

Syllabus
Course description

Course title	Tourism Management Club (TMC)
Course code	30151
Scientific sector	SECS-P/08
Degree	Tourism, Sport and Event Management
Semester and academic year	1 st and 2 nd semester, 2021/2022
Year	2 nd study year
Credits	6
Modular	No

Total lecturing hours	36
Office hours	18
Total lab hours	-
Total exercise hours	-
Attendance	compulsory
Prerequisites	<p>none</p> <p><u>Participation requirements:</u></p> <p>The participation of the course (Optional course) is reserved to students who are enrolled in the second study year. The maximum number of students is limited to 12. If more than 12 applicants want to enrol, the following criteria A + B apply:</p> <p>A) Formula of the election criterion:</p> $V = \frac{1}{y} \sum_{i=1}^n M_i C_i$ <p>$y \in \{0.5, 1, 1.5, 2, 2.5, 3, \dots\}$</p> <p>V is the sum of the credit points C_i weighted with the grades M_i of the passed exams $i = 1, \dots, n$, divided by the number of study years y, counted twice a year (per semester). Therefore, V can be interpreted as the average sum per year of the credit points weighted by the grades. The reason of the weighting is that courses with more credit points which are more extensive and hence, it is reasonable, to count grades per credit points.</p> <p>2. Additional points for language proficiency*, distributed as follows:</p> <p>B) - 2 points for B2 German language level</p>

	<p>C) - 3 points for C1 German language level The ranking list is established in accordance with the highest value.</p> <p>* To get additional points, language certificates recognised by the Language Centre of unibz will be taken into consideration as well as language exams taken at the Language Centre, provided that the requested level is offered.</p>
<p>Course page</p>	<p>https://www.unibz.it/en/faculties/economics-management/bachelor-tourism-sport-event-management/course-offering/?academicYear=2021</p>

<p>Specific educational objectives</p>	<p>The course refers to the educational activities chosen by the student.</p> <p>This course introduces students to the responsible and accountable organisation of events throughout the academic year. If the COVID-19 situation allows three (3) events with experts and the public will be organised The course follows an action-oriented approach in combination with background research and training and development and advancement of communication and presentation skills. It also allows students to explore the full array of operational aspects of organising seminars/events for the public, after having themselves made familiar with facts and institutional and business settings in the tourism and events industries.</p> <p>Specific educational objectives are:</p> <ul style="list-style-type: none"> • to empower students to organise a “real” event (if Covid-19 allows) in a professional and strategic manner • to support students in their development of professional communication and presentation skills • to allow students to apply skills and knowledge in an applied and industry supported setting • to provide for an opportunity to learn about and experience current issues directly from and with industry • to provide students with basic factual and methodological knowledge of event planning, organisation, implementation, and evaluation • to facilitate “learning-by-doing” in a structured and outcome-oriented manner • to foster the process of capability and competence building in a realistic and applied way • to stimulate teamwork and to build ‘social competencies’ to support and foster team work
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	<p>capabilities</p> <p>On completion of TMC, the students should:</p> <ul style="list-style-type: none"> • have obtained insights and knowledge into those industries, businesses and processes which are discussed during TMC • have acquired appropriate knowledge and skills to investigate and evaluate basic data and industry information • have gained basic expertise in communications of an event, in oral and written form • have acquired the basic presentation and skills required for hosting and moderating an event in a public setting • be able to critically reflect and to report on statements and presentations • be able to independently plan, organise and execute a small event • to perform different functional tasks relevant to the management of an event • understand what factors contribute to a good event • be able to discuss current industry issues from different perspectives
<p>Lecturer</p>	<p>Prof. Linda Osti, Linda.Osti@unibz.it, Campus Bruneck-Brunico, 2nd Floor, Office 2.03 https://www.unibz.it/de/faculties/economics-management/academic-staff/person/839-linda-osti</p>
<p>Scientific sector of the lecturer</p>	<p>SECS-P/08</p>
<p>Teaching language</p>	<p>English</p>
<p>Office hours</p>	<p>https://www.unibz.it/en/timetable/?department=26&degree=13009%2C13134</p>
<p>List of topics covered</p>	<p>Three contemporary tourism, travel, experience and event topics form the basis for TMC. The choice of topics depends on actual and important areas of development in these industries and which are of interest to institutions and businesses, and allow for educational progress, skills and competence development of students. Topics are covered by a combined format of life or virtual presentations, life or virtual moderations, and life or virtual discussions, with pre-event research and follow-up evaluations, reporting and publishing requirements in each individual event</p> <p>Main topics include:</p> <ul style="list-style-type: none"> - data collection and preparation on industry background, firm performance, institutional setting, competitive situation, regional relevance;

