

Qualification goals

ITM Bachelor International Tourism Management/Health & Medical Tourism

**Faculty European Campus Rottal-Inn of the Deggendorf Institute of
Technology**

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Gender neutrality

The use of double forms or other markings of female, male and diverse gender is largely avoided in order to maintain legibility and clarity. All titles for the various groups of members of the university refer equally to members of all genders of the groups concerned.

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1 Objectives of the programme

The programme aims to provide students with broad-based professional skills and methods, expertise based on economic principles and methods through practice-oriented teaching. Key qualifications, implementation skills and innovative skills are developed in addition to business administration expertise and tourism-specific expertise. Students also acquire social and international competencies that help them operate confidently and work competently in the complex and inter-cultural environment of tourism, and especially of health and medical tourism. International aspects and development of language skills are of great importance against the background of the increasing internationalisation of the tourism industry.

Overall, attention is paid to broadly diversified and qualified training, which enables graduates to work in a wide range of areas in the tourism and health industry. Students are enabled to work in senior positions in their day-to-day work, competently execute projects and share expert knowledge. In addition, graduates should be able to take on the management of smaller companies as well as diverse management tasks in companies in the tourism and health industry and also learn the basics of starting a business.

A rapidly and constantly changing framework of professional and everyday life, an ageing population as well as the changing needs and expectations of society have led to an increasing demand for tourism services in the fields of health, wellness and medical tourism; personal well-being and experiences are becoming increasingly important in addition to core services from the fields of medicine and health in international competition. These services, in turn, are essential competencies of the tourism industry. This Bachelor programme prepares graduates to close the existing gap between health and medical service providers and their patrons.

The application aspect is of particular importance to achieve the outlined qualification goals. Instruction in various areas of application ensures that scientific findings are applied and implemented in situations of specific and current problems in health and medical tourism. Students develop the capacity for teamwork and interdisciplinary skills by working in cross-professional projects. This course structure gives students an early opportunity to gain in-depth knowledge of their technical field in a career-oriented manner.

2 Study objectives and qualification goals

Knowledge: Students have in-depth, application-relevant specialist knowledge of tourism management and business administration, as well as of health and medical tourism. Students have acquired in-depth knowledge in leadership-specific areas of tourism management. Students have specialist knowledge to build and develop a company as a specialist and manager. Students can analyse and assess technical connections and develop solutions.

Skills: Graduates are equipped to

- research and interpret academic technical texts and apply them in situations they come across in daily company life
- independently formulate academic tasks
- solve problems in an application-oriented manner using basic and partly complex methods
- present work results in a structured manner and discuss them in front of expert audience.

Competencies: Graduates acquire the competencies to

- think and act in an entrepreneurial way and formulate strategies
- communicate effectively orally and in writing in English and conduct negotiations
- implement theoretically acquired knowledge in a practical and solution-oriented manner
- organise themselves and show a capacity for teamwork and leadership skills during interdisciplinary cooperation
- name stakeholders of companies and take their goals into account in the corporate strategy
- reflect on their actions and adapt them to suit ethical, ecological, social and economic requirements
- assess their strengths and weaknesses and their impact on others
- contribute to conflict resolution and handle criticism constructively
- assess themselves as a leader and work successfully in an inter-cultural context
- recognise the need for lifelong learning and acquire the necessary skills

3 Learning outcomes of modules/module objectives/matrix of objectives

Individual modules, their detailed objectives and competencies to be acquired by graduates are described in the module handbooks for the Bachelor programme of International Tourism Management/Health & Medical Tourism.

The following table shows the relationship between individual modules and the objectives described in the previous section for the Bachelor programme of International Tourism Management/Health & Medical Tourism.

Matrix of objectives of the modules in the Bachelor programme of International Tourism Management/Health & Medical Tourism												
Module	Objectives											
	Knowledge				Skills				Competencies			
	Economic principles	Academic work	Transfer to practice	General	Economic principles	Academic work	Transfer to practice	General	Economic principles	Academic work	Transfer to practice	General
Personal & Scientific Development		xx		x		xx		x	xx			x
Applied Statistics & Data Analysis		xx	x	x		xx	x	x	xx			
Fundamentals of Business Administration	xx		x	x	xx		x	x	xx		x	x
Economy & Society	xx		x	xx	x		x	x	xx		x	x
Introduction to Tourism Management with Focus on Medical and Health Tourism	xx		xx		x		x		x		x	
Accounting & Controlling	xx		xx	xx	xx		xx	x	xx		xx	xx
Marketing in Health & Medical Tourism I/Basic Principles and Markets	xx		xx		xx		xx		xx		xx	
Quantitative and Qualitative Research		xx	x	x		xx	x	x		xx	x	x
Medical Basics for Tourism Professionals	x		xx		x		xx		x		xx	
Intercultural Management in International Health & Medical Tourism			xx	xx			xx	xx			xx	xx
Compliance, Process & Quality Management in Health & Medical Tourism	xx		xx	xx	xx		xx	xx	xx		xx	xx
Marketing in Health & Medical Tourism II/Digital Services Marketing	x		xx		x		xx		x		xx	
Corporate Management & Leadership	xx		xx	x	xx		xx	x	xx		xx	x
Hospitality Management	xx		xx		xx		xx		xx		xx	
Project Management	xx		xx	xx	xx		xx	xx	xx		xx	xx
Legal Aspects in Tourism			xx				xx				xx	
Innovation, Product Development & Service Design in Health & Medical Tourism	xx		xx		xx		xx		xx		xx	
ICT Application Systems in Health & Medical Tourism	x	x	xx		x	x	xx		x	x	xx	

Medical Wellness & Spa Management	xx		xx		xx		xx		xx		xx	
Health Care Management & Health Provision			xx	xx			xx	xx			xx	xx
Bachelor Thesis Tutorial (Scientific Workshop)		xx	x	x		xx	x	x		xx	x	x
Natural Resources in Health Tourism	x		xx		x		xx		x		xx	
Entrepreneurship	xx		xx	xx	xx		xx	xx	xx		xx	xx
Contemporary Issues in International Health & Medical Tourism	x		xx		x		xx		x		xx	
Data Analysis and Artificial Intelligence in Health & Medical Tourism		x	xx			x	xx			x	xx	
Management of Tour Operators and Facilitators in Medical Tourism	xx		xx		xx		xx		xx		xx	
Transport & Mobility Management	x		xx		x		xx		x		xx	
Cooperation and Network Management in Health and Medical Tourism	xx		xx		xx		xx		xx		xx	
Ethics & Sustainability in International Health & Medical Tourism	x		xx	xx	x		xx	xx	x		xx	xx
Health Destination Management	xx		xx		xx		xx		xx		xx	
General area												
Compulsory Elective Subjects of a General Academic Nature (AWP I)				xx				xx				xx
Foreign Language I - IV												
Compulsory Elective Subjects of a General Academic Nature (AWP II)				xx				xx				x
Internship (18 weeks)												
Block Seminar to accompany the internship (PLV) 1												
Block Seminar to accompany the internship (PLV) 2												
Bachelor Thesis		xx	xx			xx	xx			xx	xx	

Legend: xx strong relation; x medium relation