requirements and technical details.
- Students can use the knowledge of Python for AI and Big Data analytics, and the application of knowledge-based and constraint-based recommender systems.
- Students can deal with the concepts of AI and know which knowledge representation formalisms are appropriate for which problems, and can map domains in suitable formalisms.

Personal competence

- Students can implement their own knowledge-based ideas and defend them against competing approaches.
- The students are able to deepen their own time management and self-study, as they work on smaller parts of self-study.

Social competence

- Students gain an insight into solving problems through analyzing real-world problems.

Entrance Requirements

none

Learning Content

Artificial Intelligence

1. Foundations and history of artificial intelligence
2. Knowledge-based methods in healthcare and tourism
3. A/B test and Difference-in-Difference analysis
4. Recommender systems in tourism
5. Explainable AI in health & medical tourism



6. Explanation UI in recommender systems
7. Knowledge-based recommender systems
8. Case-based reasoning
9. Constraint-based systems
10. Domain and recommender technology
11. Introduction to deep learning such as CNN with backpropagation using Tensorflow
12. Knowledge management systems

AI Algorithms

1. User-based collaborative filtering algorithm
2. Item-based collaborative filtering algorithm
3. Slope One algorithm
4. Pearson correlation for prediction
5. Cosine similarity in algorithm
6. Euclidean distance in algorithm
7. Geometric mean for item ranking
8. Weighted sum model
9. Jaccard similarity and set theory

Big Data Analytics

1. Big data Vs
2. Big data architecture
3. Data science and data analytics - profession and career analysis in healthcare and tourism
4. Difference between data science and statistics
5. Data measurement scales
 - 5.1. Nominal
 - 5.2. Ordinal
 - 5.3. Interval
 - 5.4. Ratio



6. Pros and cons of Likert scale in projects
7. Case study in health & medical tourism

Teaching Methods

The module provides frontal lectures and a framework for self-organised learning in order to support students in the reflection and further development of professional, methodological and social competencies. In addition to theoretical inputs, interaction exercises, problem-solving tasks and role-plays are also used as the key methods. In this setting, students have the opportunity to increase their observation skills, communication skills, cooperation skills, reflection skills, self-competence and team skills.

Remarks

In practical exercises based on case studies, students are required to implement the algorithms and skills that they have acquired in the lecture. By working in real-world problems and discussing the results, students learn skills that meet the practical requirements of healthcare and tourism companies.

Recommended Literature

Giovanni Pilato, Fabio Persia, Mouzhi Ge, Theodoros Chondrogiannis, Daniela DAuria, A Modular Social Sensing System for Personalized Orienteering in the COVID-19 Era, ACM Transactions on Management Information Systems, 2023

Mouzhi Ge, Giovanni Pilato, Fabio Persia, Daniela DAuria, New Perspectives on Recommender Systems for Industries, 5th IEEE International Conference on Artificial Intelligence for Industries, Laguna Hills, CA, USA, 2022

Martin Macak, Mouzhi Ge and Barbora Buhnova. A Cross-Domain Comparative Study of Big Data Architectures. International Journal of Cooperative Information Systems, Vol. 29, No. 4, 2020.

Daniela D'Auria, Mouzhi Ge, Fabio Persia, Exploiting Recommender Systems in Collaborative Healthcare, 16th International Symposium on Pervasive Systems, Algorithms, and Networks, Naples, Italy 2019

Fabio Persia, Giovanni Pilato, Mouzhi Ge, Paolo Bolzoni, Daniela D'Auria, Sven Helmer, Improving Orienteering-based Tourist Trip Planning with Social Sensing, Future Generation Computer Systems, volume, 110, 2019.

Mouzhi Ge, Hind Bangui, Barbora Buhnova, Big Data for Internet of Things: A Survey, Future Generation Computer Systems, volume: 87, 2018.

Mouzhi Ge, Fabio Persia, A Generalized Evaluation Framework for Multimedia Recommender Systems, International Journal of Semantic Computing, 12(4), 2018

Mouzhi Ge, Fabio Persia, A Survey of Multimedia Recommender Systems: Challenges and Opportunities, International Journal of Semantic Computing, 11(3), 2017



Mouzhi Ge, Mehdi Elahi, Ignacio Fernández-Tobías, Francesco Ricci, David Massimo, Using Tags and Latent Factors in a Food Recommender System, 5th ACM International Conference on Digital Health, Florence, 2015

Mouzhi Ge, Francesco Ricci, David Massimo, Health-aware Food Recommender System, 9th ACM Conference on Recommender System, Vienna, Austria 2015.

