

**International Degree Course  
in Applied Leisure Studies (ISAF),  
B.A.**



ECTS Guide

Course Descriptions

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# **I International Degree Course in Applied Leisure Studies (ISAF), B.A. (Bachelor of Arts)**

## **Course Content**

The Bachelor Programme "International Degree Course in Applied Leisure Studies" (ISAF, B.A.) is a full-time programme over a period of 7 semesters.

The first two semesters of the programme include basic social, business, environmental and legal courses. Additionally foreign language and IT courses are offered.

In the second year of studies (semesters 3 and 4) students specialise in specific leisure and tourism studies including a strong practical element (= project work in the Learners' Company).

During semesters 5 or 6 students study at a partner university abroad taking courses from the broad field of leisure and tourism management. Practical experience is gained during a 20-week practical internship. This allows students to become aware of future career opportunities. The study abroad and the internship period are supported by preparatory seminars and post-assessment seminars at the Hochschule Bremen.

The final 7th semester includes an evaluation of the semester abroad and the internship. Also specific course options have to be selected from the fields of leisure, culture and tourism planning and management.

The programme concludes with the Bachelor Thesis.

## **Prospects**

Professional work in the leisure and tourism sector not only requires specialist skills but also involves a wide range of tasks, responsibilities and duties. There is a great demand for qualified employees who have a wide range of skills and can work in an interdisciplinary fashion.

Research into the job requirements of the leisure and tourism sector has identified some common skill areas which play a central role.

- Organisational, planning and administrative skills; basic knowledge of business structure; detailed knowledge of management; knowledge of marketing strategies, products and product development as well as personnel strategy, legal knowledge, etc.
- Social competence: the ability to effectively target specific groups; sensitivity and the ability to empathise; knowledge of and skill in applying group dynamics; the ability to resolve conflicts; creativity and inventiveness, open-mindedness and tolerance, etc.
- Teaching competence: ability to teach leisure subjects; ability to supervise and monitor programmes, presentations and discussions; ability to communicate information, etc.
- Additional specialised skills: e.g. in art, music, handicrafts, foreign languages, regional studies, IT; environmental protection, etc.
- Job-related skills: practical experience, job-related training, study trips, etc.

These areas of competence are given different weightings depending on the area of employment concerned (event manager, wellness advisor, tourism planner). In general there is a demand for employees who have a broad range of skills, overall competence, with an ability to think systematically and work appropriately.

## II General Overview of the Modules

<b>Year/Semester</b> Sem. 1: Oct.-Febr. Sem. 2: March-July	<b>Module code</b>	<b>Module Name</b>	<b>ECTS</b>	<b>Class hours/ week</b>
1/1	1.1	<b>Introduction to Leisure and Tourism Sciences</b>	6	5
1/1	1.2	<b>Academic Work and Methods of Social Research</b>	6	5
1/1	1.3	<b>Business Administration for Leisure and Tourism</b> (German Business, Financing, Investment)	6	5
1/1	1.4	<b>Ecology and Sustainability in Leisure and Tourism</b> (Ecological impacts; Sustainable Leisure/Tourism Development)	6	5
1/1	1.5	<b>IT Applications</b> (Data Banks; Web Design; Computer-based Data Analysis)	6	
1/2	2.1	<b>Sociology and Psychology of Leisure and Tourism</b>	6	5
1/2	2.2	<b>Marketing in Leisure and Tourism</b> (Theoretical Foundations of Marketing; Methods of Marketing and Leisure Research)	6	5
1/2	2.3	<b>Management Theory for Leisure, Culture, Tourism</b> (Controlling; Human Resource Management and Organisational Development)	6	5
1/2	2.4	<b>Law</b> (Commercial Law, Employment Law, Travel Law)	6	5
1/2	2.5	<b>Foreign Language</b> (English or Spanish)	6	4
2/1	3.1	<b>Leisure and Cultural Management</b> (incl. Event management, Project and Cultural Management)	6	5
2/1	3.2	<b>Tour Organisation and Hospitality Management</b> (incl. Methods and Techniques of Tour Guiding and Hospitality Management)	6	5
2/1	3.3	<b>Tourism Policy and Planning</b> (Public Policy towards Leisure/Tourism; Tourism Planning)	6	5
2/1	3.4	<b>Health and Wellness</b> (Foundations of Social Medicine; Leisure and Wellness Counselling)	6	5
2/1	3.5	<b>Foreign Language</b> (English or Spanish)	6	4
2/2	4.1	<b>Natural Area Tourism/ Ecotourism</b> (Planning and Management of Ecotourism; Protected Area Tourism Case Studies)	6	5
2/2	4.2	<b>Artistic and Creative Techniques</b> (Voice; Body Language; Theatre Education; Arts, Music Education)	6	5
2/2	4.3	<b>Education and Animation in Leisure and Tourism</b> (Methods and Concepts of Animation; Communication and Behavioural Training)	6	5
2/2	4.4	<b>Project Seminar - Learners' Company</b> (Planning, Tour Guiding, Animation, Culture, Wellness, Event)	6	5
2/2	4.5	<b>Regional/Single Country Studies</b> (Geography of Tourism; European History of Art /Architecture)	6	5
3/1	5.1	<b>Semester Abroad</b> (Preparing Seminar)	6	5
3/1	5.2	<b>Semester Abroad</b>	6	-
3/1	5.3	<b>Semester Abroad</b>	6	-
3/1	5.4	<b>Semester Abroad</b>	6	-
3/1	5.5	<b>Semester Abroad</b>	6	-
3/2	6.1	<b>Internship</b> (Preparing Seminar)	6	5
3/2	6.2	<b>Internship</b>	6	-
3/2	6.3	<b>Internship</b>	6	-
3/2	6.4	<b>Internship</b>	6	-
3/2	6.5	<b>Internship</b>	6	-
4/1	7.1	<b>Learners' Company</b> Evaluation of the practical internship and the semester abroad	6	5
4/1	7.2	<b>Special Aspects of Leisure and Tourism Planning</b>	6	5
4/1	7.3	<b>Bachelor's Thesis Seminar</b>	6	5
4/1	7.4	<b>Bachelor's Thesis Seminar</b>	6	5
4/1	7.5	<b>Bachelor's Thesis</b>	6	-

