

Module title	Management Simulation im Tourismus
Module title in English	Management Simulation in Tourism
Level/Degree program hosting the module	Master Tourismus and Sustainable Regional Development
Module number	
Institutional anchoring	WFI
Module coordinator	Prof. Dr. Harald Pechlaner
Credit points (ECTS-Punkte)	5 ECTS credits
Learning outcomes	<p>The student will:</p> <p><i>In all roles:</i></p> <ul style="list-style-type: none"> <li>▪ Improve their entrepreneurial and intercultural skills;</li> </ul> <p><i>By participating as a member of a competing team:</i></p> <ul style="list-style-type: none"> <li>▪ Develop a strategy for a touristic institution in a competitive business environment using theoretical approaches;</li> <li>▪ Analyze a product portfolio;</li> <li>▪ Coordinate within the team and define functions within the team;</li> <li>▪ Apply operational and financial planning and information systems;</li> <li>▪ Break down strategy into operational decisions and activities – including purchasing and sales activities, recruiting and managing staff, investing in renovations and services, and marketing;</li> <li>▪ Learn crisis communication;</li> <li>▪ Develop marketing instruments (product logo, claim, advertising presence);</li> <li>▪ Present their ideas to customers and competitors at a trade fair;</li> <li>▪ Analyze competitors in the market.</li> </ul> <p><i>By participating as student coach:</i></p> <ul style="list-style-type: none"> <li>▪ Engage in the organization of the winter school</li> <li>▪ Organize team-building events for other participants</li> <li>▪ Advise the student team</li> <li>▪ Provide assistance to guest students and guest coaches</li> <li>▪ Observe and assess the marketing and other activities of the competing student teams</li> <li>▪ Present tasks and scores in front of all participants of the winter school</li> <li>▪ Document the workflow of the winter school from planning to implementation and follow-up</li> <li>▪ Reflect on their own role and what they have learned.</li> </ul> <p><i>By participating as a member of the media team:</i></p> <ul style="list-style-type: none"> <li>▪ Use media tools (film and photography) to document the winter school</li> <li>▪ Interview and record in film both participants and coaches</li> <li>▪ Engage in the organization of the winter school</li> <li>▪ Advise the competing student teams regarding the development and implementation of their marketing strategy</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Observe and assess the marketing and other activities of the competing student teams</li> <li>▪ As part of the media team, produce a video documenting the project week to be screened during the final event.</li> </ul>
Contents/topics	<p>The basis is a management simulation in tourism, which has to be run as a real business with real KPIs by student teams competing against each other. The teaching units address both theoretical and practical concepts and include the following units:</p> <ol style="list-style-type: none"> <li>1. Introduction and preparation session</li> <li>2. Opening ceremony of the simulation</li> <li>3. Trade fair</li> <li>4. Round 1 (Year 1)</li> <li>5. Round 2 (Year 2)</li> <li>6. Round 3 (Year 3)</li> <li>7. Round 4 (Year 4)</li> <li>8. "3 Minutes Pitch"</li> <li>9. Summary reflection.</li> </ol> <p>Students can participate in different roles:</p> <ul style="list-style-type: none"> <li>▪ as a member of a competing team</li> <li>▪ as a student coach (esp. for students who participated as a member of a competing team in a previous round)</li> <li>▪ as a member of the media team.</li> </ul>
Formal requirements for participation	None
Teaching and examination language	German/English
Teaching methods/course types	Interactive Seminar (2 SWS) consisting of (1) business game with group work under the guidance of lecturers and (2) self-directed learning
ECTS awarding criteria	Contact/self-study in seminar with a minimum grade of "adequate": Portfolio (100 %)
Workload / Distribution of ECTS credits	Contact-time/Self-study (Seminar): 30 h (1 ECTS credit) Preparation/Follow-up: 45 h (1.5 ECTS credits) Examination preparation: 75 h (2.5 ECTS credits)
Module grade	Transcript of records
Polyvalence with other degree programs/accessibility notes	
Course rotation	Winter semester
Subjects involved	Studium.Pro, Business Administration, Geography
Remarks	Cooperation with international partners represents an added value of the module and will be reflected in the intercultural knowledge transfer of the underlying student teams.