

Module	
Module Number	195
Exam Number	195 and 197
Course Frequency	Summer Semester
Duration	1 Semester
Module Structure	<p>The module consists of the following units:</p> <ul style="list-style-type: none"> - Unit 1: Sustainable Tourism and Quality of Life - Unit 2: International Case Studies (English or French) - Unit 3: Destination Strategies <p>Students gain a comprehensive insight into the significance, goals, actors and steering instruments of national and international tourism policy. Special emphasis is placed on sustainable tourism development and its importance for the quality of life of the regional population.</p> <p>In particular, students deal with current tourism policy problems, developments and trends, analyse them and deal with their significance for society. Current market developments are examined in order to critically analyse the strategic positioning and plans of destinations. Furthermore, the UN Sustainable Development Goals and their significance for the tourism industry, in particular the strategic management of destinations are examined.</p>
Contact Hours per Week	6
ECTS Credit Points	7,5
Workload	<p>225 hours</p> <ul style="list-style-type: none"> - Attendance time in courses: 84 hours - Self-study: 141 hours
Module Responsibility	Prof. Dr. Louisa Klemmer
Prerequisites for Participation	The specific conditions for participation of the individual units are presented in their descriptions.
Target Competencies	<p>The participants understand the interrelationships in the tourism system and are able to identify and assess effects as well as corresponding steering instruments. They are able to differentiate and reconstruct the systems thinking approach of sustainable tourism development.</p> <p>The students learn all important aspects and the complexity of the strategic process of a destination and are able to critically assess destination strategies.</p>

Module	International Tourism Politics and Planning
	<p>Students are able to synthesise and apply subject and methodological competences in the research field of tourism policy and strategic planning.</p> <p>Students read and evaluate scientific publications critically and independently apply research methods and empirical procedures.</p> <p>This module thus imparts competencies at level 2 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Master level. This applies in particular to the following areas:</p> <ul style="list-style-type: none">- Knowledge and understanding- Use, application and creation of knowledge- Communication and cooperation- Scientific self-perception / professionalism
Examination and Course Achievement	<p>Unit 1 and 2: The examination and course achievements are carried out at module level. The primary form of examination is the project work.</p> <p>Unit 3: The examination and course achievements are carried out at unit level and are described in more detail there.</p>

Unit 1	
Sustainable Tourism and Quality of Life	
Unit Number	177
Exam Number	195
Contact Hours per Week	2
Teaching and Learning Forms	Seminar
Language	English
Prerequisites for Participation	English Level B1 (Common European Framework of Reference for Languages)
Content	<p>As a complex, branched sector, tourism has a considerable influence on the living conditions of the local population and workers as well as their environment and culture.</p> <p>Students gain a comprehensive insight into the tourism system, in particular the significance, objectives, actors and control instruments of tourism policy. Understanding of the system-oriented approach to sustainable tourism development will be developed as a guiding principle for an integrative policy strategy as well as for the joint task of "Improving Regional Structural Policy". Particular emphasis is placed on sustainable tourism development and its importance for regional quality of life (including opportunities for the local population/businesses to participate). Possibilities for the implementation of sustainable tourism development are examined in particular with regard to current issues such as over tourism, social consumption or global citizenship.</p> <p>Tourism is analysed as a sociological phenomenon in order to determine the influence of social conditions and the social effects. Sociological approaches to tourism (e.g. roles, power, values, identity and lifestyle) are examined.</p> <p>Students should be able to know, understand, analyse and discuss different points of view in the thematic priority areas of "tourism policy", "sustainable tourism development" and "quality of life".</p>
Target Competencies	<p>The participants understand the interrelationships in the tourism system and are able to identify and assess control instruments. They are capable of differentiating and reconstructing the systemic approach of sustainable tourism development.</p> <p>The students are able to combine technical and methodological competencies in the research field of quality of life and to combine them in the field of tourism development and policy strategy.</p> <p>Students can critically read and evaluate scientific publications and apply research methods and empirical procedures themselves.</p>