## Module 1.1: Introduction to Leisure and Tourism Sciences

### 1.1.1 Introduction to Leisure Sciences

#### Contents

In this course the emergence and development of recreation, leisure education and leisure science are presented against the background of social change processes. The basic theories, concepts and approaches to leisure science are introduced. Students learn definitions of and approaches toward leisure time. The current state of development of Leisure Studies in Europe is briefly outlined. The interdisciplinary nature of Leisure Studies in the broader spectrum of science is presented. The specific features of leisure and the empowerment of recreational educators/managers are taught with regard to their professional use in the leisure industry.

### 1.1.2 Introduction to Tourism Sciences

#### Contents

The concepts and history of leisure services are discussed and the leading service providers in tourism are presented. The question of consumer demand as well as selected current problems in tourism are analysed. The state of tourism research, the structure of the German tourism industry and relevant information sources for tourism are also discussed.

#### Learning Objectives of the Module

After successful completion, the student should

- have basic knowledge of the major leisure and tourism concepts and approaches;
- understand Leisure Studies as an interdisciplinary science;
- be able to identify implications for leisure and tourism and formulate appropriate approaches to problems;
- be able to evaluate the ability of various service providers in tourism in regard to market demand; and
- understand the practical relevance of the field based on current examples.

**Level** Year 1

**Semester** October-February

**Credit (ECTS)** 6

**Language of instruction** German

**Assessment** Examination

**Prerequisites** -

## Module 1.2: Academic Work and Methods of Social Research

### 1.2.1 Academic Work

#### Contents

This sub-module introduces the student to the basic techniques of research, analysis and evaluation of literature in the field, writing, and oral presentations. The student learns standards and techniques of these individual elements. The students become familiar with using resources of the facilities of the University of Applied Sciences.

### 1.2.2 Methods of Social Research

#### Contents

The focus of this sub-module is basic procedures and techniques in empirical social research including:

- theory and hypothesis development in the social sciences;
- quantitative and qualitative survey design;
- general structure and procedure of research processes;
- implementation of data collection in the leisure sector;
- methods of primary research: interview, observation, document analysis, experiment;
- drafting and design of survey instruments (questionnaires, interview guides, observation grid, grid analysis);
- computerised data analysis; and
- the main features of descriptive statistics and interpretation of empirical data.

#### Learning Objectives of the Module

After successful completion, the student should

- have the basic knowledge to deal with scientific sources and be able to perform relevant research and analysis of the literature;
- be able to develop their own scientific texts according to accepted standards;
- know important rules and principles for giving oral presentations in an academic environment;
- be familiar with important fundamental ideas of and approaches to quantitative and qualitative social research;
- be able to change the approach of a research project, its methodology and assess and evaluate the validity of the empirical data;
- be able to design and implement smaller surveys such as a guest opinion survey; and
- be familiar with the basics of computer-aided data analysis and be able to compile and interpret descriptive statistics.

**Level** Year 1

**Semester** October-February

**Credit (ECTS)** 6

**Language of instruction** German

**Assessment** Essay

**Prerequisites** -

## Module 1.3: Business Administration for Leisure and Tourism

### Contents

The module covers the fundamentals of business administration with special focus on tourism and leisure sciences, and the practical application of the basics of business management.

In the process, students practice what they learn in virtual business management situations and study in particular:

- differences between Economics and Business Administration;
- aims of Business Administration and economic principles;
- organisation and processes of companies and their development;
- basic legal issues (labour law, contract law);
- production factors;
- product and service and their special characteristics;
- profitability ratios;
- decision-based approach in business administration;
- mathematics in business management; and
- basics of institutions and functions.

Accounting issues and foundations of double bookkeeping are taught. The students thereby become familiar with accounting systems and bookkeeping, inventory, accounts and balances sheets, carrying costs, profit and loss accounts, depreciation, private accounts, trade accounts, and VAT.

Issues of financing and investment as part of business administration are discussed so that students become familiar with the specific tasks of the accounting department and financing options. Factors in financial planning, budgets, factors in meeting financial requirements, investment planning options, and investment procedures are also discussed.

### Learning Objectives of the Module

After successful completion, the student should

- know in-depth basics of business administration, which will allow them to quickly solve problems of business management in the tourism and leisure sector;
- be familiar with the basics of accounting and be good contacts with specific departments; and
- be able to recognise appropriate financing opportunities in companies, in particular operating procedures in finance and investment planning and their implementation.

