Department: 14 Tourism

Course title: European Regional Development and Tourism Policy

Hours per week (SWS): 2

Number of ECTS credits: 3

Course objective:
To explore key concepts in regional planning and tourism policy from a social, ethical and global perspectives.
To demonstrate the application of tourism policy and planning to achieve (sustainable) tourism management best practice.
To use tourism cases in order to analyse tourism policy and planning challenges and develop feasible thoughtful recommendations.

Prerequisites: None

Recommended reading:

Teaching methods: Seminar-style lesson, exercises, presentations, self-study, field trip (if possible), guest lecture (if possible)

Assessment methods: oral examination (15-20 min)

Language of instruction: English

Name of lecturer: Prof. Dr. Markus Pillmayer

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Course content:
This module integrates the knowledge developed in tourism policy, destination management and destination marketing into a course that uses government policy and planning as the conceptual framework. It examines the importance of tourism policy and planning in terms of sustainable tourism development, addressing the central role of tourism public policy development.

Remarks: