Hochschule München University of Applied Sciences

Courses in English
Course Description

Department	14 Tourism
Course title	**Ships, Ports and Destinations - the magic triangle for successful and sustainable Cruise Tourism (course might not be offered every semester)**
Course number	Se
Hours per week (SWS)	2
Number of ECTS credits	3
Course objective	Students should get a basic understanding of cruise tourism and the key success factors of good interface management between ships, ports and destinations
Prerequisites	
Recommended reading	Steinecke, Albrecht, Kreuzfahrttourismus (2018); Schulz Axel, Auer, Joseph, Kreuzfahrten und Schiffsverkerh im Tourismus (2010); Meyer-Hentrich, Wofgang
Teaching methods	Lecture, discussions, group work, presentations
Assessment methods	Presentation and Seminar Paper
Language of instruction	English
Name of lecturer	Michael Zengerle Diplom Betriebswirt (FH)
Email	michaelzengerle@hotmail.com
Link	none
Course content	Basics of cruise tourism management; key success factors of good interface management: management of passenger streams (transfers, embarkation/disembarkation, shore excursions, restaurants); energy supply, waste management, water management, catering, etc.; trends and future
Remarks	none

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*bitte **zuerst** Feld B1 anklicken, dann Pfeil, um Fakultät aus Liste auszuwählen*