Fatih Gedikli, Dietmar Jannach, Mouzhi Ge, How should I explain? A comparison of different explanation types for recommender systems, International Journal of Human-Computer Studies, Volume 72, Issue 4, pp 367382, 2014

Matthias Braunhofer, Mehdi Elahi, Mouzhi Ge, Francesco Ricci and Thomas Schievenin, STS: Design of Weather- Aware Mobile Recommender Systems in Tourism, 13th International Conference on Advances in Artificial Intelligence, Turin, Italy. 2013



T606 MANAGEMENT OF TOUR OPERATORS AND FACILITATORS IN MEDICAL TOURISM

Module code	T606
Module coordination	Franz Biesel
Module Group	International Health & Medical Tourism
Course number and name	T606 Management of Tour Operators and Facilitators in Medical Tourism
Lecturer	Franz Biesel
Semester	6
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	written ex. 90 min.
Duration of Examination	90 min.
Weight	5
Language of Instruction	English

Module Objective

Students know the functions of tour operators, facilitators and further market participants in the field of medical and medical spa tourism and understand the operational processes of these intermediaries within the (medical) tourism service chain.

The students receive a well-founded overview of the activities and business areas of a medical tourism tour operator and a facilitator. In addition to the core processes, the following topics in particular are dealt with: quality management, specifics of medical tourism and ethical considerations. Furthermore students learn the differences and specifics between medical, medical spa and medical wellness tourism

Professional competence:

The students know the procedures of a tour operator and a medical tourism facilitator and can understand the most important technical terms in this field. They have a sound market overview and they are familiar with the changes in the market,



especially based on new Internet-based business models, which are presented and discussed in the module. In addition, the specifics that characterise a medical tourism facilitators, the role of a tour operator and medical travel agent are treated in more detail.

Social and personal competence:

The students work in groups on different tasks. Here they practice their presentation and criticizing skills. Students are encouraged to take a critical look at life cycles and their consequences. Ethical questions that are relevant in the field of medical tourism facilitators will be discussed.

Methodological competence:

The students deepen and expand their knowledge of business analysis, planning tools and process management within the field.

Applicability in this and other Programs

The module is based on the general and introductory modules for Business & Economics. In addition, a further important component in the tourism service chain will be covered, linking to the modules Marketing in Health & Medical Tourism I+II and Innovation, Product Development & Service Design in Health & Medical Tourism.

Entrance Requirements

none

Learning Content

- Tour operators, medical tourism facilitators and further market players: definitions and terms
- Roles and types of medical tourism
- Position and functions in the health tourism system; Differences between medical, medical spa and medical wellness
- The core processes of medical tourism tour operator and facilitators: the value chain
- Financial management with consideration of health insurances in the context of international health tourism
- Quality management in medical tourism
- Specific challenges of tour operators in health and medical tourism
- Ethical issues in international medical tourism



Teaching Methods

- Lectures and seminar lessons;
- Exercises and class presentations; self-study
- Case studies

Remarks

guest lecturers

Recommended Literature

Cohena, I.G. (2015). Patients with passports: medical tourism, law and ethics. New York: Oxford University Press.

Hall, C.M. (2012). Medical Tourism: The Ethics, Regulation, and Marketing of Health Mobility. Abingdon: Routledge.

Holland, J. & Leslie, D. (2018). Tour Operators and Operations. Development, Management and Responsibility. Wallingford: CABI.

Stephano, R.M. & Cook, W. (2013). The Medical Tourism Facilitator: A Best Practices Guide to Healthcare Facilitation for International Patients. Global Health Insurance Publications.

Syratt, G. (2016). Manual of travel agency practice (Third edition). London: Routledge, Taylor and Francis Group.

Todd, M.K. (2011). Medical Tourism Facilitator's Handbook. Boca Raton: CNC Press.

Schmecket, K. (2019). Medical Tourism in Germany: Determinants of International patients (Developments in Health Economics and Public Policy, 13, Band 13)

Todd, M.K. (2019). Handbook of Medical Tourism Program Development: Developing Globally integrated Health System: CRC Press

Dr. Apsara Saleth Mary (2021). The principles of Travel Agency and Tour Operator Management



T701 BACHELOR THESIS

Module code	T701
Module coordination	Prof. Dr. Marcus Herntrei
Module Group	Research and Methodology
Course number and name	T701 Bachelor Thesis
Semester	7
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	0
ECTS	10
Workload	Time of attendance: 0 hours self-study: 300 hours Total: 300 hours
Type of Examination	bachelor thesis
Weight	10
Language of Instruction	English

Module Objective

Students show that – based on the theoretical and practical knowledge gained during their studies – they are able to independently resolve a scientifically and practically relevant problem by studying the facts, providing new insights, drawing conclusions and giving recommendations in a limited period of time. They are able to organize their workflow in order to meet the demands of the problems formulated in their thesis, as well as to monitor progress and make necessary amendments. Finally, students are able to document their approach and their results to meet the requirements of a scientific publication.

