

Elective R 5.4: Current Issues in Tourism					
Module Code	Workload	Credits	Study Semester	Frequency of Module Offer	Duration of Module
R 5.4	150 h	5 ECTS	5th Sem.	Every Semester	1 Semester
1	Teaching Methods Lecture with practices: 4 weekly contact hours per semester R 545 Current Issues in Tourism		Contact Hours 4 weekly contact hours per semester / 45 h	Independent Study 105 h	Planned Group Size 15-25 students
2	<p>Learning outcomes / Competences</p> <p>Professional competence</p> <p>After completing this module successfully, students will be able to</p> <ul style="list-style-type: none"> • understand current issues in tourism, • understand and apply potential solutions and management strategies, • understand and analyze regional, national and global specifics, • evaluate actions implemented or required on an enterprise level as well as regional, national and international level for the effective development of tourism. <p>Technical, personal and social competencies</p> <p>Furthermore, the following interdisciplinary competences are addressed as students will be able to</p> <ul style="list-style-type: none"> • enhance their self-organization and team work skills, • learn how to access and critically evaluate new topics and knowledge, • improve their ability to articulate scientific knowledge in group discussions. 				
3	<p>Contents</p> <p>This course addresses current issues and trends in tourism. Under the umbrella title “Current Issues in Tourism” varying topics are put in focus each semester. Either several issues are addressed (e.g. the influence of megatrends on tourism management) or one issue is analyzed from several perspectives (e.g. overtourism).</p> <p>Current issues covered in this elective might be overtourism, crisis management, dark tourism, digitalization and its impact on tourism, demographic change and the talent shortage to name but a few.</p>				
4	Teaching Methods: Lectures with practices.				
5	Participation Prerequisites: See conditions for progression to advanced semesters (cf. study and examination regulations)				
6	Examination: written exam.				
7	Prerequisites for the Allocation of Credit Points: passed module exam.				

Course Descriptions Semester 5 TOURISMUS MANAGEMENT 3.0

8	Use of the Module (in other study programs): none.
9	Factor for calculation of the degree grade: weighting with factor 1.
10	Module Supervisor and Full-Time Teachers: Prof. Dr. Markus Pillmayer, international lecturer (if available).
11	Other Information Module in English language (depending on participants). The specific topic of the class may vary since different lecturers may teach this class. The topic and lecturer/ lecturers are announced in due time prior to the course selection procedure for the electives. This class features guest lecturers from partner universities (if available). Literature (selection) <ul style="list-style-type: none">• Milano, C., Cheer, J. & Novelli, M. (2019): Overtourism: Excesses, Discontents and Measures. Wallingford, UK: CAB International.• Dodds, R. & Butler, R. (2019): Issues, realities and solutions. Berlin/Boston: Walter de Gruyter.• Gossling, S. & Hall, C. M. (2006): Tourism & Global Environmental Change: Ecological, Social, Economic and Political Relationships. Abingdon: Routledge.• Cooper, C. & Hall, C. M. (2020): Current Issues in Asian Tourism. Abingdon: Routledge.• Andriotis, K., Styliadis, D. & Weidenfeld, A. (2020): Tourism Policy and Planning Implementation. Abingdon: Routledge.• Pforr, C. & Hosie, P. (2016): Crisis Management in the Tourism Industry: Beating the Odds? Abingdon, Routledge.• Silva, C., Seabra, C. Abrantes, J. & Paiva, O. (2021): Pandemics and Travel: COVID-19 Impacts in the Tourism Industry. Emerald Publishing Limited.