	<ul style="list-style-type: none"> - collection and evaluation of papers, industry publications, consulting reports and popular media on topics covered in TMC - presentation and moderation training - training for writing press releases targeting daily and weekly regional newspapers - collection, management and upgrading of customer (participants) databases - report writing, editing and distribution to stakeholders - design of PR-materials, photographs, background information and presentation materials for each TMC event - preparation and execution of post-event activities (catering, press releases, controlling, follow-up communication with presenters and sponsors)
<p>Teaching format</p>	<p>The course builds on three different, but complementing teaching and learning formats:</p> <ul style="list-style-type: none"> - Seminar, providing students with a systematic view on current issues related to the topics to be selected for the actual TMC series, including data collection and evaluation, and communication/presentation training, as well as on business and institutional contexts - Event execution (if Covid-19 allows) of three individual events which are group managed and where each student must perform in different roles in each event (hosting, presenting, catering, reporting, etc.) - Reporting, applying and documenting skills acquired, and lessons learned during TMC.
<p>Learning outcomes</p>	<p><u>Knowledge and understanding</u> Knowledge and understanding of:</p> <ul style="list-style-type: none"> • event planning, organisation and implementation • current issues and topics in tourism-, sport-, and eventmanagement • different approaches of diverse stakeholders towards current issues • industry information in socio-economic and societal contexts <p><u>Applying knowledge and understanding</u> Ability to:</p> <ul style="list-style-type: none"> • apply industry and company knowledge to a life or virtual event setting • correctly use key industry and business management terms

- initiate and lead a live or virtual discussion, and if Covid-19 allows, also with presenters and stakeholders
- understand what factors contribute to a good event
- summarise presentations orally and in written form
- perform different functional tasks relevant to the management of an event

Making judgements

To be able to:

- collect and evaluate information relevant for the subject
- to interpret industry background information with regard to topical areas
- critically reflect and report on statements and presentations
- initiate and guide discussions between diverse stakeholders
- appraise the general relevance of comments and contributions for the topical area discussed for reporting purposes
- decide which parts of the presentations are of value for public communication

Communication skills

Ability to:

- express facts and backgrounds in a concise and professional manner
- reflect on oral and written communication
- structure and prepare scientific and technical documentation on TMC seminar topics
- identify and contact target groups for TMC communications
- communicate with presenters and stakeholders before, during, and after the event in a way that matches professional (industry) standards
- operate in a team with different aptitudes and motivations
- prepare press releases on each event (ex-ante, ex-post)
- prepare and present a final report, using appropriate and correct technical and scientific terminology

Learning skills

Ability to learn:

	<ul style="list-style-type: none"> • how to discuss current industry issues from different perspectives • how to perform as impartial moderator / presenter / facilitator in an industry life discussion, if Covid-19 allows • how to autonomously extend knowledge acquired during the course by reading and understanding subject related scientific and technical literature • how to think in alternatives in a consequential way • how to extend and complement basic knowledge and facts acquired through searching for supplemental information from diverse scientific and non-scientific sources
<p>Assessment</p>	<p>Three different modes are used to assess and value the contribution of students, each counting towards the final mark.</p> <ul style="list-style-type: none"> • written report, counting for 50 per cent (50 of 100) towards the final mark • peer assessment, counting for 15 per cent (15 of 100) of the final mark • final exam, counting for 35 per cent (35 of 100) of the final mark <p>Theory: assessed through a written exam with review questions at the end of the course (35%) Application: assessed through a written group project report and peer evaluation (65%)</p> <p>Duration of the exam: 50 minutes.</p> <p><i>NOTE: project work and peer assessment are valid for one academic year and cannot be carried over beyond that timeframe</i></p>
<p>Assessment language</p>	<p>English</p>
<p>Evaluation criteria and criteria for awarding marks</p>	<p>The final grade is the weighted average of the three parts of assessment</p> <p>Theory: assessed through a written exam with review questions at the end of the course (35%)</p> <p>Application: assessed through a written group project report (50%) and peer evaluation (15%)</p> <p>Relevant for assessment of theory:</p> <ul style="list-style-type: none"> • feasibility of the proposed solution, clarity of answers, argumentative logic and context, ability to evaluate and answer in a concise and precise way, mastery of language (with respect to technical

	<p>terms), critical analysis and discussion of the underlying theory and practice</p> <p>Relevant for assessment of application:</p> <ul style="list-style-type: none"> • completeness of information, proper documentation of materials, use of scientific literature to underpin argumentation, use of actual/current issues to support the argumentative logic, creativity, critical thinking, teamwork and team management, quality of technical summary and professional presentation of results
<p>Required readings</p>	<p>literature for each individual topic will be distributed before/during seminar sessions</p>
<p>Supplementary readings</p>	<p>current articles and cases will be provided during seminars</p>