Professional competence: The students deal with a practically relevant problem and questions in a scientific way.

Social competence: The possibility of data collection and cooperation with companies opens up new perspectives for students.

Methodological competence: The students deepen and apply the methods and instruments learned during their studies.

Personal competence: The students learn to deal intensively with a question over a longer period of time.



Applicability in this and other Programs

The module is the final element of the study program, with students having to bring together all theoretical and practical skills gained in the course of 7 semesters.

Entrance Requirements

none

Teaching Methods

personal counselling

Recommended Literature

Anson, C.M. & Schwegler, R.A. (2013). *The Longman Handbook for Writers and Readers*. London: Pearson Education4.

Brunt, P.; Horner, S.; Semley, N. (2017). *Research Methods in Tourism, Hospitality & Events Management*. London: SAGE.

Coles, T.; Duval, D.T.; Shaw, G. (2013). *Student's Guide to Writing Dissertations and Theses in Tourism Studies and Related Disciplines*. Abingdon: Routledge.

Flick, U. (2018). *Designing qualitative research [Reprinted]*. The Sage qualitative research kit / ed. by Uwe Flick. Sage.

Flick, U. (2020). *Introducing research methodology: Thinking your way through your research project (3rd ed.)*. Sage.

Jennings, G. (2011). *Tourism Research*. Hoboken/ NY: Wiley.

Vaske, J. J. (Ed.). (2017). *Cabi Tourism Texts. Research methods for leisure, recreation and touri*. Cabi Publishing.

Veal, A. J. (2018). *Research methods for leisure & tourism: A practical guide (Fifth edition)*. Pearson.



T702 TRANSPORT & MOBILITY MANAGEMENT

Module code	T702
Module coordination	Karmen Mentil
Module Group	International Health & Medical Tourism
Course number and name	T702 Transport & Mobility Management
Lecturer	Karmen Mentil
Semester	7
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	written ex. 90 min.
Duration of Examination	90 min.
Weight	5
Language of Instruction	English

Module Objective

Students have a sound overview over the broad field of future necessities in mobility and transportation management in tourism, can identify critical issues and develop solutions for transportation management with a special view on sustainability aspects.

Professional competences:

Students know about the crucial role of transportation to tourism destinations and within destinations and can identify critical factors related to transportation. Students can critically analyse mobility concepts of tourism destinations with particular reference to sustainability issues and aspects of environmental protection.

Students can develop alternatives for existing mobility concepts and create suggestions to improve the ecological balance sheet in tourism destinations.



Personal competence:

Students can analyse problems and create appropriate solutions self-responsibly. They are able to structure the process of knowledge acquisition based on prior knowledge and competences and personal working style.

Social competence:

Social competence of students is promoted by the appropriate use of cooperative methods such as group work and moderated discussion.

Entrance Requirements

none

Learning Content

1. Introduction to the topic of mobility and transport in tourism
2. Modes of transport
 - 2.1. Means of tourist transportation in rural areas
 - 2.2. Sustainability in Aviation management
 - 2.3. Railroad management
 - 2.4. Sustainability in Cruise ship management
 - 2.5. (E-)Car rental management
 - 2.6. Information technology and Intermodal use of transport modes in travel and tourism
3. International transport and sustainability
4. Sustainable mobility within tourism destinations
5. Case studies: best practice examples in sustainable transportation management

Teaching Methods

Seminaristic teaching combining lectures, exercises, group work, group presentations, classroom discussions. Students are encouraged to actively participate in course by choosing appropriate didactical methods.

Remarks

Teaching is supported by iLearn platform: course materials (presentations, journal articles, cases) are provided to students online.



Recommended Literature

Basic literature:

Cohen, Scott A., Higham, James E.S., Gossling, Stefan, & Peeters, Paul (Eds.) (2017). Understanding and Governing Sustainable Tourism Mobility: Psychological and Behavioural Approaches. London: Routledge.

Hall, C. M. (2017). Tourism, public transport and sustainable mobility. Bristol: Channel View.

Recommended literature:

DeLacy, T., Jiang, M., Lipman, G., & Vorster, S. (2014). Green Growth and Travelism: Concept, Policy and Practice for Sustainable Tourism London: Routledge.

Hughes, M., Weaver, D., & Pforr, C. (2015). The practice of sustainable tourism: resolving the paradox. London: Routledge.