Unit 1	Sustainable Tourism and Quality of Life
	<p>This unit thus imparts competencies at level 2 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Master level. This applies in particular to the following areas:</p> <ul style="list-style-type: none"> - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation - Scientific self-perception / professionalism
<p>Examination and Course Achievement</p>	<p>The examination for this unit is carried out at module level and is described in more detail there.</p>
<p>Basic Literature</p>	<p>Scientific publications from peer-reviewed journals are a regular part of teaching.</p> <p>Benckendorff, P., Edwards, D., Jurowski, C., Liburd, J.J., Miller, G., Moscardo, G. (2009). Exploring the future of tourism and quality of life. <i>Tourism and Hospitality Research</i>. 9:171-183.</p> <p>Byrd, E. T. (2007). Stakeholders in sustainable tourism development and their roles: applying stakeholder theory to sustainable tourism development. <i>Tourism Review</i>. 62: 6-13.</p> <p>Carmichael, B. A. (2006). Linking quality tourism experiences, residents' quality of life, and quality experiences for tourists. In: Jennings, G., Nickerson, N. P. (ed.). <i>Quality Tourism Experiences</i>. pp 115-135. Burlington, MA: Elsevier.</p> <p>Cummins, R. A. (2005). Moving from a quality of life concept to a theory. <i>Journal of Intellectual Disability Research</i>. 49: 699-706.</p> <p>Diener, E. (2000). Subjective Wellbeing: The Science of Happiness and a Proposal for a National Index. <i>American Psychologist</i>. 55: 34-43.</p> <p>Eckersley, R. (1998). Perspectives of Progress: Economic Growth, Quality of Life and Ecological Sustainability. In: Eckersley, R. (ed.). <i>Progress: Is Life Getting Better?</i> pp. 3-34. Collingwood: CSIRO Publishing.</p> <p>Hagerty, M. R., Cummins, R. A., Ferriss, A. L., Land, K., Michalos, A. C., Peterson, M., Sharpe, A., Sirgy J., Vogel, J. (2001). Quality of Life indexes for national policy: Review and agenda for research. <i>Social Indicators Research</i>. 55: 1-96.</p> <p>International Wellbeing Group (2006). <i>Personal Wellbeing Index</i>. Melbourne: Australian Centre on Quality of Life. Deakin University.</p> <p>Mason, P. (2003). <i>Tourism impacts, planning and management</i>. Oxford: Butterworth-Heinemann.</p> <p>Musikanski, L., Phillips, R., Bradbury, J., de Graaf, J., Bliss, C. L. (2020). <i>Happiness, Well-being and Sustainability: A Course in Systems Change</i>. Routledge.</p>

Unit 1

Sustainable Tourism and Quality of Life

Noll, H. H. (2002). Towards a European system of social indicators: theoretical framework and system architecture. *Social Indicators Research*. 58: 47-87.

Rojas, M. (2009). Quality of Life: A Framework for Assessing the Progress of Societies. *Measuring the Progress of Societies*. May. 12-14.

Sirgy, M., Michalos, A., Ferriss, A., Easterlin, R., Patrick, D., Pavot, W. (2006). The Quality-of-Life (QOL) Research Movement: Past, Present, and Future. *Social Indicators Research*. 76: 343-466.

Spangenberg, J. H. (2002). Environmental space and the prism of sustainability: frameworks for indicators measuring sustainable development. *Ecological Indicators*. 2(3): 295-309.

Vemuri, A. W., Costanza, R. (2006). The role of human, social, built, and natural capital in explaining life satisfaction at the country level: Toward a National Well-Being Index (NWI). *Ecological Economics*. 58: 119-133.