<b>Level</b>	Year 1
<b>Semester</b>	October-February
<b>Credit (ECTS)</b>	6
<b>Language of instruction</b>	German
<b>Assessment</b>	Examination
<b>Prerequisites</b>	-

## Module 1.4: Ecology and Sustainability in Leisure and Tourism

### 1.4.1 Ecology in Leisure and Tourism

#### Contents

- Definitions: ecology, the environment, biocoenosis, ecosystem, biosphere
- System theory and networked thinking
- The importance of the leisure and tourism sector co-creates and / is affected by global environmental problems; population growth and environmental problems; climate polluting emissions; air pollution, soil sealing, erosion and degradation, land use; deforestation, loss of biological diversity (biodiversity); water consumption, shortage and pollution; waste production, noise pollution, case studies
- Causes of global environmental problems
- Conclusions and developmental trends

### 1.4.2 Sustainability in Leisure and Tourism

#### Contents

Sustainable Development

- Historical origins and dimensions of sustainability
- Decisions of UNCED 1992 and WCSD 2002; mission, goals and criteria for sustainable tourism development; methodology of tourist statement of sustainability

Case study presentations

- Conflict areas "Environment and Tourism"
- Derivation/Development of solutions and recommendations for action for a sustainable leisure and tourism sector

#### Learning Objectives of the Module

After successful completion, the student should

- have basic knowledge of major global environmental problems and their importance to the leisure and tourism sector;
- comprehensively understand the conflict area "ecology and tourism";
- be able to define the significance of problems of sustainable tourism and tourism development based on their knowledge of environmental issues; and
- be able to find and develop - through teamwork - creative solutions and recommendations for action to minimise environmental problems.

**Level** Year 1

**Semester** October-February

**Credit (ECTS)** 6

**Language of instruction** German

**Assessment** 1.4.1: Examination      1.4.2: Presentation

**Prerequisites** -

## Module 1.5: IT Applications

### 1.5.1 Data banks, Web design

#### Contents

The focus of this sub-module is the basic use and function of database systems in today's information society. Students set up database files and evaluate the data. A further objective of the seminar is to develop sensitivity to and a sense of responsibility for data management and to clarify legal aspects of handling data. The seminar includes an introduction to the basics of web design and students create a virtual web site using Microsoft FrontPage.

#### Learning Objectives of the unit

After successful completion, the student should

- have basic knowledge of the applications of database systems;
- be in a position create database structures and evaluate them; and
- be able to create and publish a web-based presentation of data.

### 1.5.2 Computer-based Data Analysis

#### Contents

The focus of the sub-module is the use of computer-supported data analysis using Excel, SPSS and Graf stat and the presentation of the results using MS PowerPoint.

#### Learning Objectives of the Module

After successful completion, the student should

- be familiar with the most important statistical programmes;
- be able to independently enter and analyse data; and
- be able to present it to an audience with MS PowerPoint.

**Level** Year 1

**Semester** October-February

**Credit (ECTS)** 6

**Language of instruction** German

**Assessment** Examination

**Prerequisites** MS Windows 2000/XP; MS–Office

## Module 2.1: Sociology and Psychology of Leisure and Tourism

### 2.1.1 Sociology of Leisure and Tourism

#### Contents

This sub-module deals with the fundamentals of the sociology of leisure and the analysis of societal relationships in terms of leisure and tourism. Academic discussions concerning changing values and the changing relationship between work and leisure are also discussed in comparison to social diagnoses: individuality, diversity, mediation and globalisation trends in society which are expressed in new terms such as the risk society, the adventure society, the multi-option society and the knowledge-based society. Societal changes are discussed in regard to their impact on the leisure and tourism sector. A particular focus is analysis of the demand for recreation and tourism opportunities. Ways of identifying and dealing with target group identification and market segmentation are presented, with particular emphasis on lifestyle research and lifestyle analyses.

### 2.1.2 Psychology of Leisure and Tourism

#### Contents

In this sub-module, the foundations of leisure psychology and psychological findings for leisure and tourism are analysed. Knowledge of learning theory, developmental psychology and communication theory as well as counselling approaches and communication skills relevant to working with different target groups. The focus is to experience psychological approaches (Flow Experience); experience and experience marketing, individual need and motive structures (Maslow/Correll), and leisure and travel patterns. Trends in leisure and tourism are discussed.

<b>Level</b>	Year 1
<b>Semester</b>	March-July
<b>Credit (ECTS)</b>	6
<b>Language of instruction</b>	German
<b>Assessment</b>	Examination
<b>Prerequisites</b>	-

## Module 2.2: Marketing in Leisure and Tourism

### 2.2.1 Theoretical Foundations of Marketing

#### Contents

- Introduction and basic principles, marketing development
- Tourism marketing, delimitation of markets, marketing tasks
- Use of marketing instruments
- Marketing planning, market segments, strategic marketing
- Product and brand policy, price and sales policy
- Communication policy and sponsoring, non-profit marketing
- Critical consideration of practical marketing concepts

### 2.2.2 Methods of Marketing and Leisure Research

#### Contents

- Tasks and use of leisure and market research
- Quantitative and qualitative research approaches
- Approaches of secondary and primary research
- Methods of data inquiry (survey, observation, experiment/test...)
- Full inquiry/part inquiry and methods of spot check draw
- Quantitative and qualitative methods of data interpretation

