

<b>Course</b>	<b>The German Tourism Market</b>
<b>Course Number</b>	1404
<b>Exam Number</b>	1404
<b>Course Frequency</b>	Winter Semester
<b>Duration</b>	1 Semester
<b>Contact Hours per Week</b>	2
<b>Teaching and Learning Forms</b>	Seminar
<b>ECTS Credit Points</b>	2,5
<b>Workload</b>	62,5 hours <ul style="list-style-type: none"> <li>- Attendance time in courses: 28 hours</li> <li>- Self-study: 34,5 hours</li> </ul>
<b>Language</b>	English
<b>Course Responsibility</b>	Prof. Dr. Harald Zeiss
<b>Prerequisites for Participation</b>	Interest in Business Travel, Focus Meetings, Incentives, Conventions, Events (MICE)
<b>Content</b>	<p>Students receive an overview of the basics of tourism with a focus on the German tourism market. The contents of the course are focused on both the incoming and outgoing sectors. In the incoming sector, the basics of customer segments, service providers, infrastructure and attractions are taught. In the outgoing sector, the course deals with the preferred destinations of Germans, holiday behaviour and other points concerning the German tourism market.</p> <p>The contents of the course are very important for understanding the German tourism sector for other courses in the winter and summer semester. The students will have to apply the acquired knowledge in other lectures and will have the opportunity to get to know the specifics of the German tourism market.</p>
<b>Target Competencies</b>	<p>Students can assess facts and factors of the German tourism industry from the perspective of incoming as well as outgoing tourism. Students acquire a deeper knowledge regarding customer segments, service providers, infrastructure, and attractions in Germany. Furthermore, they deepen their knowledge regarding the preferred destinations of the Germans, the holiday behavior and can assess the links between the different players of the German tourism market.</p> <p>This course thus imparts competencies at level 1 of the Qualifications Framework for German Higher Education Qualifications</p>

<b>Course</b>	<b>The German Tourism Market</b>
	(HQF) at Bachelor level. This applies in particular to the following areas: <ul style="list-style-type: none"><li>- Knowledge and understanding</li><li>- Use, application and creation of knowledge</li></ul>
<b>Examination and Course Achievement</b>	The primary form of examination is the presentation.
<b>Basic Literature</b>	No specific literature needed. Many practical examples and cases studies will be examined throughout the course.