



Department	14 Tourism
Course Title	Tourism and Economy for the Common Good
Hours per week (SWS)	2
Number of ECTS Credits	3
Learning Outcomes	
Prerequisites	<p>Participants must demonstrate a sound command of spoken and written English (Level B2) in order to actively participate in discussions, give presentations, and prepare a report in English. Participants don't need any previous knowledge about economic systems, but should be interested in and committed to actively contributing to the following objectives and learning outcomes of this seminar:</p> <ul style="list-style-type: none">•Critically think about issues with our current economic system•Understand the link between various business models and the wider economy – taking a systems approach•Learn more about alternative economic models (such as Doughnut Economics and the Economy for the Common Good) that can help towards a sustainable, ethical and successful visitor economy•Develop students' skills in researching contemporary issues and applying them to real world case studies, using a range of academic and industry source material.•Develop skills in critical thinking, group-working, communication, academic research and writing, as well as foster creativity and innovative thinking
Recommended Reading	
Teaching Methods	<ul style="list-style-type: none">• This seminar will be mainly taught online with almost weekly seminars to illustrate theories, share key information, and work towards the assessment.• There will be several in-classroom/ in-person lectures and seminars in week 13-17 November (compressed teaching), and oral presentations will take place all day IN PERSON on Friday 17th November, all students are expected to attend. • Live and/or pre-recorded guest lectures to provide links between theory and practice and show the relevance to the current industry• Weekly activities to deepen the understanding with a focus on practical examples and case studies• Guided and self-guided online activities to deepen learning• Online discussion boards to facilitate peer learning
Assessment Methods	<p>The assessment strategy is based on an oral presentation and a written group report that will allow students to demonstrate their ability to collect and analyse information, and to assess a tourism organisation based on their contribution to the common good, and formulate evidence-based recommendations. The group report includes a reflection on the oral presentations, so attending these will be of great importance.</p>
Language of instruction	English

Name of lecturer

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Link

Course Content

The aim of this seminar is to introduce students to the Economy for the Common Good and other new economic concepts as innovative frameworks that can help towards a more sustainable, ethical and successful tourism economy.

Remarks