#### Learning Objectives of the Module

After completion the participants are able to:

- deal with the most relevant strategic instruments of analysis which are used to select and work on market segments
- comprehend the central types and extensions of marketing strategies
- overlook and comprehend decision-making processes of market participants
- consider and judge alternatives of marketing instruments
- put together necessary components of a marketing plan
- develop a market research design to solve a defined research problem
- check if research methods are appropriate
- outline appropriate data inquiry methods
- determine the most relevant methods to interpret data

**Level** Year 1

**Semester** March-July

**Credit (ECTS)** 6

**Language of instruction** German

**Assessment** 2.2.1: Examination      2.2.2: Presentation

**Prerequisites** -

## Module 2.3: Management Theory for Leisure, Culture, Tourism

### 2.3.1 Management Theory, Controlling

#### Contents

The focus of this sub-module is the teaching of the diversity and problems of management in the service sector with particular regard to leisure, culture and tourism. The students become familiar with theoretical foundations and practical implementation possibilities in the following areas:

- the manager and management;
- services: meaning and characteristics;
- integrated management in tourism and business planning;
- normative and strategic levels of management using examples from leisure, culture and tourism; and
- strategic and operational controlling

### 2.3.2 Human Resource Management, Organisational Development

#### Contents

Students learn about job descriptions, selection systems, differences in structure and organisation, as well as various forms of measuring and evaluating skills. Students develop an understanding of basic questions about employee selection as well as promotion, knowledge of human resource structures and their development in organisations particularly in the area of leisure and tourism. Practical exercises are employed to enhance learning.

<b>Level</b>	Year 1
<b>Semester</b>	March-July
<b>Credit (ECTS)</b>	6
<b>Language of instruction</b>	German
<b>Assessment</b>	Examination
<b>Prerequisites</b>	-

## Module 2.4: Law

### 2.4.1 Commercial and Employment Law

#### Contents

The focus of this sub-module is the basics of business law. The participants should become familiar with these complicated laws through the use of clearly presented cases. In addition to general civil law, students become familiar with contractual and legal obligations of the Civil Code as well as terms and conditions associated with liability law. Contract law is consistent with the requirements of business practice. In addition, the students are provided with the basics of employment law. The applications and interpretations of employment regulations and standards are outlined in an understandable form. Students study the basic outline of individual and collective labour law.

### 2.4.2 Travel Law

#### Contents

The focus of the sub-module is the fundamental approaches and techniques with travel law: settlements of legal claims of travellers. What legal claims do travellers, tour operators, travel agencies and service providers have. Case studies provide examples.

#### Learning Objectives of the Module

After successful completion, the student should

- have basic knowledge of the legal areas of labour and business law and the relevant laws;
- be able to use the language of the law and understand legal areas of conflict;
- be familiar with important approaches and basic ideas of travel law and related areas of law; and
- be familiar with the application of law.

<b>Level</b>	Year 1
<b>Semester</b>	March-July
<b>Credit (ECTS)</b>	6
<b>Language of instruction</b>	German
<b>Assessment</b>	Examination
<b>Prerequisites</b>	-

## Module 2.5: Foreign Language

### Contents

This course offers structured communication training opportunities based on current materials from the leisure and tourism sector, specifically targeted to English for the study abroad semester. In this context, all four language skills (listening, reading, writing, speaking) are practiced.

### Learning Objectives of the Unit

After successful completion, the student should

- achieve Level B2 based on the Common European Framework for Languages

**Level** Year 1

**Semester** March - July

**Credit (ECTS)** 6

**Language of instruction** English

**Assessment** Oral examination. Level: B2.2

**Prerequisites** Good English knowledge (European B1 min.)

## Module 3.1: Leisure and Cultural Management

### 3.1.1 Leisure/Event Management

#### Contents

The customer is always the central focus of event management. Therefore, individual decisions, subjective perceptions and psychological impressions play a significant role. Whether the event is for 100 or 100,000 participants, the organisers must plan and prepare for everything from setting the date to taking leave of the guests. The event must therefore be organised according to the best methods of project management and appropriate professional fundamentals.

### 3.1.2 Project and Cultural Management

#### Contents

This sub-module focuses on the basics and specifics of leisure and entertainment management. Using examples from the entertainment, recreation and sports arenas, insights into specific concepts and areas of practice are discussed. The focus is on strategic planning and marketing/management concepts and implementation in different organisations.

#### Learning Objectives of the Module

After successful completion, the student should

- understand the basics of event management and marketing and systematically apply that knowledge in making necessary practical decisions;
- fully understand an event based on a concept;
- fully understand the organisation and implementation of event management through practical examples; and
- be able to identify the key factors for successful event management.

<b>Level</b>	Year 2
<b>Semester</b>	October-February
<b>Credit (ECTS)</b>	6
<b>Language of instruction</b>	German
<b>Assessment</b>	Presentation and Essay
<b>Prerequisites</b>	-

## Module 3.2: Tour Organisation and Hospitality Management

### 3.2.1 Tour Organisation

#### Contents

The students are introduced to the duties of a tour guide. They are made familiar with the planning and organisation of travel events (preparation, events in the travel area, follow-up). Procedures, execution and the creation of essential working documents are practiced. In case studies, a description and analysis of standard as well as emergency and unusual problem situations are discussed. Through role-play, the behaviour of the travel manager is rehearsed and practiced.

