

Elective R 5.4: Touristic industry

Module Code	Workload	Credits	Semester	Frequency	Duration
R 5.4	150 h	5 ECTS	5. Sem.	Every semester	1 semester
1	Courses a) R541 Touristic Industry b) vhb-Course: Hospitality Revenue Management, incl. Airlines/Tour Operators (English from WiSe 21/22)	Contact time 2 SWS / 22,5 h 2 SWS Distance Learning eForum/Chat	Autonomous learning time 127,5 h	Planned group size 15-35 students	
2	Learning outcomes / competences a) Knowledge of the basic concepts, methods & tools of corporate communication and PR in the touristic industry. Overlook of specialist areas (media relations, crisis communications / CSR-Corporate Social Responsibility & sustainability communications) of tour operators Ability to analyze how tour operators communicate in practice with their various stakeholders b) Knowledge of the most important revenue management & pricing methods of different hospitality industry sectors (i.e. hotels, restaurants, wellness & spa, etc.), airlines and tour operators. Ability to evaluate the impacts of revenue management critically.				
3	Content a) Corporate communication and public relations (PR) basics in the touristic industry 1.1. Introduction into / conceptual foundations of corporate communication and PR (new media landscape, stakeholder management & communication, corporate reputation, etc.) 1.2. Specialist areas in corporate communication: media relations, crisis communication, employee communication, corporate social responsibility (CSR) & sustainability communication in the touristic industry 1.3. Case studies with focus on tour operators in Germany, GB and Australia b) Hospitality revenue management with introduction to airline & tour-operator revenue management 2.0. Revenue management as applied micro-economics, econometrics and regional market analysis 2.1. Basic processes, methods and systems of hospitality & hotel revenue management - forecasting with demand calendars, booking pace, seasonal pricing, group/banquet pricing, multi-channel revenue management, key performance Indicators of Revenue management, etc. 2.2. Revenue management base methodology: competitive Benchmarking & pricing, optimization, forecasting, reporting, RevSim STR Hotel Revenue Management Simulation.				

Course Descriptions Semester 5 TOURISMUS MANAGEMENT 3.0

	<p>2.3. Introduction into specific revenue management systems of airlines (network carriers vs. low-cost carriers) & tour operators and in the healthcare sector.</p> <p>2.4 Paths to a more sustainable Revenue Management</p>
4	<p>Teaching Methods</p> <p>a) seminar lecture with cases</p> <p>b) <i>eLearning Course vhb-Virtual University of Bavaria (www.vhb.org)</i>,</p>
5	<p>Participation Prerequisites</p> <p>formal: Access to PC/Laptop & Internet with Office (Excel).</p> <p>substantial prerequisites: <i>Introduction to Tourism, Introduction IT in Tourism, Business Mathematics & Statistics, Introduction to Microeconomics, Marketing Basics, Tour Operator Management in Source Markets</i></p>
6	<p>Examination</p> <p>Written test or seminar paper & presentation</p>
7	<p>Prerequisites for the Allocation of Credit Points</p> <p>successful examination</p>
8	<p>Use of the Module (in other study programs): none</p>
9	<p>Factor for calculation of the degree grade: weighting with factor 1</p>
10	<p>Module Supervisor and Full-Time Teachers:</p> <p>Prof. Dr. Robert Goecke, LB Dr. Frano Ilic, LB Prof. Ashraf Hassib</p>