T703 COOPERATION AND NETWORK MANAGEMENT IN HEALTH AND MEDICAL TOURISM

Module code	T703
Module coordination	Prof. Dr. Erik Lindner
Module Group	International Health & Medical Tourism
Course number and name	T703 Cooperation and Network Management in Health and Medical Tourism
Lecturer	Prof. Dr. Erik Lindner
Semester	7
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	written ex. 90 min.
Duration of Examination	90 min.
Weight	5
Language of Instruction	English

Module Objective

This module teaches the basics of network and cooperation management. It focuses on the development or improvement of professional networks and cooperations, particularly in the field of health and medical tourism. The main learning objective consists in the structuring and designing process of collaboration between the medical/health Industries with the tourism industry. In this process, we will draw extra attention to the fact that different actors of the performance network primarily aim at realizing their own interests and only in the second place focus on the concerns of networks or cooperation. Thus, the management and design of handling this field of dissent is essential for cooperations and networks in health and medical tourism.

Professional competence:

The students get to know the basics and importance of network and cooperation management in the field of health and medical tourism. They learn about the most important success factors regarding the development and management of networks



and cooperations. With these skills, students will be able to apply their knowledge about network & cooperation management on the field of health tourism and thus develop effective networks and cooperations. In this way, they will learn how to evaluate and improve existing networks & cooperations in health & medical tourism.

Another aim of this module will be discussing the basic principles of modern systemic organizational development.

Methodological competence:

The students will be introduced into the essential tools of organizational development (particularly network-development).

Social and Personal competence:

The students learn and further develop their social competencies (e.g. cross cultural conflict resolution, communication skills, group dynamics).

Applicability in this and other Programs

Bachelor's Thesis

Entrance Requirements

none

Learning Content

1. Components of successful and effective networks & cooperations in health & medical tourism

- The cooperation is organized as an autonomous social system.
- The main foci are the achievement potential and performance of cooperation partners.
- People and their relationships are taken into account accordingly.
- The ‚Business Case‘ will be developed together.
- A cooperative steering tool is established.
- The cooperation is managed professionally. (Running the server in the net)
- Internal prerequisites for cooperation are created.
- Comprehensive teamwork is provided.
- Different logics of cooperation and politics are considered.
- Trust is the basis of cooperation.
- Counselling is used in a target-oriented way (internally and externally).



2. Conclusion & outlook

- the future of network & cooperation management in the field of medical & health tourism
- best practice examples in the field of medical and health tourism

Teaching Methods

- lectures
- assignment/presentations
- group work and discussion
- self-study

Remarks

- Excursion
- Guest lectures
- Interdisciplinary field internships

Recommended Literature

Chisholm, R.F. (2008). Developing Interorganizational Networks. In: Cummings, T.G. (Editor). Handbook of Organization Development. Thousand Oaks California: Sage Publications, Inc.

Cummings, T.G. (Editor) (2008). Handbook of Organization Development. Thousand Oaks California: Sage Publications, Inc.

Goodwin (2005). Leadership in health Care: A European Perspective. Chapter 4: Networks, Partnerships and Collaboration.

Inkson, C; Minnaert, L. (2018). Tourism Management. London: Sage.

Lobnig (2011). Focusing the business case and making use of teamwork – key issues in consulting networks and collaborations. In: Buono A.F., Grossmann R., Lobnig H. & Mayer K. (Eds.): The Changing Paradigm of Consulting: Adjusting to the Fast-Paced World. Charlotte, NC: Information Age Publishing.

Macy, Moore, Rosa (2006). The strategic Value of Trust: within and between organizations (AOM Paper).

Provan, Isett, Milward (2004). Cooperation and Compromise: A Network Response to Conflicting Institutional Pressures in Community Mental Health. In: Nonprofit and Voluntary Sector Quarterly, vol. 33, no. 3, September 2004 489-514.

Todd, M.K. (2011). Medical Tourism Facilitator's Handbook. Boca Raton: CNC Press.



T704 ETHICS & SUSTAINABILITY IN INTERNATIONAL HEALTH & MEDICAL TOURISM

Module code	T704
Module coordination	Prof. Dr. Erik Lindner
Module Group	International Health & Medical Tourism
Course number and name	T704 Ethics & Sustainability in International Health & Medical Tourism
Lecturer	Prof. Dr. Erik Lindner
Semester	7
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	written ex. 90 min.
Duration of Examination	90 min.
Weight	5
Language of Instruction	English

Module Objective

Professional competence:

The students know the fundamental principles of ethical aspects and sustainable development and their application to tourism. Further they are familiar with the development and forms of ethical and sustainable tourism with a focus on climate change, biodiversity, sustainable development and resilience.