### 3.2.2 Hospitality Management

#### Contents

The best advertisement for a tourist location or a tour operator is a satisfied guest and this is especially true for touring and travel companies. Most important is the role and work of those who lead these tours. In addition to providing factual information appropriate to the venue and the group, the presentation plays an important role.

**In this course, the different types of guided tours as well as new approaches and concepts of tour guiding are presented. The motivation and expectations of guests are discussed. The methodological fundamentals and principles of tour guiding are taught and practiced. Using video support and exercises, students are given the opportunity to develop, practice and review their skills. The students develop their own concept of a guided tour with special attention to methodological principles.**

#### Learning Objectives of the Module

After successful completion, the student should

- be able to plan, organise, manage and lead a tour;
- have developed a presentation repertoire as a tour leader or guide; and
- know the importance of the various forms of guiding, and be well acquainted with new teaching methods and approaches to teaching and the expectations of different target groups of tour guiding operations.

**Level** Year 2

**Semester** October-February

**Credit (ECTS)** 6

**Language of instruction** German

**Assessment** Planning, tourists guidance and report

**Prerequisites** -

## Module 3.3: Tourism Policy and Planning

### 3.3.1 Tourism Policy towards Leisure Tourism

#### Contents

- Definitions and structures; position and importance of leisure and tourism policy in the overall scheme of tourism
- Leisure and tourism policy as a cross discipline
- Legitimacy and objectives of official leisure and tourism policy
- The current tourism report by the German Federal Government
- Tourism statistics, tourist indicators; quantitative and qualitative developments at the national and international level; trends in tourism
- Indicators of tourism policy: government, public-private ventures, and private stakeholders at local, regional, national and European / international levels
- Controlling, planning and assessment instruments; tourism promotion
- Case studies
- Problems and shortcomings of the German Tourism Policy
- Globalisation aspects in tourism, sustainable tourism as a guiding principle

### 3.3.2 Tourism Planning

#### Contents

- Structure, responsibilities and rights of government authorities in Germany: federal states, regions and municipalities
- Responsibilities and aims of building and planning law in Germany
- Historical development of planning and zoning laws: from hazard prevention to detailed planning instruments
- Land use levels and their interrelationships
- Interrelationship of planning law and tourist development
- Opportunities and limitations of influencing tourism development through planning laws
- Problems between tourism development and planning law
- Formal and informal instruments: How can projects be developed both within and outside the legal framework?
- Cooperation: Case studies regarding Public-Private Partnership, local cooperation, regional cooperation

#### Learning Objectives of the Module

After successful completion, the student should

- have basic knowledge of the goals, structures, actors and steering instruments, as well as current trends and issues of national and international tourism policies;
- have basic knowledge of the building and planning laws at various levels (local, regional, national);
- understand the impact and decision-making structure of regional and municipal planning and its specific impact on the development of tourist promotion;
- be able to use their acquired knowledge in tourism policy and apply it to selected topics of current tourism policy and planning projects in an appropriate and positive way; and
- be able to deal with planning instruments in order to reach goals in tourism through working with communal and regional agencies.

**Level** Year 2

**Semester** October-February

**Credit (ECTS)** 6

**Language of instruction** German

**Assessment** Examination

**Prerequisites** -

## Module 3.4: Health and Wellness

### 3.4.1 Foundations of Social Medicine

#### Contents

In this sub-module students become familiar with the basic idea of Social Medicine and are introduced to targeting certain populations groups. These topics are discussed: sickness and health; disease models, basics of medical demography and epidemiology; prevention; treatment; rehabilitation; prevention strategies; structures in health care and the major players: providers, health insurance companies, roles of institutions and professions in the health sector (wellness consultants, managers, etc.).

Major diseases are used as examples in this context. The connection with leisure and recreational science is explained and discussed. Consultation opportunities are discussed.

#### Learning Objectives of the Unit

After successful completion, the student should

- understand the basic social perspective of and the rationale of Social Medicine;
- understand and be familiar with structures of the health care system;
- know the duties of the professions and institutions in the health care field;
- be able to research and understand literature on health issues;
- understand health or disease information from various media, critically evaluate those and then develop their own course of action; and
- recognise their own capabilities and limits in consulting clients.

### 3.4.2 Leisure and Wellness Counselling

#### Contents

In this sub-module students are presented with leisure-relevant and health-oriented approaches and concepts to consulting or counselling. Contents, methods and goals of leisure and wellness programmes are discussed with examples. The development and essential characteristics of a healthy lifestyle is traced and identified. The aim of the seminar is to provide leisure and wellness advice and to identify and analyse its significance.

#### Learning Objectives of the Unit

After successful completion, the student should

- have basic skills in leisure and wellness advice, and
- understand a healthy lifestyle and be able to provide counselling regarding appropriate activities.

**Level** Year 2

**Semester** October-February

**Credit (ECTS)** 6

**Language of instruction** German

**Assessment** Examination

**Prerequisites** -

## Module 3.5: Foreign Language

### Contents

Based on current publications from the leisure and tourism sector, the course presents structured communication opportunities and training specifically oriented to prepare the student for the study abroad semester. In this context, all four language skills - listening, reading, writing, and speaking - are practiced.

