

Major in Tourism & Hospitality Management (THM): Modules

International Bachelor of Business Administration

Spring	Sustainable Tourism Development Corporate Social Responsibility Standards & Certifications Sustainable Tourism Products Demand for Sustainable Tourism Tourism in Developing Countries Community Based Tourism 3	Digital Tourism SEO and Websites Social Media Monitoring and Analytics (Big) Data in Tourism Digital Business Models Sharing Economy 3	Sport & Wellness Tourism Health & Spa Tourism Sport Tourism Success Factors Product Development Company Visits Excursions 3	Tour Operating & Travel Tour Operating Travel Agencies Tourism Transport (Cruise, Airlines, etc.) International Study Week (Planning, Organisation) 3	Bachelor Thesis Implementation of Preliminary Study 9
	Tourism Products & Services Analysis (Environment, Demand, etc.) Consumer Behaviour Innovation in Tourism Service Design Management Experience Management Tourism Law 6				Preliminary Study Bachelor Thesis Industry Challenge Industry Client Preliminary Study 3
Autumn	Hospitality Management Trends, Market Developments Specifics of Hospitality Sector Hotel & Hospitality Management Business Models Hospitality Services Strategy, HR, Finance in Hospitality 3	Event Management Event Industry and Market Live Communication Event Management (Planning) Event Types Impact of Tourism Events MICE, Business Tourism 3			
	Tourism & Destination Development Introduction, Overview Tourism System Tourism Supply and Demand Tourism Impacts Tourism Policies Tourism Organisations 6				Major-Module Major/Minor-Module