Unit 2		International Case Studies (English)
Unit Number	196	
Exam Number	195	
Contact Hours per Week	2	
Teaching and Learning Forms	Depending on the focus of the lecturers, the teaching and learning forms are individually designed.	
Language	English	
Prerequisites for Participation	None	
Content	<p>In this course, case studies of companies and/or destinations will be edited regarding various questions.</p> <p>Students should, alone or in small teams, deal with current developments and future trends in the tourism industry (e.g. perspectives for tourism in the 21st century, future forms of tourism).</p> <p>The course contents vary from year to year, since the unit is to be held mainly by guest lecturers (from abroad) or lecturers of the Harz university of applied science.</p>	
Target Competencies	<p>Under the guidance of a lecturer, the participants should prove that they are capable of working independently, appropriately and solution-oriented on a given problem in a given time and of developing their own ideas. The students should bring in their previously acquired professional, methodological, communication and personal skills into the case study work and apply them in a linking way.</p> <p>This unit thus imparts competencies at level 2 of the Qualifications Framework for German Higher Education Qualifications (HQF) at Master level. This applies in particular to the following areas:</p> <ul style="list-style-type: none"> - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation - Scientific self-perception / professionalism 	
Examination and Course Achievement	The examination for this unit is carried out at module level and is described in more detail there.	
Basic Literature	<p>Journal of Tourism Futures</p> <p>UNWTO: Tourism Highlights (current year)</p> <p>Depending on the focus of the lecturers, literature recommendations are given at the beginning of the semester.</p>	

Unit 2	
International Case Studies (French)	
Unit Number	196
Exam Number	195
Contact Hours per Week	2
Teaching and Learning Forms	Project Work / Case Studies
Language	French
Prerequisites for Participation	French Level A2 / B1
Content	<p>In the intercultural team, adaptations of elements of the "Qualité de vie et durabilité" in the tourism sector are worked through on the basis of practical examples.</p> <p>How are quality of life and sustainability defined in France and Germany and which aspects are preferred in both countries in the different professional fields of marketing and recruitment or for destination development?</p> <p>On site at the Harz University of Applied Sciences, the French group is working through a list of places to visit in the Harz that combine both quality of life and sustainable tourism. These include classic destinations such as the UNESCO cities of Quedlinburg and Goslar, a hike to the Brocken accompanied by the reading of "Harzreise" by Heinrich Heine but also Thale and Harzdrenalin are visited as examples of tourist offers in pristine landscapes.</p> <p>The German group is concerned with tourist destinations in the Vallée de la Loire and Angers where the partner university is located. The quality of life in France is mainly related to "haute cuisine" and oenology. In the Loire Valley, visiting prestigious châteaux is an example of combining "qualité de vie" and sustainability in the sense of preserving history and tradition.</p> <p>In both Germany and France, it is planned to complement the teaching with visits to actors in the tourism environment.</p> <p>France was the world's most popular tourist destination in 2019 with 90.2 million international guest accommodations, including 12 million from Germany.</p> <p>In this event a concept will be developed to make a region of France more attractive for the German target group.</p> <ul style="list-style-type: none"> - 1st group: SWOT analysis of the region, presentation of the region as a destination - 2nd Group: Competition analysis with other regions worldwide, focus on quality of life in rural places, culture, gastronomy and oenology