### Learning Objectives of the Unit

After successful completion, the student should

- achieve Level C1 based on the Common European Framework for Languages.

### Level

Year 2

### Semester

October-February

### Credit (ECTS)

6

### Language of instruction

German

### Assessment

Examination

### Prerequisites

Good English knowledge (European B1)

## Module 4.1: Natural Area Tourism/Ecotourism

### 4.1.1 Planning and Management of Ecotourism

#### Contents

The overall objective of this module is to provide a systematic overview of nature tourism/ecotourism as a viable tool for the conservation and sustainable development of natural areas around the world.

- Definitions: differentiation of “natural” and cultural “landscapes”
- The IUCN protected area management category system; differentiation, spatial structure and functions of protected areas
- The role of ecotourism in nature conservation and protected area management
- Defining nature tourism and ecotourism; ecotourism as a sustainable development concept
- Evolution and current state of nature tourism and ecotourism
- Environmental, economic and socio-cultural impacts and conflicts of nature tourism in natural areas
- Planning and management of ecotourism in protected areas; creating a management plan for ecotourism; applying visitor planning and management techniques; administration and economics of ecotourism in protected areas
- Ecotourism and socio-economic development and involvement of local communities living in or adjacent to protected areas

### 4.1.2 Case Studies: Protected Area Tourism

#### Contents

- Methodical approach: Assessment and Evaluation of nature tourism/ecotourism in protected areas using a criteria and indicator (C&I) concept
- Applying the C&I set in the case study areas Taman Negara and Endau-Rompin National Park, Malaysia (based on literature, www and slide presentations)
- Assessing and evaluating tourism impacts and appropriate visitor management techniques in two different national parks of northern Germany: Excursion to the national parks (based on practical exercises and experiences in field studies).
- Conclusions, recommendations and prospects of nature/ecotourism worldwide

#### Learning Objectives of the Module

After successful completion, the student should

- be able to differentiate natural and cultural landscapes based on common ecosystem classification;
- know the IUCN protected area categories and its transformation and application to the German protected area system;
- be familiar with ecotourism as a sustainable development concept for protected areas;
- understand ecotourism in natural areas as a complex system consisting of various ecological, social and economic elements with manifold interrelations and influenced by several stakeholders;
- know the potential negative environmental, economic and socio-cultural impacts of tourism in natural areas and how these impacts can be minimised by appropriate visitor management techniques;
- know and be able to apply relevant planning and management concepts in order to integrate ecotourism activities in an overall management and development plan for protected areas;
- understand the importance of ecotourism for the economic well being of local communities living in or adjacent to protected natural areas, and
- know methods of how the sustainability of ecotourism can be assessed and evaluated.

**Level** Year 2

**Semester** March-July

**Credit (ECTS)** 6

**Language of instruction** English

**Assessment** Examination

**Prerequisites**

## Module 4.2: Artistic and Creative Techniques

### Contents

In the field of Leisure Studies the individual's own experience of living and creativity is of central importance. In order to develop creative concepts and follow through with event planning, excellent skills in practical thinking is necessary. The creative repertoire for planning and execution of events and activities is expanded. The students can choose from the following four courses. Two courses must be successfully completed along with one field-specific practical exercise.

#### 4.2.1. Voice; Body Language

The students are taken step-by-step through the fundamentals of speech, voice and body language including the importance of breathing, voice projection, awareness of body position and body language, eye contact and audience contact. Students learn how to deal with the space for presentation and aids to vocal expression, dealing with texts as well as writing articles appropriate for the target group.

#### 4.2.2. Theatre Education

In this sub-module, students learn the fundamentals of theatre and entertainment such as character development, scenery, examination of theatrical situations, story telling, working with theatrical space, and working in front of and with the audience

#### 4.2.3. Arts

In this sub-module students learn theory and practice of teaching painting. Practical exercises include working with different materials and techniques: watercolour, acrylic, colour quality, collages are taught and evaluated with regard to professional practice.

#### 4.2.4. Music Education

Practical fundamentals of music and improvisation in their communicative aspects are discussed. Perception, expression and communication games using body percussion, rhythm and sound instruments, voice and movement are discussed and practiced.

### Learning Objectives of the Module

After successful completion, the student should be able to reflect on and evaluate their experience in artistic creativity.

**4.2.1:** Students apply their knowledge in practice situations and become more aware of their individual performance through self evaluation and group feedback.

**4.2.2:** Upon completion of the sub-module, students should be able to plan and implement theatre productions for entertainment and events.

**4.2.3:** After successful completion, the student should be able to employ different materials and techniques for use in leisure situations.

**4.2.4:** Upon completion of the sub-module, students are able to improvise and experiment with voice and percussion instruments.

**Level** Year 2

**Semester** March-July

**Credit (ECTS)** 6

**Language of instruction** German

**Assessment** 1. Preparation of, realisation of and reflection on a public discussion 2. Preparation of, realisation of and reflection on a scenery 3. Elaboration of an art work with different materials and techniques 4. Preparation, realisation of a music improvisation

**Prerequisites** -

## Module 4.3: Education and Animation in Leisure and Tourism

### 4.3.1 Methods and Concepts of Animation

#### Contents

Entertainment is one of the main elements of leisure, adventure and experiential education/training. In this course, play is contemplated in terms of scope and impact as a basic tool in creating a positive group experience. Trainers need practical experience in a wide range of approaches and methods. It is the process-oriented opportunities and taking advantage spontaneity that make the entertainment exciting and lively. Programmes are not interchangeable between groups; respect and encouragement for the group and reminders of the early joy of playfulness are encouraged.