Social competence:

The students have learned to work in groups, constructively discuss and present the results of their work in plenary session and represent them.



Methodological competence:

The students know the methodological framework necessary to analyse and to understand the interrelationships in complex networks between tourism, environment and society.

Personal competence:

The students have first approaches to sustainable tourism implemented independently in practice and addressed sustainability issues in the self-study.

Applicability in this and other Programs

Bachelor's Thesis

Entrance Requirements

none

Learning Content

1 to 4 introduction, main part: projectwork

1. Introduction to ethical and sustainable tourism
 - definitions
 - why sustainable tourism?
 - effects of tourism
 - the concept of sustainability and sustainable tourism
2. Challenges for the international tourism
 - globalisation
 - climate change
 - uncertainty
 - supply and demand side
3. Sustainable tourism management
 - corporate social responsibility and sustainability
 - cases of sustainability management along the tourism service chain
4. Outlook
 - sustainability and international tourism - a contradiction?



- Resilience and sustainability
5. Projectwork
- Implementation of the acquired knowledge in a defined project

Teaching Methods

lectures, self study, group work, field trip

Recommended Literature

Edgell, D. L. (2016). Managing sustainable tourism (2. ed.). London, New York: Routledge.

Fennell, D. A. (2018). Tourism ethics (Second edition, reworked and updated.). Aspects of tourism: Vol. 81. Blue Ridge Summit, Pennsylvania: Channel View Publications.

Lovelock, B. (2013). The ethics of tourism (1. ed.). London: Routledge.

Manente, M. (2014). Responsible Tourism and CSR. CSR, Sustainability, Ethics & Governance. Cham: Springer.

Weaver, D. B. (2015). Sustainable tourism: Theory and practice. London, New York: Routledge.



T705 HEALTH DESTINATION MANAGEMENT

Module code	T705
Module coordination	Prof. Dr. Marcus Herntrei
Module Group	International Health & Medical Tourism
Course number and name	T705 Health Destination Management
Lecturer	Dr. Tim Harms
Semester	7
Duration of the module	1 semester
Module frequency	annually
Course type	required course
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	presentation 15 - 45 min.
Weight	5
Language of Instruction	English

Module Objective

In this multi-disciplinary module students will be introduced to the role applied health destination management plays in the modern tourism business in addition to the more traditional planning and control aspects of management. Without a detailed understanding of topics related to health destination management, especially in an international context, students will not be able to successfully operate in an increasingly project-related world. Consequently, they need to be aware of the basic (project) management concepts and standards when working in an international environment. Often fieldwork is the first task being assigned to newly acquired staff making applied management skills a prerequisite for successfully entering the job market.

Professional and methodological competences:

The module provides students with a detailed knowledge about destination management and its practicability. Students will be able to successfully manage a destination in an international environment by considering intercultural challenges. The objective of the module is furthermore to understand and to be able to apply the



basic concepts of international destination management and apply these concepts in a real-life environment/ project.

Personal and social competences:

Students will be able to discuss openly and deeply in intercultural teams all matters of the fieldwork. They have to work cooperatively and effectively in a project-related team and will have to present the results.

Due to the fact that the project-related focus is on regional issues, the study language is German.

Applicability in this and other Programs

The module is based on general (project) management principles and offers an interface to modules from health, tourism and destination management as part of the study program "International Tourism Management / Health and Medical Tourism".

Entrance Requirements

none

Learning Content

1. An introduction to applied health destination management
2. Stakeholders and stakeholder analysis
3. Quality and risk management
4. Planning tools and budgeting
5. Methodologies
6. Performance monitoring and control

Teaching Methods

- Seminar teaching
- Self study
- fieldwork

Remarks

- Excursion
- Guest lectures
- Interdisciplinary field internships
- TOPSIM Simulation



Recommended Literature

Capone, F. (eds.) (2015). *Tourist Clusters, Destinations and Competitiveness: Theoretical Issues and Empirical Evidences*. Oxford: Routledge.

Halkier, H., Kozak, M., & Svensson, B. (2017). *Innovation and tourism destination development*. Routledge.

Magius Møgelhø, H. von. (2021). *Overtourism: The role of effective destination management*. Business Expert Press.

Howie, F. (2010). *Managing the Tourist Destination*. Boston, MA: Cengage Learning.

Morrison, A.M. (2018). *Marketing and Managing Tourism Destinations*. Oxford: Routledge.

Wilson, J. (2012). *The Routledge Handbook of Tourism Geographies*. Oxford: Routledge

