Freie Universität Bozen
Libera Università di Bolzano
Università Liedia de Bulsan

Syllabus
Course description

Course title	Best Practice NOT OFFERD 2023/2024
Course code	30149
Scientific sector	SECS-P/08
Degree	Tourism, Sport and Event Management
Semester and academic year	NOT OFFERD 2023/2024
Year	2nd and 3rd study year
Credits	6
Modular	No

Total lecturing hours	24
Total lab hours	-
Total exercise hours	24
Attendance	Strongly suggested, the 4 days field trip is compulsory.
Prerequisites	Participation requirements: The participation of the course is reserved to students who are enrolled in the second and third study year of the study program Tourism, Sport and Event Management. A minimum of 8 students are required. The maximum number of students is limited to 14. If more than 14 applicants want to enrol, the following criteria apply: **Formula of the election criterion**: $$V = \frac{1}{y}\sum_{i=1}^{n} M_i C_i$$ $$y \in \{0.5, 1, 1.5, 2, 2.5, 3, \cdots\}$$ V is the sum of the credit points C_i weighted with the grades M_i of the passed exams $i = 1, …, n$, 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. The ranking list is established in accordance with the highest value.
Course page	https://www.unibz.it/en/faculties/economics-management/bachelor-tourism-sport-event-management/course-offering/?academicYear=2023

Specific educational objectives	The course refers to the educational activities chosen by the student.

The course is for students enrolled in the second and third study year of the study program Tourism, Sport and Event Management, who interested in contemporary "Best Practice" examples in destination development, marketing and management. Sound knowledge in Economics, Business Management, Destination Management, Marketing etc. is an advantage.

Educational objectives are:

- to provide students with basic factual and methodological knowledge of modern strategy development and their implementation by state of the art management on the basis of market known best practice
- to foster the process of capability and competence building to prepare students for real life destination management to stimulate teamwork and to build 'social competencies' to support and foster team work capabilities.

This course is based on a real project, which will deal with experience and service design at the island of Rügen / Binz Baltic Sea. A real project means, that the students take the role of a consultant group while the project partner is a company or destination. The students first will do a desk research on the case and related best practices. Then during a 4 days field trip in the destination they will first analyse the on site situation, have stakeholder interviews and become familiar with the local situation and problems. After, based on these results they will develop proposals how to resolve the given problem / innovate or improve the problem related services. These proposals will be presented to the case partner by the students themselves at the last day of the on-site stay.

On completion of Best Practice, students should be able to:

- identify best practice drivers and competences
- analyse the impact of businesses on a region
- apply strategic thinking in a business context
- describe and understand what factors create best practice in business
- understand, how to make strategic and tactical decisions in businesses
- recognise and discuss both the economic and social issues related to best practice
- become professionally current by investigating "real life" examples

prepare and present a concept in front of managers, stakeholders, policy makers and local press

| **Lecturer and Lecturing assistant** | |

Scientific sector of the lecturer	SECS-P/08
Teaching language	English
Office hours	https://www.unibz.it/en/timetable/?department=26&degree=13009%2C13134
List of topics covered	Best practice cases, international/regional/local analysis, business models, operations, outlook, consultancy work. The course follows a strategic and managerial orientation in combination with a "real-case" example, but it also explores operational aspects from a multi-disciplinary and socio-economic perspective
Teaching format	The course builds on four different, but complementing learning formats: - **Seminar**, providing students with a systematic view on best practice to selected aspects of destination development, marketing and management - **Group work** on best practice examples, the real case, integrating a holistic view on destinations, their environment, opportunities and threats - Real case **Study trip** to hands-on experience and learn about best practice examples - **Group Presentation and Report** on real case (including best practice examples) to apply skills learned and cases investigated

Learning outcomes	**Knowledge and understanding** Knowledge and understanding of: • of what comprises best practice in a regional and sectoral setting in industries and destinations • of the role and impact of best practice strategies on business management decisions and destination performance • of current best practice issues and topics in Tourism-, Sport-, and Eventmanagement **Applying knowledge and understanding** Ability to: • apply basic theoretical and methodological knowledge to an actual real case • correctly use best practice management terms • understand what factors contribute to achieve best practice performance (best of class approach) • identify key issues that may contribute and/or create a basis for best practice **Making judgements**

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To be able to:
- identify and determine drivers of best practice
- critically reflect and contextualise information on best practice
- decide which data and information is relevant for best practice reporting

Communication skills

Ability to:
- structure and prepare scientific and technical documentation on best practice seminar topics
- communicate with managers, stakeholders of best practice companies in a way that corresponds to professional standards
- operate in a best practice team with different levels of knowledge, aptitudes and motivations
- taking the consumer perspective of pre defined target groups
- prepare and present a final presentation and report, using appropriate and correct technical and scientific terminology

Learning skills

Ability to learn:
- how discuss current best practice and real caye issues from different perspectives
- how to 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 additional insights from diverse scientific and non-scientific sources
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Assessment	Three different modes are used to assess and value the contribution of students, each counting towards the final mark. • Final presentation and related real case report 60 per cent (60 of 100) towards the final mark • peer assessment, counting for 15 per cent (15 of 100) of the final mark • final exam, counting for 25 per cent (25 of 100) of the final mark Theory: assessed through a written exam with review questions at the end of the course (25%) Application: assessed through a written group project report and peer evaluation (75%)

	Duration of the exam: 30 minutes *NOTE: project work and peer assessment are valid for the current academic year and cannot be carried over beyond that time-frame*
Assessment language	English
Evaluation criteria and criteria for awarding marks	The final grade is the weighted average of the three parts of assessment Theory: assessed through a written exam with review questions at the end of the course (25%) Application: assessed through a written real case group project report (60%) and peer evaluation (15%) Relevant for assessment of theory: • 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 (also with respect to technical terms), critical analysis and discussion of the underlying theory and practice Relevant for assessment of application: • 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, team work and team management, quality of technical summary and professional presentation of results

Required readings	literature is depending on the organisations to be evaluated and will be distributed during classroom sessions
Supplementary readings	current articles and cases will be provided during class