#### Learning Objectives of the Unit

After successful completion, the student should

- be able to experiment, analyse and evaluate personal approaches to play and entertainment; and
- be able to learn through self-evaluation how they can instruct groups in authentic play.

### 4.3.2 Communication and Behavioural Training

#### Contents

Recognising one's individual personality traits and skills and effectively improving communication and cooperation with employees, colleagues and superiors are essential, especially in today's group-oriented work situations. Several theoretical approaches and strategies are reviewed: the fundamentals of communication processes, group dynamics, practical cooperation in groups, dealing with conflict, working with different personality types and efficient facilitation of teamwork.

#### Learning Objectives of the Unit

After successful completion, the student should

- be able to manage communication situations such as meetings, lectures, moderation, presentations or conflict resolution; and
- develop and reflect on a personal communication style.

**Level** Year 2

**Semester** March-July

**Credit (ECTS)** 6

**Language of instruction** German

**Assessment** 4.3.1: Exercise                      4.3.2: Report

**Prerequisites** -

## Module 4.4: Project Seminar – Learners' Company

### Contents

In this seminar, students apply the technical skills they have learned in an interdisciplinary work situation with a clear link to leisure and tourism. The specific topics vary in each academic year depending on the projects available in the field. The projects should, however, centre on topics such as leisure/tourist guiding, leisure/tour management, leisure/tour planning.

### Learning Objectives of the Module

After successful completion, the student should be able to

- find solutions for problems in leisure and tourism; and
- develop concepts in leisure and tourism.

**Level** Year 2

**Semester** March-July

**Credit (ECTS)** 6

**Language of instruction** German

**Assessment** Project

**Prerequisites** -

## Module 4.5: Regional/Single Country Studies

### 4.5.1 Tourism Geography

#### Contents

This seminar deals with the physical/geographical and cultural/geographical relationships at the regional or local level. Selected regions (local, regional, international) with different characteristics and with specific significance for tourism are examined.

The course begins with regional geography and consideration of regional tourism planning and destination management. The focus of regional knowledge is on major geographical features important for tourism: Earth as a planet, climate, vegetation types, geomorphology, as well as urban geography; cultural characteristics; economy; and development. Students do exercises on basic topographic knowledge of Germany, Europe and other regions. The course also conveys global interrelationships through visual media in relation to tourism.

#### Learning Objectives of the Unit

After successful completion, the student should

- express general basic geographic skills related to tourism; and
- understand and convey the natural conditions and historical development of the regions covered, and the current economic and social situation, problems and prospects.

### 4.5.2 European History of Art/Architecture

#### Contents

The course offers an introduction to the art and architectural history of Europe, from the Greco-Roman antiquity to the present day. The time frame encompasses approximately 2800 years. Within this span, important examples of artistic development and style are reviewed with a focus on architecture and the history of architecture. While the Greco-Roman period was mainly shaped by architecture and sculpture, from the Renaissance to the Rococo genre painting, sculpture and architecture were treated equally. The beginning of the 19th Century saw the Fine Arts as a whole strengthened - on the one hand, because European architecture was increasingly looking back for inspiration (keyword: eclectic), on the other hand, there was a parallel and hitherto unprecedented number of art movements. The 19th Century as a starting point for today's modern art and departure from tradition and academic art is given equal importance and consideration.

#### Learning Objectives of the Unit

After successful completion, the student should

- have a coherent overall picture of European art and architectural history;
- be able to convey with some expertise technical terms on the major art styles, define a style, a structure or an art object and classify them; and
- be able to guide a visit to a historically significant building and prepare and manage a tour of an exhibition.

**Level** Year 2

**Semester** March-July

**Credit (ECTS)** 6

**Language of instruction** German

**Assessment** 4.5.1: Paper                      4.5.2: Presentation

**Prerequisites** -

## Module 5.1: Semester Abroad Preparing Seminar

### Contents

The preparation for the semester abroad includes comprehensive organisational planning of study at a foreign partner university. The students have instructor guidance but work largely independently and discuss and find answers to their questions and solutions to problems within the group. Older students who have finished their semester abroad are available for advice and guidance.

### Learning Objectives of the Module

After successful completion, the student should

- be knowledgeable of the target country and the foreign partner university; and
- be able to organise and carry out a plan for the study abroad.

**Level** Year 2

**Semester** October-February and March-July

**Credit (ECTS)** 6

**Language of instruction** German

**Assessment** Presentation

**Prerequisites** -

## Modules 5.2-5.5: Semester Abroad

## Module 6.1: Practical Internship Preparing Seminar

### Contents

Preparation for the practical semester includes comprehensive organisational planning of the traineeship. The students work with guidance but largely independently and discuss their questions and propose solutions to problems within the group setting. Selected regional, national and international organisations and institutions in the leisure and tourism sector are presented as potential career fields. Students from higher semesters who have completed their internship are included in the seminar.

### Learning Objectives of the Module

Upon completion the module students should be able to organise and prepare for their practicum and internship.