Unit 2	International Case Studies (French)
	<ul style="list-style-type: none"> - 3rd group: Marketing strategy to brand the region, channels and pricing policy / target group definition - 4th group: Communication and public relations methods for writing press releases, newsletters, etc. <p>There is the possibility to get to know the region through an excursion and to exchange ideas with local tourism industry professionals.</p>
Target Competencies	<p>Students strengthen and expand their knowledge of French for tourism and business. The students apply their language skills and the deepening of their professional vocabulary on the basis of concrete tourist investigations. In groups they design a concept for marketing a destination.</p> <p>In this way, they combine their expertise in the tourism industry with aspects of French culture and language, and thereby implement intercultural working methods.</p> <p>Communication takes place not only within the university, but also with experts from France. In addition, scientific solutions for specific fields are to be explained and critically reflected on the basis of specialist literature.</p> <p>Finally, students will autonomously present relevant solutions and increase their chances of an international career by mastering a second foreign language.</p> <p>This unit thus imparts competencies at level 2 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Master level. This applies in particular to the following areas:</p> <ul style="list-style-type: none"> - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation - Scientific self-perception / professionalism
Examination and Course Achievement	<p>The examination for this unit is carried out at module level and is described in more detail there.</p>
Basic Literature	<p>Dreyfus-Signoles, C. (2002). <i>L'espace touristique</i>. Editions Bréal.</p> <p>Durrieu, M. (2017). <i>Tourisme, La France n°1 mondial</i>. Cherche Midi, Paris.</p> <p>Umfrage in Deutschland zu Urlaub in Frankreich bis 2019, Veröffentlicht von V. Pawlik.</p> <p>Urlaubsland Frankreich. Statista 2019. Dossier 2019.</p> <p>Wagner, D., Mair, M., Stöckl, A.F., Dreyer, A. (Hrsg.) (2017). <i>Kulinarischer Tourismus und Weintourismus. Kongress 2015</i>. Wiesbaden: Springer Gabler.</p>

Unit 3		Destination Strategies
Unit Number	197	
Exam Number	197	
Contact Hours per Week	2	
Teaching and Learning Forms	Seminar	
Language	English	
Prerequisites for Participation	General fundamentals of the tourism industry	
Content	<p>Mediation of methods for the recognition of current market developments, e.g. scenario technique, trend scouting, monitoring</p> <p>Critical examination of the strategic plan of a destination (visions, mission statements and goals) and its analysis using various methods such as SWOT analysis or portfolio analysis</p> <p>Strategy selection and strategic positioning of destinations by evaluating relevant business areas in the competitive environment (competitive strength vs. market attractiveness/market share vs. market growth), for example by applying the portfolio method</p> <p>Methods of strategic planning (e.g. growth strategy vs. diversification and innovation) are discussed and processes of evaluating the strategic plan are considered</p> <p>Critical examination of aspects of strategy implementation, -execution and -control</p> <p>Critical examination of the 17 Sustainable Development Goals of the United Nations and their significance for the strategic management of destinations. Here, sustainability dimensions are considered along the triple bottom line and strategic goals are explicitly aligned and defined with the 17 sustainability goals.</p> <p>Critical examination of the fundamental question of strategic management against the background of an increasingly volatile, complex and dynamically changing corporate environment. Aspects of crisis resistance and resilience are also considered.</p>	
Target Competencies	<p>The students learn all important aspects and the complexity of the strategic process of a destination and are able to critically assess destination strategies.</p> <p>The students should be able to use forms of market observation systematically in order to recognize market developments prematurely. Above all, the students can carry out a strategic positioning of a destination. Current issues such as the necessity of sus-</p>	

Unit 3	Destination Strategies
	<p>tainable destination development and the changing organisational structures of those responsible for destinations are also assessed.</p> <p>Based on the theoretical foundations of the course, the students are able to develop and design a strategy plan along the entire strategy process themselves. Here it is important to combine theoretical knowledge with creative and practical applications, to stimulate critical thinking and to communicate it.</p> <p>This unit thus imparts competencies at level 2 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Master level. This applies in particular to the following areas:</p> <ul style="list-style-type: none">- Knowledge and understanding- Use, application and creation of knowledge- Communication and cooperation- Scientific self-perception / professionalism
Examination and Course Achievement	<p>The primary form of examination is the term paper which takes the form of an independently prepared strategic plan for a destination of choice.</p>
Basic Literature	<p>Johnson, G., Whittington, R., Scholes, K., Angwin, D., Regnér, P. (2017). Exploring strategy: Text & cases (3rd edition). Harlow: Pearson.</p> <p>Bieger, T., Beritelli, P. (2013). Management von Destinationen (8th edition). München: Oldenbourg Verlag.</p> <p>Tribe, J. (2016). Strategy for Tourism. Oxford: Goodfellow Publishers Limited.</p>