Department: 14 Tourism

Course title: Seminar module: Instruments and Tools in Tourism Development Planning & Special Interest Tourism (SITs): An opportunity for Sustainable Development?

Hours per week (SWS): 4

Number of ECTS credits: 5

Course objective:
Course: Instruments and Tools in Tourism Development Planning:
In the seminar an overview of current instruments for governing tourism development is given. The students develop an understanding of the available tool set on the basis of case studies and are able to make an informed decision which instruments are useful in specific situations. Graduates are able to communicate effectively both orally and in written form.

Course: Special Interest Tourism (SITs): An opportunity for Sustainable Development?
Expected Outcome: Students will familiarize with the notions of Sustainable Development (economic efficiency; social cohesion; environmental preservation) and on the various customer motivational patterns that dictate the development of Special Interest forms of Tourism (SITs). An evaluation of various SIT’s Sustainability Performance will enable comparability among tourism products as well as the study of their potential to incubate Sustainable Development.

Prerequisites: very good command of English; prior experience with academic writing

Recommended reading: reading list will be distributed in class

Teaching methods: Interactive methods, discussions, presentations, case studies

Assessment methods: Written seminar paper & presentation

Language of instruction: English

Name of lecturer:
Prof. Dr. Daniel Metzler (Instruments and Tools in Tourism Development Planning)
Dr. Kyriaki Glyptou (Special Interest Tourism (SITs): An opportunity for Sustainable Development?)

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Link: (not provided)
Course content

Instruments and Tools in Tourism Development Planning:
A: Measuring instruments
1) Economic impact measurement: German national parks.
2) Carrying Capacity (CC)/Limits of acceptable change: Malta’s Tourism CC
3) Cost-Benefit-Analysis: London Olympics
4) Forecasting in tourism: between Delphi and ARIMA
B: Command and control instruments
1) Legislation, Regulation and licensing: Venice
2) Land use planning and development control: Alpenplan
C: Economic instruments
1) Taxes and Charges: Bettensteuer/City Tax/Kulturförderabgabe
2) Financial incentives and agreements: Commercial funding and EU regional policy for tourism in Bavaria
D: Voluntary instruments
1) Guidelines and codes of conduct: thecode.org
2) Auditing and reporting: Global Reporting Initiative
3) Voluntary certification: Green Globe and Tourcert
4) Voluntary contributions: Tourismusfond München
E: Supporting instruments
1) Infrastructure provision and management: Initiative „Infrastruktur und Marketing für den Wassertourismus in Deutschland verbessern“
2) Capacity Building: GCB’s Nachhaltigkeitsberater
3) Marketing and information services: community-based tourism networks

Special Interest Tourism:
A. Special Interest Tourism (SIT’s)
1. Principles of SIT’s Development
2. Customer Motivation & Preferences
3. Quality Schemes
4. Best SIT’s Practices at International Level
B. SIT’s Typologies: Current State & Future Potential

Remarks

Please note, that this is a module comprised of two courses. Students can only participate in this module by attending both courses. There is a limited number of places (5) available for interested exchange students. Enrollment in the module will take place on Tues, Sept. 29th during the Welcome Day at the Dept. of Tourism. Please note, that there might be an assessment of English language capabilities prior to final acceptance to the module.