<b>Level</b>	Year 3
<b>Semester</b>	October-January
<b>Credit (ECTS)</b>	6
<b>Language of instruction</b>	German
<b>Assessment</b>	Presentation
<b>Prerequisites</b>	-

## Modules 6.2-6.5: Internship

## Module 7.1: Evaluation of the Internship and the Semester Abroad

### Contents

In this module the Learners' Company offers a forum for the presentation of reports on the study abroad and internship programmes and for self-evaluation.

### Learning Objectives of the Module

After completion of the module, the student should

- be able to critically reflect on the experience and situations abroad and in the work situation as a basis for looking at and determining career choices.

**Level** Year 4

**Semester** October-January

**Credit (ECTS)** 6

**Language of instruction** German

**Assessment** -

**Prerequisites** -

## Module 7.2: Special Aspects of Leisure and Tourism Planning

### Contents

Based on the modules of the 1<sup>st</sup> and 4<sup>th</sup> semesters on policy and planning and in particular the experience of the practical semester, the students should acquire additional depth of knowledge of national and international leisure and tourism planning and have practice in planning and implementing a tourist project. Students select two of the following five electives:

#### **1. Tourism in International Development Cooperation**

Students critically address the opportunities and risks of tourism in the countries of the South and identify and evaluate related unresolved conflicts.

#### **2. Community-based Leisure and Tourism Development**

Using specific case studies, students learn how laws are applied to land-use planning and in tourism policy.

The goal of the seminar is to point out the interrelated and determining framework of various laws and regulations and their practical implementation, then to analyse sustainable tourism development based on these criteria. The students use the tools of land-use planning and tourism policy, analyse and evaluate them and then apply them in virtual situations to other destinations.

#### **3. Leisure Architecture**

In this sub-module the substantive and methodological basis for the perception, analysis and design of spatial and material leisure environment is taught. Thus the study areas "regional planning" and "municipal development" are supplemented by actual design and planning tasks in real situations.

#### **4. Destination Management**

After clarification of the concept of destination the three management levels (normative, strategic, operational) are introduced and differentiated. Subsequently, general marketing is applied to tourism projects.

#### **5. Promotion of Culture**

The focus of the seminar is the network of tourism and leisure industry components and separate fields of business in local and regional economic and cultural policy. Another focus is on the often tense connection between culture and tourism.

<b>Level</b>	Year 4
<b>Semester</b>	October-January
<b>Credit (ECTS)</b>	6
<b>Language of instruction</b>	German
<b>Assessment</b>	Paper or oral examination or presentation
<b>Prerequisites</b>	-

## Module 7.3: Special Aspects of Leisure, Culture and Tourism Management

### Contents

Based on the modules of the 1<sup>st</sup> and 4<sup>th</sup> semesters on recreation and leisure management and in particular the experience of the practicum abroad, students acquire depth of knowledge in national and international leisure/recreation and leisure and tourism management and apply this knowledge in real leisure and tourism project planning and implementation. Students select two of the following five electives.

#### **1. Convention and Trade Fair Tourism**

This module deals with the planning and management tasks of conference and trade show tourism. After successful completion, the student should

- be familiar with project and process management and practice these skills; and
- have examined a specific field of work and established contacts for professional practice.

#### **2. Adventure Tourism**

The module provides an introduction to the history, concepts and the practice of adventure/recreation training/education.

After successful completion, the student should

- be familiar with the history, basic terms, concepts and practice fields of adventure tourism; and
- be able to critically assess adventure programmes and their possible effects and incorporate adventure/recreation approaches in leisure and tourism management

#### **3. Museum Education**

The focus of the sub-module is the analysis of the museum as an educational and learning location, and the discussion of concepts, structures, targets and principles of museums' educational work in practice. The convergence of leisure experiences and museums in the conceptual link between entertainment and education is also highlighted.

#### **4. Health Management**

In this module, basic contents of health management, social change, the economics of health, health promotion, public health, management techniques and social skills such as stress management, conflict management, communication and self-management are presented. Appropriate case studies are used as examples.

After successful completion, the student should

- understand the importance of health management in the context of leisure and tourism; and
- know management methods, the fundamentals of the industry and specifics of health management.

#### **5. City Marketing**

Based on the most important theories in the field, an example of a complete city marketing process (analysis, development, implementation) is discussed. In addition, the course touches on special topics such as comparisons of international urban marketing (including Business Improvement Districts), branding and not least controlling in city marketing.

<b>Level</b>	Year 4
<b>Semester</b>	October-January
<b>Credit (ECTS)</b>	6
<b>Language of instruction</b>	German
<b>Assessment</b>	Paper or oral examination or presentation
<b>Prerequisites</b>	-

## **Module 7.4**

### **Bachelor's Thesis Seminar**

#### **Contents**

The students receive support and advice in the selection of a thesis topic and the writing of the Bachelor Thesis. They present a draft of their work for discussion.

#### **Learning Objectives of the Module**

After successful completion, the student should

- be able to independently take on a topic or an issue from Applied Leisure Studies and
- use the appropriate scientific methods within the set time frame to process the problem within a multi-disciplinary context.

**Level** Year 4

**Semester** October-February

**Credit (ECTS)** 6

**Language of instruction** German

**Assessment** -

**Prerequisites** -

## **Module 7.5**

### **Bachelor Thesis**